



Attracting & Retaining Sponsorship

Introduction

- Background in marketing
 - major national sponsorships
 - business & club perspective
- It's getting tougher to secure sponsorship
- Some ideas – some may be relevant, some not
- Ask questions at any time



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Overview

- What is sponsorship
- Sponsors expectations
- What can you 'sell' to sponsors
- Who are likely sponsors
- How should you go about attracting them
- How to ensure you retain your sponsors



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What is Sponsorship?

Commercial Deal

Companies expect a return via increased:

- awareness & image
- brand association
- customer relations
- sales

Charitable Donation

No commercial return expected

Either cash, or in-kind (equipment, services, expertise)



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Sponsors Expectations

- Targets the right group of potential customers
- Positive association with their product or brand
- Effectively compliments other advertising & marketing
- Provides value for money
- Is easy for them to undertake
- Is appreciated and not taken for granted



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What does your club have to **SELL**

- Create an inventory of what the club has to 'SELL' to prospective sponsors
- Be specific
- Be innovative
(eg, fundraising by charities from door to door collections to selling daffodils, wrist bands, stickers & even goats)



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GROUP TASK

- Create an inventory of what the club has to 'SELL' to prospective sponsors
- Be specific
- Be innovative

10 mins – develop a list & report back to group



Some thoughts...

- Logo placement
 - on all member communication
 - on all media releases (print, radio)
 - club newsletter
 - letterheads
 - email
 - website & link to their website
 - score sheets
 - score boards
 - front of court (tin)
 - court entrance
 - side of court (main walls)
 - behind courts (spectator gallery)
 - carpark
- Logo placement
 - in changing rooms
 - at the bar
 - in the club lounge
 - entrance to the club (both interior & exterior)
 - on the sponsors board
 - tournament posters
 - kitchen entrance
 - up stairwell
 - above/below the TV
 - club shirts, tracksuits, caps
 - award certificates
 - trophies



Other 'inventory' ideas

- Naming rights
 - the club
 - each court or the main court
 - a tournament
 - the club champs
 - a junior development squad
 - the bar
 - the kitchen
- Exterior signage (billboard)
 - get data on traffic no's to estimate value
 - check bylaws to ensure it can be placed



Other 'inventory' ideas

- Use of clubrooms
 - as a function room
 - as a meeting room
 - as a venue for bootcamp / team building for staff
- Coaching lesson(s) for sponsor or nominee of their choice
- Free membership
 - for the sponsor
 - for a staff member
 - as a 'scholarship' for an up & coming junior star



What else could appeal to sponsors?

- Supply (exclusive) their products or services
- Invites to events / presentations
- Networking with other sponsors
- Provide promotional material to members
- Discount vouchers to members
 - make it easy for them (eg, develop a simple template of a voucher)

15% off at ABC
As a valued competitor in the ABC Tournament at Panmure Squash Club, present this voucher at any ABC store & receive 15% off your purchase. Offer expires 1/10/08



Remember to..

- Value each piece of 'inventory' in \$ terms
 - more exposure = more value
- Consider levels of sponsorship (platinum, gold, silver, bronze)
- Be clear on who pays for items
 - eg, signage – does the sponsor supply the sign? Will the club supply it? Or, will the club arrange the sign & pass on discounted rates to the sponsor. Advise estimated cost.



Don't forget the most important - Target Market

- Who will sponsors reach?

- Who you are, where, what
- Provide member/event stats

- eg, 300 members, 60% males aged 30-60yrs, above average income, typically families, majority live in Panmure/Pakuranga, average visit club once per week, total visits to club per annum of all people, location of club)

- eg, tournament stats (no. of players/matches played, total visitors to club during event, average age & interests)

- Be specific & be prepared to tailor to prospective sponsors



Who are likely sponsors?

- **Current members – best source**

ASK!!

- posters, emails, newsletters, phone calls, personal approach

- Advise WHY and WHAT it could be used for
- Follow up with personal meeting & specifics



Who else then?

Think about WHO your members/club would appeal to (target market)

- Suppliers
- Current sponsors
 - can they increase their support?
 - do they know of anyone else that would compliment their sponsorship?
- Local businesses & larger companies



SHARE YOUR SUCCESS

WHAT TYPE OF COMPANIES have you had the most success in attracting?



Sponsorship Proposal

Refer www.squashauckland.org.nz

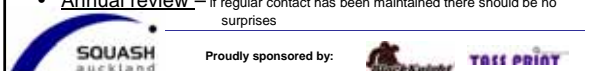
"Seeking & Servicing a Sponsor" – good reference

- Specific but not too long
- Include sponsor logo & name
- Tailor to them – put yourself in their shoes "WHY YOU?"
- Check spelling
- Get to the decision maker – ensure you have their correct name & title
- Personal contact best (phone call, meeting)
- Follow up with phone call – close the sale!
- Signed contract with all specifics detailed – try for 3 year term



Retaining Sponsors

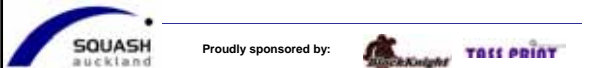
- Deliver on what you said you would
 - provide evidence of this in a timely manner, not just at contract renewal stage (eg, stats, photos, thank you letter)
- Provide added value if you can
 - (eg, sponsor networking evening; info on benefit their sponsorship is doing for the club; interesting info – eg, NZ No. 1 player won the tournament & media interest)
- Support their business & encourage members to
 - (eg, their products/vouchers as tournament prizes)
- Don't take them for granted
- Annual review – if regular contact has been maintained there should be no surprises



SHARE YOUR LEARNINGS

What has worked for you?

What hasn't?



FINAL WRAP-UP

- Write down THREE key learnings from this session
- HOW you could put this into practice
- WHEN you will do it by

