

Sponsorship

Your club may choose to put a sponsorship letter / proposal together to seek funds from businesses and organisations related to your clubs activities. In general, the sponsor relationship should be mutually beneficial:

Your club will be seeking -

- Funding
- Equipment
- Specific goods and services

The sponsoring company will be seeking -

- Media exposure
- Advertising to a specific audience
- Public awareness

By keeping these points in mind when preparing a sponsorship proposal, you should be able to outline the maximum benefits to your potential sponsor.

Sponsorship planning

Before your club approaches potential sponsors, the committee should meet to work out what type of information should be included in the proposal. Questions to consider are:

- What is the club's image among members and the public?
If image is poor, it may be difficult to secure a sponsor
- What companies match the clubs image?
Does your club fit the type of audience the company would be looking to target?
- What events/activities would be most appealing to sponsors?
- What opportunities can your club offer to sponsors?
Can you display signage at events, put logos on a club t-shirt?

What does your club want?

Be reasonable when determining what you are going to ask for, and the benefits you are offering. You will need to look at:

- The amount and type of sponsor exposure available;
- What the audience potential is to the sponsor – how many people can you market to?
- The compatibility of sponsor to club activities;
- The potential for the sponsor to increase its customer base or/and public image;
- What opportunities exist which may extend sponsor exposure in the future?

The proposal

Your sponsorship proposal should at the very least contain the following information:

- A brief introduction to the club and its affiliation with the University. Present a positive image of the club;
- Background information on your club – its history, image, membership information;
- Contact information for the club or nominated representative;
- Details about what the club does – events it runs, activities which it participates in, numbers involved;
- Brief examples of successful club activities and services;
- Future goals – where will the organisation be in 3-5 years time?

- Purpose of the sponsorship – for example, \$5000 over three years for a team travel to an annual sporting competition;
- What benefits you are offering a sponsor;
- What your club sees the benefits to the sponsor would be.

As well as preparing the right information, you must ensure that your sponsorship information is presented professionally. Make sure you:

- Find out who to send the proposal to.
Ensure the name and address is correct. If necessary, make an appointment to present the proposal. Face-to-face communication greatly enhances the likelihood of success.
- Prepare the proposal professionally.
The proposal should be typed and well laid out.
- Are relevant, accurate and precise.
- Are well prepared when presenting the proposal.
- Follow up your proposal.
Thank the company for the opportunity to present the proposal and then maintain contact.

We got a sponsor!

The hard work doesn't stop once you get a sponsor for the club. It is extremely important to maintain communication with your sponsor and keep them up to date. Some ways to do this include:

- Giving them tickets to your sporting, recreational and social events;
- Sending copies of newsletters, advertising and promotional material;
- Keeping a scrapbook or log of what support you offer the sponsor during the year for future reference;
- Displaying the sponsors name on uniforms, clothing, club equipment etc (this is likely to be negotiated as part of the sponsorship agreement);
- Offer the sponsor opportunities to market products/ services at club level;
- Include the sponsor's name on trophies and promotional material;
- Encourage club members to support your sponsors business;
- Acknowledge your sponsors support via announcements at club events;
- Write a thank you letter and provide photos of the sponsor's logo at events and on club shirts. Ask them if they were satisfied with the level of service the club provided to them;
- Acknowledge the sponsor's assistance at your end of year function and invite them along.