

SPONSORSHIP TOP TIPS:

Enhancing your club offer

March 2019



Agenda

Who are team
BEDS&LUTON
and an
introduction to
sponsorship



Understanding your
offer?



Finding a partner that
is right for you





Our Mission

To work in partnership to support, develop and promote safe, high quality and inclusive opportunities for people to participate in sport and physical activity for life.



Our Vision
A Healthier,
Happier and Fitter
Bedfordshire



Values



Collaborative

Working in partnership to support, inform and advise our local communities



Creative:

Always aiming to facilitate a range of innovative, positive and valued solutions.



Passionate:

A proactive and knowledgeable team, committed to making a difference across Bedfordshire.

What is sponsorship?





- A cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property.
- While the sponsoree (property being sponsored) may be non-profit, unlike philanthropy, sponsorship is done with the expectation of a commercial return.
 - It is a great way to raise funds and increase the profile of your club.
 - Over £1 billion per year is invested in sport through sponsorship, particularly at the highest level of televised sport. However, there are different levels of sponsorship available, many at a local or regional level.
 - Sponsorship is a business deal between two parties, where both parties benefit from the arrangement. If a tennis venue approaches a company for sponsorship without offering something in return, it is unlikely to be successful.

Why do companies invest?



- Increase brand awareness/exposure
- Advertise where traditional advertising doesn't reach
- Associate their business with success
- Become a positive force within the community
- Engage staff, partners and other stakeholders
- Targeted marketing towards specific target groups
- Meet Corporate Social Responsibility requirements
- Develop new relationships
- Seek tax relief where appropriate

Ultimately, secure
a return on their
investment (ROI).

What do you have to offer?...



Tangible:

- Number of visitors/people you can reach
- Demographic of members
- Social media reach
- Events/programmes
- Facility use
- Advertising space
- Corporate memberships
- Data
- Captive audiences

Intangible:

- Employee engagement
- Local issues/community issues you are supporting/working to address
- Relationships with press
- Local networking/relationships
- Positive PR

Finding a partner



- Hard work and time-consuming. By planning carefully, you should be able to reduce the amount of work and achieve greater success. However, there are no short cuts, and you are likely to receive a few rejections before you are able to negotiate a successful sponsorship agreement.
- Go close to home first. Speak to any players, club members or supporters who run a business and see if they're interested.
- Speak to local suppliers to the club (e.g. sports shops, caterers, the local pub) who might be interested in going a step further.
- Speak to other local businesses (if you are already known by them, all the better) and find a link between your club and that business (locality, customers, players).



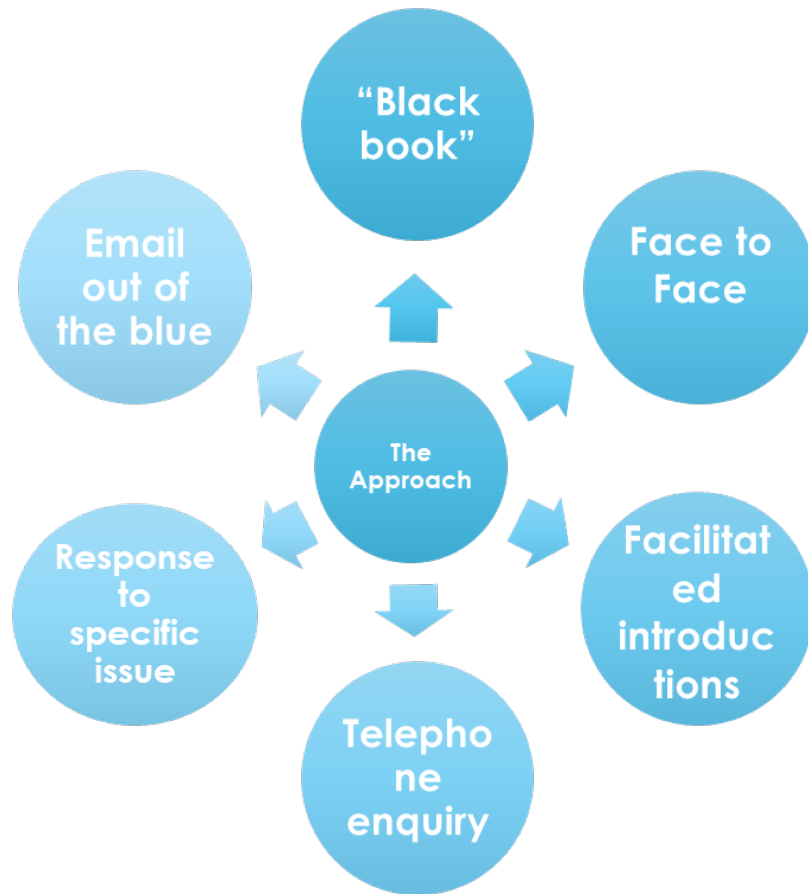
Your market approach

Low hanging fruit



- Wallet Willingness – can they afford it.
- Easiest ROI and most obvious business case.
- Identification of market synergies.
- Identification of similar/complementary brand values.
- Sponsorship track record.

Your market approach



Packaging your offer





**What should
a good
proposal
include?**

- Photos and contact details
- Club background and history
- Membership, numbers and details
- Audience and the ability for the club to communicate with these groups.
- Your inventory – what else your club has to offer.
- Understanding of the proposed partners values and synergies
- Traditional and Social media details and audience numbers
- Social and Fundraising events
- Future plans and goals
- Chair's Message
- Bespoke Sponsorship options. (For example Gold, Silver, Bronze etc)



The agreement and activating the partnership

The agreement



- Lengthy, detailed contracts may not always be necessary, but sponsorship is business and it is in your interest to protect yourself and your club as much as possible in case something goes wrong.
- At the very least, there should be an exchange of letters between the appropriate people from each organisation, stating what each will do and how each will benefit.
- The best approach is a simple agreement signed by both parties – use an online sample contract (the FA have a good template) as a basis to get you started but you will need to amend the template to suit each deal.

Activating the partnership



- Once a sponsor has invested in your club or project, it is essential that it runs smoothly and delivers high quality experiences to participants and spectators.
- Keep the sponsor involved and interested, as this will maintain their attention and demonstrate to them the value of their investment.
- Work closely with your sponsor at all times.
- Agree clear performance indicators with the sponsor from the outset
- Have a clear procedure for reporting news to the sponsor.
- Look for ways to increase the newsworthiness of events by creating interesting photocalls or background features.
- Give sponsor logos prime position at any event and in all supporting material.
- Relationships are vital!

Activating the partnership



- Your number 1 priority should be to keep and build long term partners
- Invest time and effort in servicing these partners
- Build value
- Holding things in reserve
- Continue to upsell
- Help to make your partners famous

Invest in them and they will continue to invest in you.



Top tips

Top Tips



- Targeting the right business saves time. It sounds obvious, but approaching the right company makes all the difference. Make sure that they will have an interest in your sponsorship proposal and your club.
- Ask yourself: what does a company want? If they want to promote their brand, then offer to splash their name over your sport club's kit, noticeboards and correspondence.
- Don't be afraid to be creative. Think outside the box and ask them to sponsor more unusual things. You might want to take advantage of services or goods they can offer, rather than outright funds. If you look like you'll be offering something different, the more intrigued they will be.
- Contact the company first and try and wrangle yourself the details of someone you can contact directly. Think about giving them a short phone call before emailing, quickly introducing your club and asking if you can send them more information.

Top Tips



- When emailing, keep your email concise. They only want to spend a few seconds on your email. Tailor it to their company and perhaps provide a snappy bullet point list.
- They are likely to be very busy. Nevertheless, try to arrange a telephone meeting or even a face-to-face meeting. Before the meeting, draw up a plan of what you want to get out of the company and have a think about what they might want from you.
- Sponsorship comes in many forms. Don't just look for money, but other ways in which companies can support your club and make it great. They might provide drinks for an event, a training day, or offer other goods and services
- Be confident. Don't let yourself be walked over by companies; shyness and reticence is not an option!
- Most importantly: Persevere!



Thank you

Any questions...

