



Sponsorship – Tips to a Good Proposal

For any grassroots club, expanding your sponsorship revenue from small investments to a supply of regular income is what your clubs should strive for as a priority. As a major source of income, identifying and generating a good portfolio of sponsors is a vital, but far from simple, task. How do you source potential sponsors? How do you make the initial approach? What space in and around your club are worthy to a sponsor? What should be covered in the proposal?

How Do You Identify the Right Sponsor?

To start this process, the committee should ask themselves “What do we want to achieve through sponsorship?” The answer will likely be to bring in the extra revenue that allow clubs to grow. This is a common answer, but this is not the only benefit a sponsor can bring. It might not be cash alone a particular sponsor can offer. Do they or could they provide a service or product your club could have a use for? It might not be cash alone this sponsor can offer. Having free or discounted equipment can be a good start. This is a good way of building a relationship with your sponsor as well as improving an area of your club without outlaying any actual money. This sponsor customer base could contain a number of potential members.

(Refer to Fundraising Tips and invite your Sponsor to “Sponsors Club Day”)

Aside from income, ensure that sponsors are willing to promote your club in some way – helping you extend your reach.



What Does your Club want to Achieve from your Sponsors?

Look at opportunities for collaboration. Does your sponsor run a particular event your club could attend or could this be run at your club? Work together to bring about mutual benefits. To get these secondary benefits mentioned above, you need a sponsor that shares similar values to your own. Selecting the right sponsor can open up a lot more doors than one that has no real connection with your club.

Before you approach anyone, draw up a list of companies that would be an ideal fit as one of your sponsors. Don't be too tunnel vision to only look at shooting businesses – all clubs in your area could be approaching the same person. Think outside the box and look at businesses, like your local butcher or fitness centre for example. Look at what events you have coming up and what areas you could require help with and then look at your businesses in your local area. Think who might be interested in supporting your event. Speak with your members and engage them with potential ties or openings to potential sponsors their own company they work for could be a door opening. Given they are a member of your club their enthusiasm for getting involved should be high. Set out your goals, and find the perfect fit for achieving them.

Decide what your Club can offer a Potential Sponsor!

Sponsorship is a two-way street. Sure, you want to see revenue and other benefits coming into your club, but sponsorship is about relationships. Both parties need to be happy, so you need to make them a convincing offer.

Sit down with your club committee and write a list of what your club can offer a potential sponsor. After you have completed your list of what your club can offer a potential sponsor, now look at what items at your club could be potentially sponsored. You will be amazed how many opportunities are around your club that could be event day sponsors, each bay could be sponsored and alike. Plus, through digital channels website and social media sponsorship is an easy way to



get a business in front of an online audience. Without this clarity, your proposal could end up targeting the wrong business, or see the perfect opportunity slip through your fingers.

Getting Started

Discuss sponsorship ideas with your committee. If a sponsorship is to move forward it needs the backing and support of your committee and members. There are several templates online for structuring the layout and content of this letter – but keep it business-like but friendly. Be consistent with your language and layout for every company you approach and use personal touches wherever possible. For example, address your letter to the company's CEO, or someone you know to be responsible for sponsorships. Wherever possible, use the company's name and tailor the message to the relationship you would specifically like to have with them. (Make the effort to address to a person's name and do not make it generic, you will lose the personal touch straight away)

A Quick and Stylist Intro

This is not the time to waffle. Be quick to introduce yourself and your club and put forward The “exciting proposition” you have for their business

The Benefits to a Sponsor

List what your club can bring to their business – make this potential collaboration seem like an opportunity too good to miss. Introduce a few of the options available to the company. Don't go into too much detail, and don't throw too many options in – hit them with your best options

Interesting Facts about your Club (history / values)

Give a brief overview of your club, it's values and the success of your club. When you were formed, what events your club offers, what age groups, activities your club offers. If you say you'll push their business to an all-new audience, how big is this audience? Give a breakdown of your club's audience and potential reach



With a clear demographic covering exactly who is at your club, sponsors that wish to meet this target market will be excited by your club. Community sport is about serving your area with passion and dedication. Communicate this passion from the beginning, making an emotional connection with a company that (hopefully) buys into your club and its mission statement

Contact Information

Don't forget to add your contact details on the end so they can get back in touch with your club

Sponsorship Possibilities at your Club (Sponsorship Levels)

Now you have impressed with the history and the successful offerings at your club you can lead with a series of options, each of which could form a package of various pieces of sponsorship. Include benefits you wish to gain from this sponsor. Businesses want to know how large of a donation clubs are looking for, and what that sponsorship includes. Clubs should include sponsorship packages of various levels in their proposal

What you would like in return from the Sponsor

Remembering this partnership is a two-way street, so it's best to make your sponsors clear on their role before they get started. Outline what you expect in return for all the benefits you'll be handing to their business – aside from the obvious financial incentives. Is there any additional requirements you'd like to include, for examples might be the presence of their business at a club event, or offering a prize / trophies at your club's major competitions



Example of a Sponsorship Proposal

Insert Club Log

Insert Address

Insert Suburb and post code

Club President Name

Club details

Phone:

Email:



CLUB LETTER HEAD

Dear Prospective Sponsor,

-Club Name- strives to provide opportunities for everyone in our community to participate in healthy, safe and inclusive -insert sport- activities in a fun and family orientated environment.

The club is managed by dedicated volunteer staff, all of who tirelessly provide their skills, time and assistance to ensure the club can offer a variety of structured programs.

As we are a local community sports club, our major source of revenue is generated from membership fees and donations received from generous individuals & businesses. These funds are then reinvested into the club for the benefit of all members.

-Provide a brief summary of what makes your club great and aims for the immediate future-

Kind regards,

President Name
Club Name
Contact Details



-Club Name-

- Provide a quick Club history and summary of future directions – you club's VISION and VALUES
- Insert a club photo

Sponsorship Proposal

The **-Club Name-** understands that in the current economic climate, organisations require value for any sponsorship money. Thus the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of **-Club Name-**, we guarantee to promote your brand/product/service throughout the club and wider community at every opportunity.

-Club Name- endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.

The opportunities that **-Club Name-** can offer to an interested party are included as follows:



MAJOR SPONSORSHIP PACKAGE- Exclusive to one major sponsor, 3 year commitment.

\$ amount negotiable

Signage

- Main Sponsor signage on range, boundary fences at.....
- Banner with sponsor and logo and signage
- Sponsor logo on back of team uniforms / attire (for length of sponsorship)
- Sponsor logo in clubrooms

Communications

- Sponsor logo in all media distribution
- Sponsor logo on club website

Events

- Major event named after sponsor (Details to be negotiated)
- Double passes to annual major fundraiser (x3)
- Double passes to annual dinner (x3)
- Invitations to sponsors day event (x4)

Membership

- Club Membership offer (x3)

Premium Sponsor Package - \$TBC

Signage

- Sponsor signage on range
- Sponsor log on team uniform
- Sponsor logo in clubrooms

Communications

- Sponsor logo in all media distribution
- Sponsor logo on club website

Events

- Double passes to annual major fundraiser (x3)
- Double passes to annual dinner (x3)
- Invitations to sponsors day event (x4)

Membership

- Club Membership offer (x3)



Gold Sponsorship Package - \$TBC

Signage

- Sponsor signage on range
- Sponsor logo in clubrooms

Communications

- Sponsor logo in all media distribution
- Sponsor logo on club website

Events

- Double passes to annual major fundraiser (x2)
- Double passes to annual dinner (x2)
- Invitations to sponsors day event (x4)

Membership

- Club Membership offer (x2)

Silver Sponsorship Package - \$TBC

Signage

- Sponsor logo in clubrooms
- Sponsor logo at

Communications

- Sponsor logo in all media distribution
- Sponsor logo on club website

Events

- Double passes to annual major fundraiser (x2)
- Invitations to sponsors day event (x2)

Membership

- Club Membership offer (x2)

In Kind Sponsorship – To Be negotiated

The purchase of an “In Kind” sponsorship can be made in the following ways:

- Club Apparel Sponsors (Club polo's & hooded jumpers / jackets)
- Goods and services
- BBQ food etc for an event



Please note that **-Club Name-** is flexible and open to any and all types of **IN KIND SPONSORSHIP** and will endeavour to offer options for all interested parties.

Donation

If you would like to donate to **-Club Name-** but are unable to commit to any of the sponsorship categories listed in this proposal please feel free to contact the club and discuss ways in which you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal please contact:

- President Name-**
- Club Name-**
- Phone Number-**