



Fact Sheet 1

Introduction to club sponsorship

Football clubs, large and small, are ideally placed to create real financial and commercial value for businesses. The **FFV Series of Fact Sheets** have been designed to guide you through the process of attracting and retaining long term sponsors to your club.

What is Sponsorship?

Sponsorship is a mutually beneficial business relationship between two parties, the business and the club.

As you work through the FFV Fact Sheets continually seek to find ways to create real value for your sponsors.

While traditionally football club sponsorships have focused on branding, whether it be jersey sponsors or venue naming rights but football clubs have a large variety of ways to assist businesses achieve their commercial and financial goals. There are many different types of sponsorship inclusions and packages which can be offered by clubs and these are explored extensively in Fact Sheet 3.

Sponsorship v Donation

Sponsorship is very different to a donation. A donation is a one off contribution where the donor does not expect anything in return whereas a sponsorship is a mutually beneficial business relationship. Clubs should seek to maximise the benefit to their sponsors which in turn will encourage the sponsor to return year on year.

Why do businesses sponsor football clubs?

Generally, the four reasons a business will sponsor a local football club are:

1. They have an existing connection with the club, either as a player, member, supporter or have a family member or friend linked to the club
2. They want to be a part of the club, engaged and feel a strong sense of belonging and inclusion within the club community
3. They want to contribute, or at least be seen as contributing, to the local community
4. It is financially beneficial to them.

Create social benefits as well as financial benefits

It is important as you are creating your sponsorship packages (**Fact Sheet 3**) that you focus not only on creating financial value for sponsors, but creating social and networking opportunities that make sponsors feel they are a real part of the club.

Don't just think cash

Typically, clubs only seek money in return for their sponsorship packages. In many cases though, businesses will be more able to contribute goods, services, access their staff, facilities and resources to a greater value than simply paying cash.

Clubs will maximise their sponsorship potential if they think beyond cash as the core return for their sponsorship packages.

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Fact Sheet 2

Where do you start?

This **Fact Sheet** will discuss the importance of goal setting, the role of the committee and vital information to be handed over each season to the new sponsorship coordinator.

Sponsorship starts at the committee

The journey to secure and retain sponsors each year should start with the committee making two important decisions.

1. What is their sponsorship target for the upcoming season?
2. Who will the committee delegate responsibility to regarding the attraction and retention of sponsors to the club?

The power of setting a sponsorship target

Setting clearly defined targets is the most important step in actually achieving your club goals and this is no different for securing and retaining sponsors. Ideally your club will set a budget each year which should identify the amount the club treasurer is expecting the club to receive in sponsorship.

It is recommended that your committee sets at least two goals relating to sponsorship, the first specifying exactly how much is to be raised through sponsorship within the fiscal year. While the second goal should focus on retaining sponsors from previous seasons.

For example, a committee could set their club's sponsorship goals for the upcoming season as:

By round 4 of the upcoming season to:

1. Generate \$1,000 in sponsorship revenue (or any other nominated amount)
2. Retain 85% of individuals and businesses who sponsored the club in the previous two seasons.

It is important to set a date by which the goals are to be delivered.

Who will be responsible for achieving the sponsorship goals?

Once the committee has determined their sponsorship goals for the upcoming season the next important decision is who will be responsible for achieving the goal? Generally, committees can either allocate responsibility to a club role such as sponsorship co-ordinator or they may wish to create a sponsorship group, often called a sub-committee.

Document committee expectations

Regardless of if the committee delegates the goal to a single person or a sub-committee, it is vital that the committee document their expectations in either the sponsorship co-ordinator's position description or the sponsorship sub-committee "terms of reference", ensuring they include the following information:

- The sponsorship amount to be generated by the sponsorship co-ordinator or subcommittee
- What authority does the role or sub committee have to commit the club to an agreement with a sponsor before they must seek approval from the committee?
- What restrictions will be placed on the role or subcommittee? (E.g. the club may not want to enter into a sponsorship partnership with a gambling agency.)
- What information needs to be reported to the committee by the sponsorship co-ordinator or subcommittee and by when?
- Any other information that the committee would like to include relating to the management and support of the sponsorship co-ordinator or subcommittee.

A sub committee "terms of reference" is simply name given to the document that establishes the sub-committee.

[Click here to download templates for the Sponsorship Co-ordinators Position Description .](#)

[Click here to download templates for the Sponsorship Sub Committee Terms of Reference.](#)



Collect and handover sponsors information

Once the committee has appointed a sponsorship co-ordinator or sponsorship sub-committee, one of the most important steps is to ensure all the information relating to the clubs sponsors and sponsorship packages from previous seasons is collected and handed over to the new sponsorship co-ordinator or sub-committee.

Vital information includes:

- Who are your current and past sponsors?
- Who is the key contact person for each sponsor and what are their contact details?
- What is included in their current sponsorship package?
- Did the sponsor pay cash only or did their sponsorship include "in-kind" contribution of products, services, resources or access to their facilities or venue?
- What are they seeking to achieve by sponsoring your club? (E.g a financial return or some other motive.)
- What does the sponsor really value from their relationship with the club and what kind of relationship do they want?
- What (if any) is the sponsors connection or relationship with the club prior to becoming a sponsor?
- Any other information about the sponsor which supports a long-term relationship.
- Any cash payment terms and conditions.

If you are the incoming sponsorship co-ordinator or on the sponsorship sub-committee and you have not received any information then proactively request this information. Start with the club treasurer or secretary if you are unable to contact the people co-ordinating sponsorship last season.

Treat the information about your past, present and potential club sponsors like gold. The relationships with your sponsors are the foundation which will see its sponsorship grow year on year. Most importantly the effort it undertakes to attract the sponsors back to the club will reduce, often significantly over time.

[Click here to download
Sponsorship Information Check List](#)

Inducting the next sponsorship manager

An important final step is to "induct" or train the incoming sponsorship co-ordinator or sub-committee. Ideally the outgoing sponsorship co-ordinator would take the new sponsorship co-ordinator to visit each of the sponsors, or at least the major sponsors and introduce them personally. This is a very important act of respect and commitment by the club to the sponsor and reaffirms that they are not taking the sponsor for granted.

[Click here to download
the Sponsorship Management Database Spreadsheet](#)

Don't let this happen at your club

Often clubs do not invite their previous year's sponsors to sponsor the club again the next year because they have lost or simply not handed over the vital the information relating to their previous seasons sponsors.

Generally, your previous seasons sponsors will continue their sponsorship for the next season if:

- They are invited
- Their own goals and objectives for the sponsorship were met
- They feel a strong "sense of belonging" to the club

We will explore how to create a strong "sense of belonging" in **Fact Sheet 4.**

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Fact Sheet 3

Creating value for sponsors

This **Fact Sheet** will explore how football clubs can create both commercial and enjoyment value for their sponsors, but before we do this let's consider the factors that create the most value for sponsors.

Valuing sponsorship

To understand how to create the most effective sponsorship packages consider the major factors which add value to sponsors. From a commercial perspective there are three key components to valuing your sponsorship packages.

1. How big is your club's audience or community?
2. What is your club's ability to engage its audience?
3. What is your club's ability to influence the behaviour of its audience or community?

As we have seen in **Fact Sheet 1**, many people, do not sponsor football clubs just for commercial reasons so it is important to consider two additional points:

4. What does the sponsor value or what are they seeking from your club? (For example, is it social, networking or community inclusion opportunities?)
5. What is the sponsor willing and able to pay for the sponsorship package?

How big is your club's audience?

Many clubs underestimate the size of their audience/community. Often clubs only refer to the number of members and players. Yet their community or audience is much larger. From a sponsorship perspective it includes everybody a club engages with no matter how that engagement occurs. A club's audience may include;

- Members/Players
- Those participating in club activities
- The friends and families of the players
- Past members, players and their friends and family
- Social media followers
- Club data bases (players, members, supporters, sponsors, past players etc)
- Spectators
- Users of the club's facilities (for example those who hire or access the club's facilities)
- Website visitors
- Email newsletter subscribers
- Club Apps (E.g Team App)
- The local/broader community (Geographic)

Click here to download a list of potential audience groups which your club may have. You can use this information when creating and selling your sponsorship packages.



From a sponsorship perspective the bigger your club's audience the better so one of the goals of your club's communication should be to continually grow the club's audience and its ability to influence its behaviour.

What is your club's ability to engage its audience?

Once you have determined the size of your audience the next step is to identify in what ways your club engages or communicates with its audience and how often. From a sponsorship perspective, the more often your club is able to promote the sponsors message the better.

Branding Opportunities

Through co-branding we can promote how often our community is exposed to the sponsors brand. This can be through;

Branding within the club rooms

- Trophies named after the sponsor
- Trophy cabinets
- Prize/ honour boards
- Bar mats
- Coasters
- Table centre displays
- Back-of-toilet- door displays
- Signage barriers

On the field

- Post padding
- Ground signage
- Scoring board
- Seating sections
- Car parking sections (e.g. you are parked in the Electricity Wizard Lot)
- On equipment

On our Players

- On Training jerseys
- On Match Jerseys, shorts
Hats/ helmets/socks

On club merchandise

- Hats
- Casual clothing (jumpers, shirts etc.)
- Ticket sales (sponsor's names across ticket)

Within Social Media platforms

- Facebook/twitter/Instagram recognition - posts, photos
- Recognition on social media banners
- Website space (top right hand corner)
- Newsletter advertising –
 - feature article
 - recognition

Bring the sponsor to your club's audience

The idea is to bring your sponsor directly to your members and the clubs broader audience. This can be invaluable for businesses as it provides an opportunity to grow a relationship with your club's audience in person. By building positive relationships, businesses can 'get ahead of the competition'. Relationships and trust are a big part of the equation when it comes to influencing behaviour and buying decisions.

Bringing your sponsor to your club's audience can take many different formats. Ensuring the format attracts the right demographic at your club helps to support the success for your sponsor. Your club may even choose to create an event for the sponsor..

- Ask sponsor to host an event to show case their products
- Ask sponsor to start the game,
- To present the trophies at the end of the game /season
- Schedule a match day
- Hold a club function at the sponsors place of business
- Offer members rewards when they use your local sponsor to purchase goods (eg, members loyalty card for coffee)

Take your audience to your sponsor

A great way to increase the value of your club sponsorship packages is to take your members and supporters to the sponsor. For example, if you have a sponsor that is a pub, restaurant, cinema or gym, rather than just simply encouraging your members to attend in their own time, your club could organise an event at the sponsor's venue. This could be an auction night, presentation night, formal cocktail party or even a weekly social event.

This creates opportunities for these businesses to generate extra income, show off their venues and most importantly, develop relationships with your members.

A common example is taking members to a local restaurant for an event, such as a fundraising event or awards night. This could be held during a quiet business period or even when the venue is normally shut. This is great for the venue because apart from generating revenue when they are normally closed, they also introduce a whole new audience to their restaurant menu and build ongoing relationships with the clubs members. Hopefully your club members will return over and over again.

To encourage members to return the restaurant could offer a special offer for their next visit or even ongoing discounts.

In terms of gyms, your club could hold pre-season sessions at the local gym. This brings many of your members to the gym and allows your sponsor to build relationships with your members over a number of weeks. This relationship builds the foundation for gym staff to promote and sell their memberships, products and services. Again, the gym should create a special offer for your members to entice them to become members of the gym.

Including sponsor visits in your sponsorship marketing strategy is a very powerful way of promoting and generating real value for your club sponsors, while at the same time increasing the enjoyment, and in the case of the gym hopefully the on field performance of your club.



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Fact Sheet 4

Creating a sense of belonging

This **Fact Sheet** will explore how football clubs can build a sense of belonging for their sponsors, where they feel they can participate in the activities of the club at any time, assisting the club to achieve its goals and to support the club over the long term.

Why do businesses sponsor football clubs?

Football clubs have the opportunity to create a real sense of belonging between themselves and its community and thus sponsors. Creating and maintaining relationships where people feel as though they really belong to the club is very powerful. Ideally sponsors should feel like they belong to the club as much as players and supporters.

In order to build long term relationships with sponsors, it is important for clubs to understand what the sponsoring business wants from the club.

As initially discussed in Fact Sheet 1, generally, there are four reasons a local business will sponsor their local sports club:

1. They have an existing connection with the club, either as a player, member or supporter or have a family member/friend linked to the club
2. They want to be a part of the club, engaged and feel a strong sense of belonging and inclusion with the club
3. They want to contribute, or at least be seen as contributing, to the local community
4. It is financially beneficial to them

Creating a strong sense of belonging between the club and the sponsor

Possibly the most important part of creating long term partnerships between your club and a sponsor is to build a strong sense of belonging between the club and sponsor. If a sponsor has a strong sense of belonging to the club, where they feel they can participate in the activities of the club at any time, then they are more likely to assist the club to achieve its goals and to support the club over the long term.

This long term support gives the club every opportunity to renew the sponsorship each season and potentially increase the level of that sponsorship agreement.

Don't focus simply on the sponsor

When seeking to create a strong sense of belonging between your club and your sponsors, don't simply focus on the individual sponsor. Identify ways to include their partner, friends and family. Local businesses have extensive networks of customers and suppliers so look to create opportunities where you can include these groups in the club activities as well.

If the sponsors friends and family are invited into the club, made to feel welcome and included in club activities this will strengthen the sense of belonging between the football club and sponsor. Maximising the social value of the sponsorship, for many sponsors the most important component of a sponsorship package.

The power of the "sponsors days"

Having a day or an event where the club invites all of their sponsors to join them at the club for a social gathering is a great concept. Generally, this will be on match day so the sponsors get to socialise with a wide range of stakeholders and then see their sponsored players/teams in action.

The best time to hold a 'Sponsor's Day' is very early in the season and the day should have some very clear objectives. This of course, includes thanking the individual sponsors for making the season possible but also:

- Ensuring all sponsors have a clear understanding of the club's objectives and vision and invite them to help the club achieve them
- Creating ways for the sponsors to participate in club activities (social and competitions) throughout the year
- Introducing the sponsor to other sponsors who are effectively other local business people.

Allocate a "host" for groups of sponsors.

A really powerful way of making sponsors feel welcome at your events is to allocate a club representative to "host" the sponsor at the event. A club representative may be allocated to a number of sponsors and their role is to welcome and host the sponsor throughout the event, ensuring that the sponsor is introduced to key club representatives and other sponsors. This ensures the sponsor immediately feels welcomed and included, especially if they are new to the club.

Social events

Ensure your club schedules a number of social and fundraising activities throughout the year for the broader club community. Invite sponsors to these events, but remember when inviting a sponsor to club activities don't simply focus on the business owner but also create opportunities for their partners, family, associates and friends to be involved as well. Attending a club function may be daunting initially but if the sponsor is able to include their friends, family or work colleagues in the activity then they may be more willing and able to attend, thus becoming a part of the club.

Again, when sponsors are coming to club events appoint a club representative(s) to welcome and host the sponsor and their guests to ensure they feel immediately included in the activity or event.

Create networking opportunities

As clubs engage with more sponsors, a very powerful way to create value for the sponsors is to create networking opportunities within your sponsorship community.

Football Federation Victoria is doing this very successfully with its Community in Business program (for further information <http://www.footballfedvic.com.au/cib/>). Community in Business is an exciting community based business network that brings together key stakeholders within football including businesses, football clubs, media and government.

Create as many networking opportunities as possible for your sponsors throughout the season, and your sponsors will thank you for it in the following year's renewal.

[Click here for examples of Social Events](#)

Gestures of appreciation

It is important that at the commencement of the season, clubs present a "gesture of appreciation" to the sponsor. For sponsors, this is important, they are able to show their own customers that they are supporting their community. By proudly displaying your clubs "gesture of appreciation" it can be seen by everybody they do business with.

This "gesture of appreciation" could take many forms such as:

- Certificate of appreciation which can be displayed in the sponsors shop or office,
- A sticker promoting the fact this business is supporting your club which the sponsor can then display on their shop window or if they are a tradie on their vehicle or trailer
- A thank you letter from the President
- A gift such as a club shirt, jacket or hat which identifies them as a sponsors
- Framed jumpers or shorts displaying the sponsor's logo.
- A logo/or image which the sponsor can display on their website and social media

It is important that as soon as possible after a business becomes a sponsor that they receive something that shows their support of your club to their community.

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Fact Sheet 5

Using websites, email newsletters and social media to promote your sponsors

This **Fact Sheet** will discuss the value of sponsorship and how it is influenced by the size of your audience.

As discussed in Fact Sheet 3, the value of a sponsorship is influenced by the size of your football club's audience and its ability to influence its audience.

Traditionally clubs have used branding and naming rights as the primary way it promotes its major sponsors. Fact Sheet 3 explores the many different types of club assets which can be branded with your sponsors name and logo and therefore included in sponsorship packages.

Online communication mediums, such as the club website, email newsletter and social media platforms provide clubs with many different ways to promote its sponsors and most importantly, influence the buying behaviour of your club's audience.

Create a "call to action".

Many clubs already promote their sponsors on their websites, social media and email newsletters. Yet in order to maximise the effectiveness of this advertising or promotion we have to create a reason for our audience to leave our club website, email newsletter or social media and go to the sponsor's website. Generally, clubs use a sponsor's logo on their website, email newsletter or social media. While using a logo reminds your community of the sponsor it is unlikely to encourage visitors to click on the logo to be taken to the sponsor's website.

To maximise the value to sponsors all website, email newsletter or social media advertisements should also have a "call to action" or a reason to encourage people to click on the link to the sponsor's website. There are many types of really effective "calls to action" which can be included on your sponsors logos such as 'buy one get one free' or "free quote". Work with your sponsors to create offers and reasons for your audience to go to the sponsor's website, a logo alone is not enough. Making the offer relevant to your community is a good start, use football language to relate the goods and services provided by the sponsor directly back to the club.

[Click here for examples of Calls to Action](#)

Club Websites

Often football clubs have a very large number of people visiting their club website for information, thus making it an ideal location to actively promote club sponsors. While having a page dedicated to club sponsors looks great these types of pages attract few visitors and rarely create value for the sponsor. In order to maximise the value of your website to sponsors their logos and "calls to action" must be placed in on the website in the areas of the highest traffic.

A very effective way of promoting your sponsors is to place their advertising in the middle of the articles not just around the border of webpage where advertising has traditionally been located.

[Club Website Video](#)

E-newsletters

Even in the world of social media, e-newsletters are still the most effective way to proactively communicate with a large audience of club supporters who may be spread all around the world. E-newsletters can be created quickly and easily using an e-newsletter application. Your membership platform may have this functionality but if not there are many great email platforms such as www.mailchimp.com, www.campaignmonitor.com or www.aweber.com.

Many football clubs are now sending e-newsletter's throughout the season. E-newsletters are not only a great way to share news regularly with your audience (for example team selections, match results, best players or upcoming social and fundraising events) but they are great way to promote your sponsors, their products and services, directly to your audience. Regular e-newsletters allow your club to regularly promote sponsors while building a very strong sense of belonging between the club and the individual.

[Email Newsletters Video](#)

Social Media

Most clubs are taking advantage of social media to communicate to directly their club's audience.

Social media can also be used to promote club sponsors but again to maximise the value make sure that the promotion has a very strong "call to action" which attracts the person to the sponsors products or services.

Social Media Video

Live streaming

The rapid improvement of technology now allows clubs to not only record their matches but live stream or broadcast them directly to their audience.

Many different social media platforms, for example Facebook Live or Periscope now allow club's to broadcast club games, training, social and fundraising activities live to their audience, using nothing more than a mobile phone.

It is very easy to promote sponsors throughout video recordings and live streaming of club games, activities and events.



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Fact Sheet 6

Attracting and retaining sponsors

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Not all traditions are for the best

Traditionally, football clubs approach sponsorship in the same manner. Generally, they will appoint one or maybe two people to be responsible for retaining the existing club sponsors and to attract new sponsors to the club each year.

Some clubs may set a budget or a target but most simply say good luck, get what you can!

Improving what we have traditionally done

What's the missing ingredient?

Let's take the local butcher. The sponsorship co-ordinator walks in and asks the butcher to sponsor their club. The poor old butcher gets this question almost on a daily basis. They may be able to throw you a few snags here and there but generally they are not in a position to give cash to every club who asks.

Take a minute to reframe this scenario. Assuming the butcher is financially able to support a sports club, who could walk in and ask the butcher for support and almost be guaranteed the answer will be yes?

Maybe the butchers:

- Wife or husband
- Children
- Other direct family members
- Close friends
- Business acquaintances (For example - their biggest client)
- Employees
- Surrounding businesses

There actually a lot of people, who if they asked the butcher to sponsor them the butcher would do so without hesitation. Why? Because the butcher has a close personal relationship with this person and therefore will be more willing to support that person and by extension their football club.

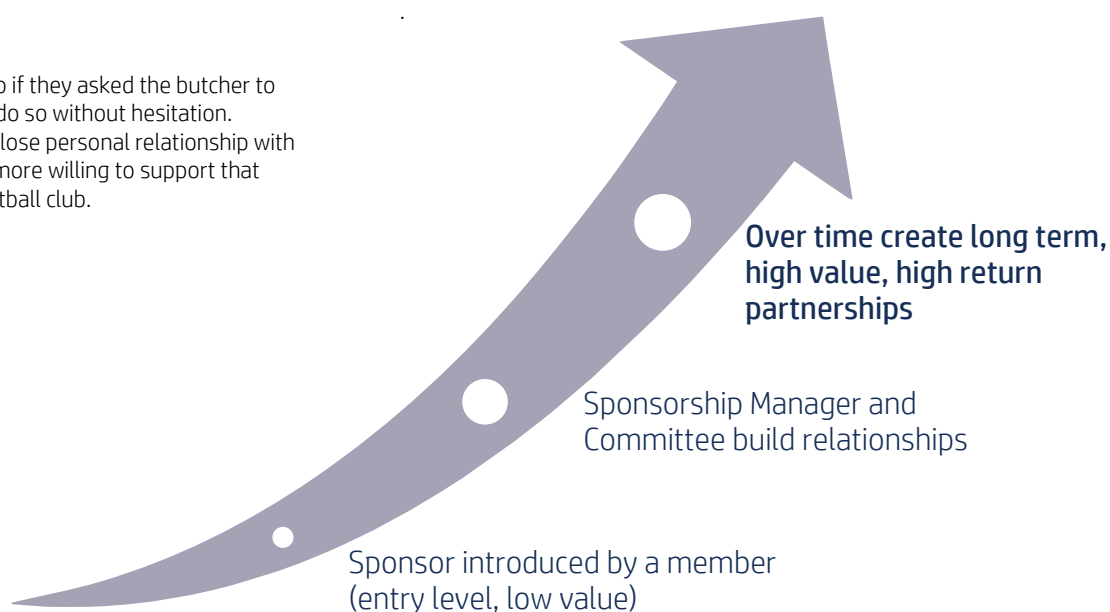
Share the burden of attracting sponsors

Clubs seek to attract sponsors to the club to minimise the direct cost of running the club on its players and members. It is entirely fair that players therefore contribute to the attraction and retention of sponsors.

Football clubs have eased the burden of attracting new sponsors by requiring each player to attract a business or friend to become their "player" sponsor. This allows the sponsorship co-ordinator to focus on retaining sponsors from previous seasons and creating "tailored" sponsorship packages for the club's major sponsors maximising the benefit to both the sponsor and the club.

The value of the "players" sponsorship should be low enough that most organisations approached are able to afford the sponsorship. The purpose of the player sponsorship is to attract new sponsors to the club so that we are able to build a sense of belonging over time, hopefully leading to a long-term sustainable relationship.

Requiring players to attract a "players" sponsor to the club allows the club to access each player's network of friends and family with the player making the sponsorship request not the club. As the player will only approach people they believe will sponsor them it is a much more effective approach than the sponsorship co-ordinator "cold calling" all the businesses in town.



Attracting and retaining sponsors

A very effective process for attracting and retaining sponsors is:

Step 1 – The committee (generally the Treasurer) sets the sponsorship budget or target for the upcoming year and appoints the people who they will delegate responsibility for achieving the target, whether it be a single person, a sponsorship co-ordinator, or a group of people forming a sponsorship sub-committee.

Step 2 – The committee ensures that the sponsorship co-ordinator or sub-committee have as much information as possible relating to the clubs sponsors from the previous seasons and the types of sponsorship packages offered previously. Ideally the outgoing sponsorship co-ordinator would personally introduce the new co-ordinator to the club's major sponsors to ensure the relationship between club and sponsor continues in good faith.

Step 3 – The sponsorship co-ordinator creates the different sponsorship packages, using the traditional "Gold, Silver, Bronze" levels of major sponsorship but adding if it does not already exist a "players" sponsorship option.

The sponsorship co-ordinator would also ensure that all supporting marketing material is created that would be required by the players and members to approach their friends, family and acquaintances with the club's sponsorship request. The sponsorship co-ordinator should ensure that all the sponsorship marketing information can be accessed from the clubs website.

This sponsorship information needs to be in a form that can also be printed, emailed or shared on social media to prospective sponsors by your clubs community.

Step 4 – The club president and other club leaders set the expectation that every player should seek to introduce at least one "player" sponsor a year to the club. While there may be people in the club who do not know a person or business who would sponsor them most players are able to approach friends, family and business acquaintances who will happily sponsor them.

Step 5 – Once new sponsors are introduced to the club by individual players it becomes the responsibility of the sponsorship co-ordinator and the club committee to build and maintain the relationships with the sponsor.

The goal of the sponsorship co-ordinator and committee is to create opportunities for the sponsor to become a real part of the club and its activities. Regardless of the value of their sponsorship you want the sponsor to feel so welcome that they feel they can come to the club without an invitation, be warmly welcomed and participate in club activities.

Creating events and opportunities for the sponsors to get involved with the club at the beginning of the season is integral to the creation of a long-term relationship. Sponsors days for example should be held early in the year so the sponsor can network with other sponsors and members of your community from day dot.

Step 6 – It is the sponsorship co-ordinator or sub-committees responsibility to build the relationship between the new sponsor and the club. It will also be their responsibility, not the introducing players, responsibility to renew the sponsor each year. This is the job of the sponsorship co-ordinator and committee for a number of reasons:

- This ensures the sponsors relationship continues with the club even if the player who introduced them initially leaves or retires
- It also means that the club can go to the sponsor in subsequent years with a more significant sponsorship proposal (rather than the entry level sponsorship). This proposal would not be the standard multi-tiered Gold, Silver or Bronze traditional sponsorship package but a tailored sponsorship packages created to maximise the club's ability to achieve the sponsor's objectives.

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Fact Sheet 7

Creating your sponsorship proposal

This **Fact Sheet** will discuss how we build long term relationships with our sponsors.

Providing members and players with simple and effective sponsorship information and proposal templates is imperative for players and members to be able to approach potential sponsors on behalf of your club.

The sponsorship proposal template and supporting information should contain enough information about the club, its activities and the size of its audience, for the sponsor to make the decision to sponsor the club.

Integral information includes

- A summary of the club's activities and numbers of participants
- Club history and achievements
- Future plans and goals
- President's message
- Sponsorship options (e.g. gold, silver, bronze and player sponsorship options)
- Key club contact details
- Information about the club's audience
 - Membership and supporter numbers and details
 - Social media follows
 - Website visitors each month
 - Crowd size of games
 - Number of subscribers to the club's email newsletters
 - Attendees at the club social and fundraising events
- Contact details of the club

Sponsorship Proposal Template

Once you have created your sponsorship proposal template ensure it is added to the club website so that players and members can easily access it at any time. Then it can be constantly referred to in club communication such as email newsletters, social media and even other pages of the website.

Using video to enhance your proposal

Today, it is now very easy to create simple but high quality videos, using nothing more than the video recording features of a smart phone. Video is an extremely engaging and emotive form of communication and a very effective way to attract new sponsors to your club and can be used as a centrepiece on your club website, e-newsletters and social media.

Many football clubs are now creating videos that highlight the clubs identity, and what it means to be involved with the club. Signposting what the sponsorship funds will be used for and most importantly includes a personal invitation to become part of the club.

Videos are a great way to illustrate the benefits of becoming a club sponsor. For example, if the sponsorship package includes naming rights to the scoreboard then shooting the video while a match is being played will allow you to demonstrate how many people will see the sponsor's brand on the scoreboard during a game. Or if the sponsorship includes branding on players jumpers then you can not only visually demonstrate what this could look like but again highlight how many people on match day would see the sponsor's brand.

It is often a lot easier to create an emotional connection with a potential sponsor using a well thought out video message than it is with an email.



Sponsorship Agreements

It is important that both the club and sponsor/s have a very clear and identical understanding of exactly what benefits are included in the sponsorship as well as:

- Objectives of both the club and sponsor
- Responsibilities of both club and sponsor
- When funds are due to be paid
- Exactly what benefits, such as memberships or tickets to club events, and sponsorship inclusions the club will provide to the sponsor
- What marketing the club will undertake to promote the sponsor
- What reporting, if any, the club will provide to the sponsor

It is important that this information is documented and provided to both the sponsor and the club prior to the sponsorship commencing. This information should be included on the club website and in the sponsorship proposal. This confirms both the role of the sponsor and the football club in this commercial relationship.

Sponsorship Agreement Template



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Measuring the effectiveness of your sponsorships

In this **Fact Sheet** we will explore how to measure the effectiveness of sponsorship packages.

Website, e-newsletter and social media analytics

As we learnt in **Fact sheet 5** club websites, e-newsletters and social media pages are all incredibly powerful assets when considering the value your club can offer sponsors. They are also able to measure exactly how often a people viewed a website page, e-newsletter or social media post and how many times they “clicked through” to the sponsor’s website from the club website, e-newsletter or social media or a post about a sponsor on social media.

The more people viewing the sponsors information and “clicking through” to their website the more the sponsor will see value in continuing the partnership. Many football clubs are creating significant “traffic” to a sponsor’s website without even realising it.

[Click here to see Facebook Analytics Video](#)

Create a reason for the person to visit the sponsor’s site and make it possible.

Like your website and e-newsletter, most social media platforms offer analytical data which you can use to demonstrate to sponsors the level of engagement your sponsor has with your audience.

Create physical visits to the sponsor

A great way to demonstrate value to a sponsor is to take your community to the sponsors venues, for example if your sponsor is the local gym then you may incorporate a number of preseason sessions at their gym. This will allow you to record how many times players came to use the gym during pre-season. If the gym then created a relevant “call to action” or special membership offer for the visiting players they would be able to identify sales generated directly from the sponsorship.

Create opportunities for the sponsor to visit your club

The club can create opportunities for the sponsor to visit the club and offer their products and services directly to the club members and players. If these visits are promoted well they could create real value, for example if the local:

- Sports store sponsors the club then they may visit during the preseason and fit and sell new boots to the players
- Coffee shop is a sponsor they could be offered a stall on match day to sell coffee and cakes etc. to crowd
- Dentist could come and fit mouth guards to the junior players
- Car dealership could display cars on match day
- It is important to identify all members of your community. A Mother’s day luncheon is a great event. If your club does this then Women’s fashion shops, shoe shops and jewellers and similar types of sponsors could all invited to attend and showcase their products and services.

With a little creative thinking, opportunities and events could be created which could showcase your sponsors to your community, adding value both to your events and to the sponsors themselves..



Referral commissions

As a part of many sponsorships, clubs referring players, members and supporters to sponsors creating direct product sales (as in the examples above) are now receiving funding for their club based on the numbers of sales made.

It is now becoming increasingly common for the following business types to pay referral fees:

- real estate agent will pay a referral fee for every house sold that has been referred to them by club members, players or supporters
- car dealers are paying referral fees for cars sold to or through members, players and supporters
- banks are now offering commissions for sales of home loans and other banking products referred by club players, members and supporters

Again with a little creative thinking, if your club is creating real sales for your sponsors, incorporating a referral commission system may become very effective way of measuring and creating sponsorship value.

Using membership cards as coupons

Sponsor can add value to your club by allowing players and members to receive a discount with the sponsors business on presentation of their membership card. While the club may not get access to this information the sponsors will get a feel for the number of club members purchasing their products and services.

How often does the sponsor attend the club?

As we identified in **Fact Sheet 1** creating financial value is not the only reason people will sponsor a football club. Many people will sponsor a football club because they have an existing link to that club, either directly or through a family member or friend.

For these types of sponsors it is important to create opportunities for them, their friends, family and colleagues to become involved in club activities. Recording and tracking the sponsor's attendance at club functions is another way to measure and demonstrate the value of the sponsorship.



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Preparing for next season

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Ensure all obligations for the current year are met

Sponsors rarely complain, they simply do not come back the following year. One of the most common complaints is that they did not receive everything they expected under the sponsorship agreement.

Often this can be a misunderstanding because the sponsorship agreement wasn't documented. Or it is because the club fails to provide all the components of the sponsorship package. Ensuring sponsors receive everything they have been promised is generally the responsibility of the sponsorship co-ordinator or sub-committee and takes time, focus and attention to detail.

It is important that the sponsorship co-ordinator reviews each sponsorship at the commencement of the season to ensure that all commitments have been met. It is especially important that all branding obligations are in place at the start of the season. In this initial early season review ensure that all sponsors receiving tickets to upcoming club functions will receive them.

The sponsorship co-ordinator should be monitoring the activities of the sponsors throughout the year and if sponsors are not coming to club events or sponsorship activities they should contact the sponsor to find out the reason. By taking a real interest in the sponsor throughout the year it will make it much easier to negotiate a sponsorship renewal for the next season.

End of season recognition

While, ideally sponsorship networking days will be held at the start of the season, it is important to encourage the sponsor to become involved in club activities again at the end of the season.

Ideally sponsors will be invited to the club presentation night, annual general meeting or both events where the club can then formally recognise the sponsor's contribution for the year with a certificate of appreciation or some other acknowledgment of their contribution. There are lots of ways to show appreciation including presenting a framed team jersey, mounted ball or framed photos. But at the very least the club should present a certificate of appreciation which can be displayed in the sponsor's workplace.

If this acknowledgment can be presented to the sponsor in a public forum this re-enforces to the sponsor how much the club values them, even if they are currently only a low value "player sponsor". Creating a favourable perception of the club will be very beneficial next year when you invite the sponsor to again contribute to the club's success by renewing their sponsorship.

Reporting to the sponsorship

Few sponsorship co-ordinators take the time to review the value the club has created for sponsors throughout the year. Take the time to visit each sponsor, or at least the club's major sponsor and ask their feedback on the year and how your club can create more value for them next year.

In many instances sponsorship co-ordinators can get a sponsor's commitment for the following season immediately, thus taking some of the pressure and workload away from next year's sponsorship renewal period. The sponsor may be happy to pay for the following season's sponsorship immediately.

Introducing a new sponsorship co-ordinator

If the club's current sponsorship co-ordinator is not going to continue in the role next season, appoint the new sponsorship co-ordinator prior to the end of the current season. This will allow the current co-ordinator to introduce the new co-ordinator to the sponsors at the end of season functions and respectfully hand over the relationship.

It can be very daunting and challenging for an incoming sponsorship co-ordinator if they have not been introduced to the sponsors. It can feel like the sponsorship coordinator is "cold calling" and makes people less inclined to take the role or make contact with the existing sponsors.

A relationship with a sponsor is really valuable so make sure your club ensures relationships are handed over from year to year.



Collect and handover sponsors information

It is not just the relationship with the sponsor which needs to be handed over; critical information pertaining to the previous year's sponsorship agreements also needs to be divulged. Committees often don't recognise how much sponsorship information needs to be handed over from year to year. If this information below is not recorded and handed over it is often to the detriment of the club.

- Who are your current and past sponsors?
- Who is the key contact person for each sponsor and what are their contact details?
- What is included in their current sponsorship package?
- Did the sponsor pay for cash only or did their sponsorship include "in-kind" contribution of products, services, resources or access to their facilities or venue?
- What they are seeking to achieve by sponsoring your club? (e.g a financial return or some other motive)
- What does the sponsor really value from their relationship with the club and what kind of relationship do they want?
- What, if any is the sponsors connection or relationship with the club prior to becoming a sponsor
- Any other information about the sponsor which supports a long term relationship.
- Any cash payment terms and conditions.

Treat the information about your past, present and potential club sponsors like gold. The relationships with your sponsors are the foundation which will see its sponsorship grow year on year. Most importantly the effort it undertakes to attract the sponsors back to the club will reduce, often significantly over time.

If sponsorship information is not recorded and handed over from committee to committee it will be lost forever!



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