**Factsheet**

**Attracting and retaining sponsors**

**Step 1 – Set a target and allocate responsibilities**

## 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 and who is responsible for each task.

**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 Coordinator or they may wish to create a sponsorship group, often called a sub-Committee.

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| Refer to the ***Sponsorship Coordinator Position Description*** *in the Club Support Series portal.* |

**Document Committee expectations**

Regardless if the Club Committee delegates the goal to a single person or a sub-Committee, it is vital that the Club Committee document their expectations in either the Sponsorship Coordinator’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 Coordinator or sub-Committee;
* 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 sub-Committee? (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 Coordinator or sub-Committee and by when?
* Any other information that the Committee would like to include relating to the management and support of the sponsorship coordinator or sub-Committee. A sub-Committee Terms of Reference is simply name given to the document that establishes the sub-Committee.

**Introducing a new Sponsorship Coordinator**

If the Club’s current Sponsorship Coordinator is not going to continue in the role next season, appoint the new sponsorship coordinator prior to the end of the current season. This will allow the current Coordinator to introduce the new Coordinator 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 Coordinator 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. The relationship with each sponsor is valuable so ensure this handover occurs each 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.

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

1. They are invited;
2. Their own goals and objectives for the sponsorship were met;
3. They feel a strong sense of belonging to the Club.

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!