**Factsheet**

**Attracting and retaining sponsors**

**Step 6 – Service Sponsors**

Now that you have attracted sponsors, it is imperative that you deliver on what you have promised. Create a plan of what you have promised, who will deliver the task and when.

Consider collecting data/information on the success of the initiative throughout the Season so that it is not a difficult process when reporting back to sponsors.

**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 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 Coordinator or sub-Committee and takes time, focus and attention to detail.

It is important that the Sponsorship Coordinator 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 Coordinator 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.

<Do we have a template servicing plan we could use?>