**Factsheet**

**Attracting and retaining sponsors**

**Step 7 - Report Back to Sponsors**

**Measuring the effectiveness of your sponsorships**

**Website, e-newsletter and social media analytics**

As we learnt in Step 3, 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 are 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’s channels. 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.

**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.

**End of season recognition**

Most 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 reinforces to the sponsor how much the Club values them, even if they are a low value. 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 Sponsors**

Few Sponsorship Coordinators 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 Coordinators 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.