

What is Sponsorship?

- **BUSINESS ARRANGEMENT**
- that must fulfil specific corporate marketing objectives and
- provide a return on investment that can be measured.
- It is a business deal based on
- a win/win philosophy, giving value for both parties



Why do Businesses get involved in Sponsorship?

- Enhance image/Public awareness
- Publicity
- Improved customer relations
- Increased employee morale
- Sale of products/services at events
- To be seen as good corporate citizen
- General economic development



Why do Businesses get involved in Sponsorship?

- **Enhanced image/public awareness** - Association with a high quality event/organization can enhance a firm's public image and is a good way for a new business in the community to get exposure.
- **Publicity** - Sponsors often benefit from complimentary media and publicity.
- **Improved customer relations** - Sponsorship allows sponsors to 'add value' to relationships with their customers. This can be in the form of free tickets or sponsorship of a free special event for the entire community.



Why do Businesses get involved in Sponsorship?

- **Increased employee morale** - Sponsorship of an event can include an opportunity for a company to provide certain perks for employees, such as free tickets, and an opportunity to host VIP guests. Company employees may even become involved in the event as volunteers.
- **Sale of product or services at the event** - Special events can provide a venue for trialling or selling a product or service. Sales promotions such as redeemable coupons or sales brochures can also be distributed at an event.



Why do Businesses get involved in Sponsorship?

- **Opportunity to be seen as a good corporate citizen** - More and more businesses are investing in their local communities because they want to give something back to the community in which they operate.
- **Economic development** - Most companies understand that a healthy community is good for business. A well-run club can contribute to the quality of life in a community and provide flow-on economic benefits.





Rugby Grounds Irrigation
Compliments of:
**Busch Irrigation
Systems Ltd**
Ph. 308 1236

FENCING work Compliments
of **Merv Green**
Fencing Contractor
Ph. 308 5383

GATE materials Compliments
of **Tudor Steel**
Russell Fortune Product Manager
Ph. 03 348 3417

GATE Design & Construction
Compliments of
Cullimore Engineering Ltd
Ph. 308 3129

How should clubs develop their sponsorship opportunities ?



Be Systematic

- Evaluate the club properties or events
- Define the sponsor opportunities/levels
- Try to up-sell to existing sponsors
- Identify potential new sponsors
- Target existing & new lower levels with pamphlet & follow-up phone call
- Target high-value sponsors with proposals & phone calls
- Present sponsorship proposal in person
- Modify the proposal as required
- Sign the formal agreement

Decide on Sponsorship Tiers

- **Major Sponsors** e.g. \$5,000 +
- “A” Team Naming rights
- Jersey branding
- Exclusive bar rights e.g. Tui v CD
- Building or Lounge naming rights
- JAB Sponsor
- Accumulation of medium properties



Decide on Sponsorship Tiers

- **Medium Sponsors e.g. \$500 - \$5,000**
- Branding- shorts, training gear
- Signage – field, bar, clubrooms, equipment
- Naming other teams
- “Official supplier to.....” status
- Accumulation of minor properties



Decide on Sponsorship Tiers

- **Minor Sponsors e.g. > \$500**
- “\$350 Club”
- Player of the Day prizes
- Name on Sponsors board
- Logo on programme/newsletter
- Logo/name on website



Produce a Pamphlet/Profile

- Outlining the range of sponsorship options



- Presenting the club – season goals
- Detailing the “benefits” to the sponsor
- Giving contact info
- Alerting them of follow-up phone call

Follow-up phone call

- Confirms existing involvement or
- Arranges a time to meet & discuss further

- To up-sell
- To take up new sponsorship
- To resolve any concerns



Club Considerations

- How will they see your group in comparison to others ?
- Are your activities a good fit with their product image?
- What profile/market does it give their business?
- How reliable is your group. Your people. Your board. Will you deliver?



Be prepared for what sponsors seek

- Where and how much?
- What other exposure could they get: t-shirts, tickets, banners, signage, posters, fliers and other printed material could include the sponsor's logo.
- How else can you add value and extend the pay off ?



Third Tier Sponsors

- Single page + letter
- Package details
- Sponsor Contact
- Changes to wording, logo etc.
- Invoice

Middle Tier Sponsors

- Two pages + letter
- Package details
- Sponsor details – name, address, contact, wording, signature
- Club counter signature - contact
- Payment options
- Payment method

Top Tier Sponsors

- Several Pages (including Club Profile)
- Bound – well presented
- Executive Summary
- Complete package - Sponsor benefits
 - - Club commitments
 - - Sponsor contribution
- Sponsor details – name, address, contact, wording, signature
- Club counter signature - contact
- Payment options
- Payment method
- Attachments

Sponsorship Proposal

- Executive Summary
- Introduction (Profile)
- Description of Property/Event/Package
- Sponsorship investment request
- Sponsor Benefits
- Timeframe
- Appendices/attachments



The Sponsorship Proposal

- **Executive Summary** - An executive summary at the front of the proposal should briefly describe the programme or event, the sponsor opportunities or benefits, the sponsor investment and when a decision is needed.
- **Introduction** - If the sponsor is unfamiliar with your organisation, a simple introduction may be necessary. Your “club profile” can be used.
- **Description of the Package (Property, Event)** - The package should be described in detail, including statistics on exposure

The Sponsorship Proposal

..contd

- **Sponsorship Investment** - This section should include a detailed outline of what you are requesting of the sponsor - cash, product, prizes, advertising/promotion, services or expertise. Always include a price. Make it realistic to cover your costs and to make a profit, bearing in mind that what you ask from the sponsor must be relative to the value of the benefits you are offering.
- **Sponsor Benefits** - Clearly outline all sponsor opportunities and benefits. Include intangible benefits such as enhanced image or increased public awareness. Wherever possible, quantify the returns.



The Sponsorship Proposal

..contd

- **Deadline for Decision** - Clearly state the deadline for the company's final response and your own contact details. Expect a response within 10 days or follow up yourself by phone. Offer to meet and discuss the proposition.
- **Appendices** - Include support materials such as your sponsorship plan and brief budget, letters of support or recommendation, newspaper clippings, photos, or past event programmes; anything that you think might enhance your proposal.

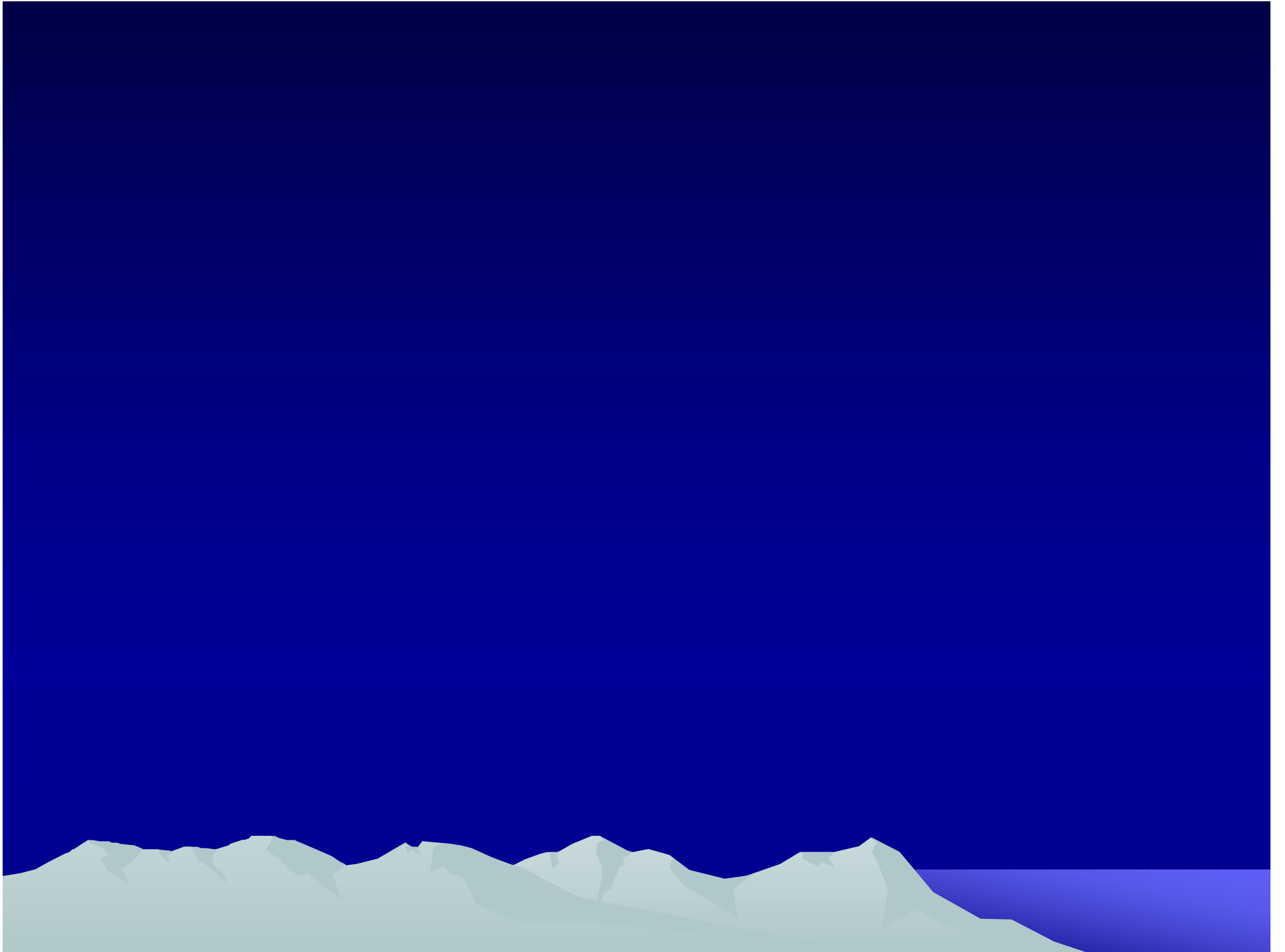


The Sponsorship Agreement

- Single page
- Sign off document
- Includes payment options
- Method of payment
- Contract period

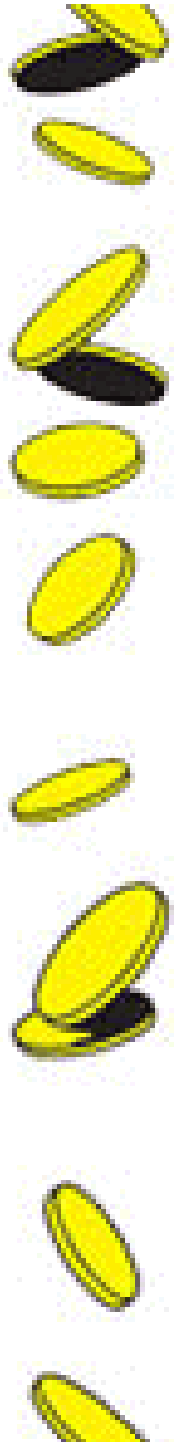
Keeping Your Sponsor

- %100 effort on club commitments
- No mistakes !
- Periodic feedback
- Statistics or evidence of success
- Momentos [photos, videos, clippings etc]
- Sponsors functions
- Positive interactions with all club members



FUNDRAISING

- Rugby Clubs are highly inventive
- Check out the “skill set” available
- Use your membership
- A regular earner is best
- Time is money (aim high)



RURAL Fundraising

- Stock Drives, Fleece Drives/Exhibits
- Stock raising – cattle, sheep
- Pea Straw
- Moo, Sheep, & Hen Poo
- Crutching
- Shearing
- Hoeing/Roguing



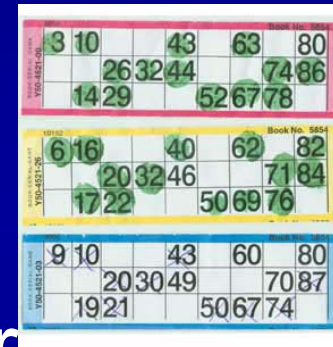
Rural Fundraising contd...

- Mustering
- Tailing
- Slink Skin collection
- Hay Carting
- Fire Wood
- Quick Shear
- Gymkhana helpers/bar



URBAN Fundraising

- Garage Sales
- Pamphlet drops/inserts
- Door to Door sales – chocolate, biscuits
- Car Wash/Groom
- Raffles
- Housie/Cards
- Rugby merchandizing – club gear



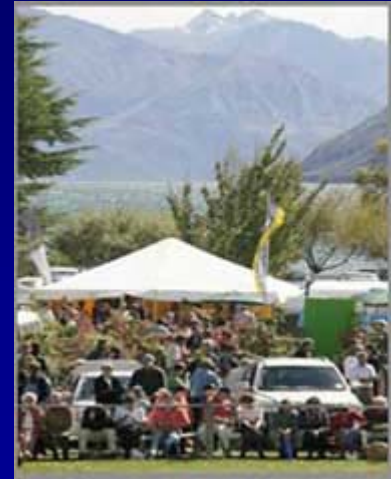
EVENT Fundraising

- Quiz Nights
- Karaoke Nights
- Casino/Race Evenings/Duck racing
- Auctions/Silent Auctions
- Dinners
- Dances/Socials/Cabarets/Dis
- Guest Speakers/comedians/magicians



EVENT Fundraising

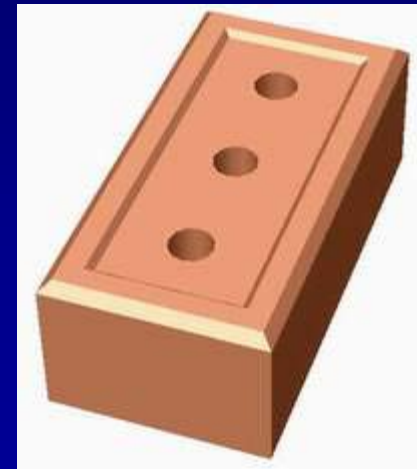
- Fashion parades
- Wearable Art parades
- “Top Town” type contests
- Sevens Tournaments
- “Rippa” Tournaments
- Triathlon or Mountain-biking Races
- Squash/Golf Tournaments



Fundraising for a building/construction project

- “Buy a Brick”
- “Buy a Turf”
- “Buy a Square”
- “Buy a lighting tower”etc

- With “Certificates of Purchase”



Raffles

- Quick fire raffles (wheel spins/board)
- Major raffle – holiday, car
- Meat raffles, oyster raffles
- Wood raffles
- “Pick a Score”
- Scratchies



Food & Beverage Sales

- Sausage sizzles, burgers
- Canteens/shops
- Meals/pies/chips
- Coffee & tea
- Recipe Books/Calendars
- or
- Send everyone off to the local pub/café who sponsors the club



Paid People Power

- Working Bees (for other organizations)
- Bar staff (for other organizations)
- Clean-ups
- Demolitions
- Constructions
- Security staff
- Gate keepers & helpers



Associated Activity

- Mechanical bull riding
- Bouncy Castles
- U-ride cars
- Clubrooms Hire



Fundraising Websites

- <http://www.gle.co.nz/>
- <http://www.houseoffundraising.co.nz/>
- <http://www.nzs.com/society/organisations/fundraising/>
- <http://www.outthere.co.nz/>

