

Guide to: Sponsorship

Clubs and teams recommend looking for alternative ways of funding to help support and develop the club. Sponsorship from external companies/businesses and individuals can help achieve this goal.

This guide will cover:

- Sourcing Sponsorship
- Things to Remember
- Procedures

Sourcing Sponsorship:

Local businesses, companies and individuals are always looking for marketing investments. Sponsoring teams can give them positive exposure, in turn heightening awareness of their brand, sales etc.

You could use sponsorship for:

- Equipment
- Facilities
- Incentives
- Kit
- Marketing and Publicity

There are four kinds of Sponsorship. Remember most sponsors don't give away something for nothing. Think about what you can offer them in turn for their sponsorship – be realistic!

Financial – Sponsors who give money directly to a team/club.

Media – Sponsors who secure advertising for the event such as social media, local newspaper, local radio etc. For example, the local newspaper may publish an event a sports team is doing to raise money for charity.

In-Kind – Sponsors that provides goods or services instead of financial support. For example, a bakery may opt to provide food for a fundraising event.

Promotional – Similar to a media sponsorship but refers to individual figures rather than companies and media outlets. For example: influencers such as Vloggers or Bloggers.

Things to remember:

- Approach sponsors as soon as possible.
- Prepare and plan beforehand. Think:
 - What kind of Sponsorship do you want? Financial? Media? In-kind? Promotional?
 - Why do you want sponsorship?

- What would you use the sponsorship on?
 - What could we offer the sponsor in return?
 - Who could provide sponsorship?
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- When approaching a sponsor, make sure you prepared a pitch:
 - Have sufficient knowledge of the sponsor you're approaching.
 - Be realistic in what you want from the sponsor.
 - Be confident, sell your club and offer to the sponsor.
 - Be prepared for any questions they may ask you, e.g.:
 - We have been approached by many different sports teams, what makes your team different from them?
 - How does this benefit our company/business/market?
 - How many people are you expecting to be at this event?
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- Don't believe verbal promises, make sure everything is written down.

 - Consult the MSF of any sponsors you're considering, and DO NOT sign any contract without approval from the MSF.

 - Once an agreement is made, thank your sponsors. If you make a good impression they are more likely to sponsor your club/team again the following year.



In association with the Marjon Student Union