

SPONSORSHIP TOOLKIT FOR FOOTBALL CLUBS

Promoting Healthy Club Environments



**FOOTBALL
WEST**

Football West partners with Healthway to create a healthier WA

Sponsorship Toolkit for Football Clubs

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Healthy club environment

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- A healthy club environment is crucial for a football club's success, encompassing physical, social, and psychological aspects that promote wellbeing
- Sponsors can contribute to this environment by supporting initiatives that prioritise health, inclusivity and respect, aligning their brand values with the club's and benefiting both parties in the long term

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Understanding sponsorships

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- There are three types of sponsorship: cash, in-kind and product sponsorship
- The benefits of a sponsorship include financial support, brand exposure and a connection with reputable brands
- The drawbacks can include negative associations and conflicting values

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Attracting sponsors that support healthy club environments

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- It is important to align yourself with sponsors that have a commitment to promoting physical activity, healthy living and social responsibility
- Look for sponsors that share similar values and goals, such as promoting healthy living and wellbeing
- Carry out research on potential sponsors to understand their values, goals and target audience

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What do you want sponsors for?

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- Identify and define the purpose for seeking out a sponsorship so you have a clear understanding of what a sponsorship relationship could include

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Develop a club profile

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- Clearly define who your members are, the program or activities your club offers, geographical area your club plays its games in, the club's history, size and values, and the people you are trying to attract to the activities your club wants sponsored

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Who are likely sponsors?

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- All sorts of companies are prepared to provide sponsorship, you just have to show them how they will get value for money
- Current members are a great resource to ask for potential sponsors, as these entities typically have an existing interest in your club (they just need a compelling reason)

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What are sponsors looking for?

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- Potential sponsors are usually looking for a club to provide increased market share, brand recognition, improved brand reputation and promotion of core brand values

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What can your club offer?

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- Your club has a lot to offer sponsors, including social media exposure, advertising space, signage and event admission to name a few. For a more detailed list, check out this section for more ideas

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Preparing your club's proposal

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- Your club proposal will be unique based on the sponsorships purpose, opportunities and expectations
- Provide a concise club profile and highlight the target audience of the club and or event. Include the offer details with included benefits
- Explore this section for examples and an in-depth breakdown of the information you may need to include

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Servicing your sponsor

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- Many sponsorships fail because a club fails to deliver on what is agreed to
- Never promise more than the club can deliver – make sure that what is promised in any sponsorship deal is delivered on time and to the satisfaction of the sponsor or the club will be looking for another sponsor
- If you promised it, deliver it!

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After the event

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- It is good practice to provide sponsors with a brief report of how the partnership went, including quantifiable statistics and examples

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HEALTHY CLUB ENVIRONMENT

This toolkit is a guide for attracting and cultivating relationships with sponsors to help create a healthy club environment for both players, staff and fans.

A healthy club environment is essential for the success and sustainability of a football club. It is a holistic approach to promoting the wellbeing of all those involved in the club, including players, coaches, staff and fans. A healthy club environment encompasses physical, social and psychological aspects that contribute to a positive and supportive atmosphere.

Physical wellbeing includes measures such as providing adequate nutrition, hydration, rest and recovery time, as well as injury prevention and treatment. Social wellbeing includes promoting a culture of inclusivity, respect and teamwork, and addressing issues such as bullying, discrimination and harassment. Psychological wellbeing includes addressing mental health issues, providing emotional support, and promoting resilience and wellbeing.

Sponsors can play a significant role in promoting a healthy club environment by supporting the club's initiatives and programs that promote physical, social and psychological wellbeing. By aligning themselves with clubs that prioritise these values, sponsors can enhance their own reputation and promote their brand values.

For example, a sponsor that supports a club's initiatives to promote healthy eating and hydration can align itself with the values of health and wellbeing. Similarly, a sponsor that supports a club's anti-bullying campaign can align itself with the values of inclusivity and respect.

By emphasising the importance of healthy club environments and the role of sponsors in promoting them, football clubs can attract sponsors that share their values and goals, and in turn create a positive and supportive environment that benefits all those involved in the club. This can lead to long-term partnerships that benefit both parties and promote the wellbeing of players, staff and fans, while enhancing the club's image and reputation.

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UNDERSTANDING SPONSORSHIPS

Sponsorship is an important source of revenue for football clubs. By attracting sponsors that support healthy club environments, clubs can diversify their revenue streams and reduce their dependence on traditional sources of income, such as memberships, fundraisers and canteen sales.

Understanding sponsorship is crucial for football clubs seeking to attract sponsors that support healthy club environments. Sponsorship is a form of marketing in which a brand provides financial or other support to a club in exchange for exposure or association with the club.

There are several types of sponsorships, including:

Cash sponsorship

This involves a brand providing financial support to a club in exchange for exposure or association with the club.

In-kind sponsorship

This involves a brand providing products or services to a club in exchange for exposure or association with the club. For example, a sports drink company may provide drinks to a club in exchange for logo placement on the club's website and social media channels.

Product sponsorship

This involves a brand providing products to a club in exchange for exposure or association with the club. For example, a sportswear company may provide jerseys to a club in exchange for logo placement on the jerseys.

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The benefits of sponsorship for football clubs include:

1. **Financial support.** Sponsorship provides a valuable source of revenue for football clubs, which can help them fund their operations, invest in player development and improve their facilities.
2. **Brand exposure.** Sponsorship provides clubs with increased visibility and exposure, which can help them attract new fans, sponsors and partners.
3. **Association with reputable brands.** Sponsorship can provide clubs with association with reputable brands, which can enhance their image and reputation.

The risks of sponsorship for football clubs include:

1. **Negative association:** If a sponsor is associated with negative events or controversies, it can reflect poorly on the club and damage its reputation.
2. **Conflicting values:** If a sponsor's values conflict with the club's values, it can create tension and harm the club's reputation.

Attracting sponsors that support healthy club environments

Sponsorship can have a significant impact on the club environment, both positive and negative. Sponsorship can provide financial resources that can be used to create initiatives and programs that promote healthy club environments. Sponsorship can also help promote positive values and messaging that align with a healthy club environment. However, sponsorship can also have negative impacts if the sponsor's values or messaging conflict with the values and goals of the club.

Sponsors that support healthy club environments are typically those that share similar values to the club, including a commitment to promoting physical activity, healthy living, and social responsibility. These sponsors may also have ethical business practices and a strong track record of supporting community-based initiatives.

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To attract sponsors that promote healthy club environments, football clubs should consider the following:

- **Identify characteristics of healthy sponsors.** Look for sponsors that share similar values and goals, such as promoting healthy living and wellbeing.
- **Research potential sponsors and approach them.** Conduct research on potential sponsors to understand their values, goals and target audience. Develop a pitch that highlights the benefits of sponsoring a club that prioritises healthy living. When approaching potential sponsors, it is important to communicate the club's values and the benefits of supporting a healthy club environment.
- **Negotiate and manage sponsorships.** Negotiate sponsorships that align with the club's values and goals. Ensure that the sponsor's products and services promote healthy living and wellbeing. When negotiating and managing sponsorships, it is important to establish clear expectations and objectives for both the club and the sponsor. It is also important to regularly communicate with the sponsor and provide updates on the club's activities and initiatives. Finally, measure the impact of the sponsorship and report back to the sponsor on the outcomes achieved.

Now that you understand the importance of attracting healthy partners to your club, let's get to work!

The following information was extracted from the The Department of Local Government, Sport and Cultural Industries and aims to help clubs that may not have had much experience in gaining sponsorships.

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WHAT DO YOU WANT SPONSORS FOR?

Decide what it is you want the sponsorship to achieve, then decide what the best sponsorship arrangement for your club might be.

Which of the following does your club need sponsorship to cover?

- An entire event or activity that the club plans to hold
- Parts of the event and therefore the possibility of more than one sponsor
- Purchase of club uniforms and equipment
- Preparation and/or printing of club publications
- Hire of equipment/grounds/facilities
- Travel/accommodation costs for club members
- Advertising/promotion costs
- Development programs targeted for specific sections of the club membership such as Talent Development, Masters or "Juniors

DEVELOP A CLUB PROFILE

Clearly define who your members are, the program or activities your club offers, geographical area your club plays its games in, the club's history, size and values, and the people you are trying to attract to the activities your club wants sponsored.

This information is very important to sponsors; it allows them to decide whether or not they want an association with your club and its members or if the people your club attracts to activities are in the sponsor's target market. The target market is the group of people to whom the sponsor feels it can sell its product or is keen to promote its services to.

When approaching sponsors, it helps to develop information about members and people that attend your functions. What sex are they? What age? Are they family groups? Where do they live? These are important to a potential sponsor.

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WHO ARE LIKELY SPONSORS?

The sponsorship deal is not just about your club; it is a partnership.

Sponsorship can be obtained through:

- Relationships within the club and its local community, a good mate and/or a club member may be in a position to be able to sponsor the club
- Someone from outside of the club interested in what the club does because they identify with it
- A business relationship with benefits to all parties

All sorts of companies are prepared to provide sponsorship; you just have to show them how they will get value for money.

Discuss potential sponsors with other people in your club. The information you have collected on your members and those who attend your functions will be a big help. Think about what companies or organisations would like to advertise or promote their products and services to these people.

Gather information from media services. If an event is being advertised on TV, who are its sponsors? Local newspapers may list events sponsored by companies that want to deal with the people in your suburb. The use of social media such as a webpage and/or Facebook (there are plenty of others) needs to be considered.

Don't overlook the possibility that small companies may be interested. Too often we think only to ask the big corporations who get regular approaches for sponsorship.

There are no limits when it comes to sponsorship; you just have to remember to make your sponsorship proposal relevant to each company. Companies don't like to think that they are just one in a hundred companies being approached on a mass basis.

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WHAT ARE SPONSORS LOOKING FOR?

Potential sponsors are usually looking for a club to provide:

- Increasing market share – getting more business from a targeted group
- Enhancing the sponsor's reputation to show that they support the local community and/or support young people's involvement in sport
- Enhancing the business image in the broader community by an association/relationship with the club. By having a relationship with the club's activities or operations, the business is associated with a positive vibrant lifestyle and reflects the values of sport
- Furthering the interests of business owners or decision makers. Some business people may simply love and enjoy the sport that the club is involved in. They may have family connections with the club or have a history of participation at the club
The promotion of lifestyle messages that can lead to the changing of behaviours
- within the community. For example, healthy lifestyle choices

Potential sponsors will be looking to see that sponsoring your club will be more effective for them than spending money on some other form of promotion or advertising. Sponsors want to be associated with success. They are also looking for a professional performance from your club.

WHAT CAN YOUR CLUB OFFER?

The following is a list of the types of ideas that could be included in a sponsorship proposal (this is a big list and your club normally wouldn't include them all). But don't restrict your club to this list, there will be other ideas that need to be considered.

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Consider offering:

- Access to your club's social media presence
 - One of the most powerful sponsorship tools that a club has at its disposal is its use of social media
 - Social media such as your website, or Facebook and Instagram channels, are very powerful communication tools
- Area and perimeter advertising space
- Signage and banners
- Invitations to events
- Free tickets or free admissions to events
- Opportunity to host associated lunches, dinners etc.
- Opening functions/coin toss
- Presentation of awards
- Name and logo on programs, invitations, other printed posters, flyers, newsletters
- Club apparel
- Name and logo on awards and trophies
- Possible introduction to other organisations/people that potentially might buy their product/service
- Naming rights to events
- On-site displays and/or activations

Your club should track the cost of anything that it agrees to supply sponsors. There is no point in having sponsors that cost your club as much or more than the sponsorship received from them.

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PREPARING YOUR CLUB'S PROPOSAL:

There is no single way to present a successful proposal and there is a lot to be said for an original approach. A starting point, however, might be along the following lines:

1. A covering letter thanking the potential sponsor for taking the time to look at your proposal. Make sure you address this letter to the manager/owner or marketing manager.
2. A cover sheet containing information such as:
 - a. Full name of your club/group, perhaps your logo
 - b. Full name of the company you are sending it to full
 - c. Name of the person you are sending it to date of
 - d. The proposal
 - e. Name of the event/program
3. A title page with important facts about your organisation's event/program is next and might look something like this:
 - a. Title of event/program
 - b. Proposal
 - c. Sponsorship coordinator
 - d. Name
 - e. Address
 - f. Telephone (H) and (W)
 - g. Date of event/program
 - h. Signed
 - i. Date
4. Provide a very brief profile of the club – one page maximum
5. If the sponsorship is for an event, provide details of the types of people you expect to attend your event and the types of people who administer your event as an opportunity to gain exposure for their goods and services
 - Some sponsors may look towards selling their goods and services at your event so try to define what sort of sales they might make and include that in your sponsorship, offering them exclusive rights of sale

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6. List exactly what it is you will provide to the sponsor and the value of each item (some you may know because it is a direct charge that you will have to pay, others such as signage, you may have to estimate). It is a good idea to match this against the sponsorship amount you are asking for.

A budget of this type is an excellent idea because it makes it clear to the sponsor that it is not a donation and reinforces in your mind that you have something to sell. Remember to value items not at what they will cost on the day, but at what the club might reasonably expect to pay if someone sold it to them.

Once you have a proposal and a list of potential sponsors, talk to them!

If it is a cold call – ring the companies and ask to speak to the manager/owner or marketing manager. Briefly tell them who you represent and what the club's plans are. Be positive; suggest to them (rather than ask) that the club will send a sponsorship proposal. If it seems like no one is willing to speak to you, try to get the name of the most appropriate person and send a proposal anyway. Remember the club has nothing to lose.

Follow up the sponsorship proposal with a phone call at least five days after the proposal has been delivered. If the proposal is accepted, arrange a meeting to discuss it in detail, begin to personalise your contact and develop your relationships.

SERVICING YOUR SPONSOR

Many sponsorships fail because a club fails to deliver on what is agreed.

Never promise more than the club can deliver – make sure that what is promised in any sponsorship deal is delivered on time and to the satisfaction of the sponsor or the club will be looking for another sponsor.

If you think of something else the club can offer a sponsor, and the cost or difficulty is minimal, do it. Sponsors react favourably to receiving something they did not expect or which was not in the agreement.

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If you promised it, then deliver it!

Try to build a relationship with your sponsor. Don't overdo it, but there is a lot to be said for some friendly contact. Call and ask how things are going from their end; is there anything they are having difficulty organising for the club's event? Ask a sponsor out for lunch if you think it might help to build the relationship and the club can afford it. This can be before or after the event.

Follow up after the event or sponsorship; call the sponsor and find out how the sponsorship worked for them. They may provide valuable information for the club's next proposal, with ways in which the event can be improved. There might be something that the club can provide now which may mean continued sponsorship in the future.

Be loyal to a sponsor. If they treat you right then return the favour. Loyalty is valued. When purchasing products or services consider whether you can get them from an existing sponsor.

When your event is taking place make sure your sponsor's rivals aren't having their services or products sold or promoted by your club. This will devalue the sponsorship. Attention to detail and looking after your sponsor's needs will enhance your relationship with them.

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AFTER THE EVENT

The club should provide its sponsors with a brief report, which would include information such as the following:

- Attendances with a breakdown of males, females, adults and children. Consider the possibility of conducting questionnaires or interviews with attendees (however, don't overdo the workload). This information can help to give a profile of the sort of people who attend your events
- Where did you go wrong?
- What were your successes?
- How can you improve it?
- Did your sponsorship achieve its goal, or purpose?
- Did your sponsorship get value for money?
- Did your club get value for money?

For more information and a detailed breakdown of a sponsorship proposal, please visit the link below to download the Seeking and Servicing a Sponsor booklet:

<https://www.dlgsc.wa.gov.au/department/publications/publication/seeking-and-servicing-a-sponsor>