



# Sponsorship support for sporting clubs

Sponsorship deals are a great way to generate extra income, while supporting local businesses. Sponsorships should be mutually beneficial for both the club and the business. Finding an appropriate sponsor for a club can sometimes be difficult, especially if your club is on the smaller side. This fact sheet has been designed to help clubs to source, approach and secure new sponsorships.

## RE-EVALUATE YOUR SPONSORS

Try to source sponsors whose values align with your own, and that support the health and wellbeing of your club and community. Reconsider alcohol-based sponsorships, sponsorship deals with fast-food businesses, and any deals that may negatively impact on the health of those at your club.

## WHERE TO GO FOR NEW SPONSORS

- Businesses that your club members, family and friends are linked to
- Supermarkets/ butchers/ bakeries/ produce stores
- Local bank branches
- Local telecommunication providers
- Local clothing stores
- Sports suppliers



## BUILDING YOUR COMMUNITY PROFILE

- How does the community see your club?
- Do you have an active presence in the community?
- Does your club have an active social media presence?
- Is it easy for potential sponsors to find information on your club, including contact information?
- Consider different social media platforms such as Facebook, Instagram, TikTok, YouTube and Twitter
- Consider building a website if your club does not already have one. There are lots of free or low-cost options
- Consider developing a Google Business Profile if your club does not already have one, so it will be easier to find your club online





## PRESENTING YOUR PROPOSAL

### Include a cover letter

- Use a cover letter to address the business you are targeting
- Provide an overview of who your club is and what you are proposing

### Present what you can do for the sponsor

- Include the sponsor's logo on your website, social media, and printed materials
- Promote the sponsor's business in communications to your club members
- Consider placing signage around your facility (please contact the City regarding requirements)
- Provide club apparel to wear when they come to game days
- Invite the sponsor and their family to key club events
- Offer reduced player registration fees for the sponsor
- Host events especially for sponsors
- Send a personalised message from the players thanking sponsors
- Provide signed apparel or a photo for the sponsor to display in their business

### Include the reach

- Include average attendance numbers at games and training sessions, including parents, spectators, volunteers, etc.
- What is your social media following like? How many people can a post reach?

### Highlight what you want from the sponsor

- Do you want them to make a financial contribution?
- Do you want merchandise or catering?

### Offer ongoing sponsorships

- Provide tiered sponsorship levels so the business can choose what they want to get out of the sponsorship
- Offer sponsorships for one, two or three years. For example, if a sponsorship for one year is \$10,000, offer a two-year sponsorship for \$18,000 and a three-year sponsorship for \$26,000. This means that you might be able to secure sponsorship for several years at a time, and you don't need to repeat the process each year



### Need support?

If your club needs support or advice, please contact Active and Healthy Communities by calling 1300 002 642 or emailing [activeandhealthy@bendigo.vic.gov.au](mailto:activeandhealthy@bendigo.vic.gov.au)