

1. SPONSORSHIP PLAN:

Consists of 4 elements:

- 1. Where are we now?
 - i. A brief background
 - ii. Positioning Statement
- 2. Where do we want to be?
 - i. Sponsorship marketing objectives
- 3. How are we going to get there?
 - i. Strategies and types of sponsors to target
- 4. What is the budget?
 - i. For the team or event.

For example:

Ballymore District Rugby Union Referee Association

1. Background:

The Ballymore District Rugby Union Referee Association has been servicing the rugby community in Ballymore since 1967. Currently the BDRURA is made up of 31 active members that service the game in an officiating capacity for all fixtures in the Ballymore District.

The BDRURA provides referees to over 1000 games per year at various venues in

Positioning Statement

BDRURA has a sound financial base and a reputation for managing one of the most popular sports in Ballymore. The sport's media profile is confined to the players — The Referee and officials of the game have a relatively low media profile. The BDRURA has the opportunity to market their contribution to the sport through planned media exposure. The BDRURA is a unique *product*, which will be *priced* to be at no cost. The *place* is the many rugby venues in the Ballymore and greater district. Through appropriate *promotion* the BDRURA can become an integral visible component of the functions of Community Rugby within Ballymore.

2. Sponsorship marketing Objectives:

- Obtain a corporate sponsor (a combination of cash and in-kind) for the BDRURA
- Raise the profile of BDRURA Referees in the Rugby Union community. Measured through a 10% increase in media coverage and a 5% increase in requests for referee information packs and merchandise to be distributed.
- Securing of a naming rights sponsor for the BDRURA
- ➤ To expand promotional activities in general (number of radio advertisements, launch) about the referees at the community level.



3. Strategies and Types of Sponsors to Target TIP: is important to split up all the avenues that you as a club/individual/association can sell to a sponsor. For example:

Level of Sponsorship	Specific Benefits	Period of Exposure	Organisation to Target
(a) Principal sponsor	 Naming rights sponsor visible logo on all referee uniforms (jersey/bags) Officially known as "XXXX Ballymore Referee Association" in all media and correspondence. Use of sponsors logo in all promotional and advertising material Signage at Hugh st Catered tent with BDRURA at Grand Final 	April - Oct	Eyewear Companies
(b) Associate (minor)	 Goodwill Sponsor- merchandise in kind Logo on shorts Use of sponsors logo in all promotional and advertising material 	April-Oct	Sports Shop Amart/Sportscene

4. Budget

\$ 5 000 Sponsorship	Expenses
Naming rights to the BDRURA	2 000
All referees to have logo on clothing Kit (jersey/shorts/socks) @	2 170
\$70 per kit (31 referees)	
Sign at ground	500
Catering for Grand Final Function	210
4 tickets to Annual Dinner (4 x \$30)	120
	\$5 000

Acknowledgements

Adapted from information provided or previously published by the Queensland Rugby Union.