

2. Finance

2.4 Sponsorship

Sponsorship is generally accepted as:

“A business relationship between a provider of funds, resources or services and an individual, event or organization which offers in return some rights and associations that may be used for commercial advantage”

There are 3 key steps to winning and securing sponsorship:

1. Sponsorship plan - that outlines the various options available to sponsors
2. Sponsorship proposal - targets a sponsor or group of sponsors
3. Agreement - a formalized partnership agreement securing the sponsorship

2.4.1 SPONSORSHIP PLAN

1. Where are we now?

- A brief background eg:

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. Where do we want to be?

- Sponsorship marketing objectives eg:

- 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. How are we going to get there?

- Strategies and types of sponsors to target

TIP: is important to split up all the opportunities that you as a club/individual/association can sell to a sponsor.

For example:

Level of Sponsorship	(a) Principal Sponsor
Specific Benefits	<ul style="list-style-type: none">• Naming rights sponsor• visible logo on all referee uniforms (jersey/bags)• Officially known as “— Ballymore Referee Association” in all media and correspondence.• Use of sponsors logo in all promotional and advertising material• Signage at Ballymore• Catered tent with BDRURA at Grand Final
Period of exposure	April - October
Organisation to target	Eyewear Company Banks Transport Company

4. What is the budget for the team or event?

An example:

\$7 000 Sponsorship	Expenses
Naming rights to the BDRURA	5000
All referees to have logo on clothing Kit (jersey/shorts/socks) @ \$70 per kit (31 referees)	2170
Sign at ground	500
Catering for Grand Final Function	210
4 tickets to Annual Dinner (4 x \$30)	120
Total	7 000

2.4.2 SPONSORSHIP PROPOSAL

Consists of

- Introductory Letter
 - An executive summary
 - A brief summary of the key elements that will be outlined within the proposal
 - Address the benefits of sponsoring the sport, event or athlete for that particular corporate organization
- Prospectus
 - Introduction - Profile of the organization/sport eg:

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.

The game of rugby union is experiencing a time of growth in Ballymore with 43% increase in the number of players from 2001-2005. The referees are a visible product in the game of Rugby Union. Our referees, referee for the love of the game.

The BDRURA is seeking a major sponsor to assist in covering costs associated with clothing and referee recruitment.

The BDRURA is seeking a sponsor to be the naming rights sponsor for the BDRURA Referees for the 2006 Ballymore and District Rugby Union Competition.

TIP: make sure that the introductory letter is personalized and addressed to the decision maker in the organization concerned and that you continue that personalization by referring to the person, the company and the product throughout the letter.

- Marketing Objectives
- Components of the sponsorship and benefits.
 - Media coverage
 - Signage
 - Proposed Naming Rights Sponsor involvement
 - Unique opportunities for the sponsor

- Value of Sponsorship to the sponsor eg:

By sponsoring the BDRURA it gives a unique opportunity to be involved in grass roots rugby union at Ballymore and forge a mutually benefiting relationship with an amateur sporting body.

The sponsor would experience exposure of their brand at all rugby union fixtures over the 2006 season at the ground, in print as well as on the local news. Also an opportunity to attend the Ballymore and District Rugby Union Grand Final Day and, the BDRURA annual dinner.

2.4.3 SPONSORSHIP AGREEMENT

In many cases, such as an in-kind deal, the sponsorship agreement may simply consist of a conversation between the parties or a handshake deal. However in the case of more significant sponsorship agreements it may be necessary to draft a formal agreement for both parties to sign.

Such an agreement should detail what services are to be provided to the sponsor and what sponsorship monies the sponsor will provide to your organisation.

FINAL CHECKLIST

ACTION	DONE
Determine total amount of sponsorship required	
Determine all promotional benefits available	
Compile a list of possible sponsors	
Research into potential sponsors business	
Obtain a contact name for potential sponsor	
Develop a sponsorship package/proposal	
Write and send sponsorship proposal	
Follow up with contact to discuss proposal	
Reach agreement on level of sponsorship services	
Ensure benefits are available and provided	
Provide report/summary of benefits to sponsor at event/season end	
Both parties agree to and sign an agreement to secure sponsorship	