



# *coaching breakthrough*

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in association with



## Sponsorship

1. Introduction
2. Your perspective (1)
3. Sponsors perspective
4. Your perspective (2)

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1. Let's start by making sure we're all talking about the same thing. I'll be focusing primarily on the (potential) Sponsors view – you already have yours!
2. This isn't easy, and I hope I don't make it sound easy. It is not a guarantee of success, but if you can take anything from this and apply it, it WILL increase your chances of success.
3. What sort of things do you consider NOW when looking for, or dealing with, sponsors?
4. What does a sponsor (potential) see/think about?
5. What might you consider in FUTURE, i.e. do differently?

## Introduction

1. An individual, organisation, or company provides an individual or organisation with some sort of support for some sort of commercial advantage
2. A business relationship
3. Most seek/need a return for their support
4. About building long-term relationships
5. Many different forms on many different levels

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1. Broad definition
2. Almost always, and increasingly so. But not always seen as such by the club
3. Increasingly the case. Days are gone when people can afford to throw it away
4. It's not easy to get sponsorship. It's easier to hold onto one than find a new one. Benefits to both sides increase over time – there's a learning curve.
5. Not an exhaustive list for today.

## Common forms of sport sponsorship:

1. Shirt/Team Sponsorship
2. Squad Sponsorship
3. Athlete Sponsorship
4. Event Sponsorship
5. Venue/Stadium Sponsorship

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1. Sponsorship can vary from £50 to £50million
2. Not just ££ - discounts, product, expenses, bonuses, ££
3. Can be short term (one season) or longer term (2 – 5 years)
4. We'll look at some other possibilities too.

## 2. Your perspective (1)

It's to help you/your club in some way

1. What do you want/need?
2. (What you expect to do in return)
3. Where/how do you get it now?
4. How you retain next year?

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1. Most often ££, but not always – more later
2. In brackets because it's often not considered much
3. Typical examples
4. You have it this year, and it wasn't easy – will they stay next year?
5. You aren't getting enough, or you wouldn't be here.

## 2. Your perspective (1)

### 1. What you want/need

- Typically:
  - ££
  - Equipment/product
  - Expenses, e.g. for an event

1. Most often ££
2. Probably team kit next

## 2. Your perspective (1)

### 2. What you expect to do in return

- Typically includes:
  - Banner at ground
  - Logo on 1<sup>st</sup> Team kit
  - Logo and/or advert in programme
  - Logo/acknowledgement on website
  - Story in press

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1. One-offs (e.g. press launch) tend to be of much less value than repeats

## 2. Your perspective (1)

### 3. Where can you get it now?

- Typically:
  - Parents
  - Members
  - Local businesses
  - National businesses

## 2. Your perspective (1)

4. How you retain next year?
  - Same again?

1. Hope they stay on.
2. If you aren't satisfied with the sponsorship you're getting now (and why else would you be here?) then start by accepting you need to do something DIFFERENT. If you keep doing the same thing, you're going to keep getting the same result.

### 3. Sponsors perspective

1. Typical experience
2. Understanding sponsors needs
3. Identifying what you might offer
4. Do' and don'ts

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1. From behind a Sponsors desk. Personal experience, plus in discussion with other sponsors. Many messages are strikingly similar.
2. Do's and don'ts – the first step in improving your chance of getting through

## Sponsors perspective

### Typical experience:

- Presentation – limited info, questionable justification
- 'Dear Sir/Madam', or 'To whom it may concern'
- Limited clue about what they want from the sponsor
- Less of a clue about what can be offered in return
- Lots of time and attention at proposal stage
- Lots of time and attention for first 2 wks of agreement
- then, .....

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### Typical experience of a request for sponsorship:

1. Not all weak by any means, but a lot – majority could be vastly improved
2. No research into company, so little clue about what can be offered in return
3. Limited initiative shown at this stage = straight to the bin!
4. Understand the fear of scaring sponsor off from the start, and the need to keep the door open to see what might be possible. Maybe list a range of possible options = a sort of shopping list that a sponsor might pick from.
5. See 3 – BAD sign!
6. Actually, attention for first 2 weeks is probably above average

- 11 months later, lunch!



In many many cases, the next time a sponsor hears from the sponsored organisation is when it's getting close to renewal time.

... unless they need something else during the year.

## Sponsors perspective

### Understanding sponsors needs

- Limited budget
- Why help you?
- Why help you rather than someone else?
- What do I get in return?
- How best to help?
- Why continue for a further period?

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1. EVERYONE has a limit to what they have available
2. 2, 3 & 4 are all part of one question: 2. Why help you AT ALL?
3. Even if it's an appropriate cause, is it more appropriate than something else?
4. Is what they've asked for what I think is best for them and/or me?
5. The big question!
6. Actually, this might be a bigger question.

## Sponsors perspective

### Limited budget

- *“What’s £500 to a company that size?”*
- Do NOT underestimate how hard someone may have worked to make that £500 profit. It may take £10,000 of sales to make that £500. What does £10,000 sales equate to in the sponsor’s business?
- GIFTS of product/equipment cost money too.
- Like ££, TIME is also finite and precious.
- Every £ given in sponsorship needs another £ on top

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1. Hear that all the time. WRONG!!!
2. i.e. £10,000 might be say 200 pairs of trainers – visualise in sponsors terms.
3. People seem to think gift of product is free or easy for a business. NOTHING is free or easy in business today. However, product gifts CAN be cost effective for both sides, so are well worth considering.
4. People are busy in just about every business. The time spent on a sponsorship has to justify itself relative to what else could be done with that time. Bear in mind that sponsorships are often dealt with by someone senior.
5. ... to make it work. Some would say a ratio of 2:1. You need to understand how much it’s really costing the sponsor, what else he might do with the money, therefore how much value you need to be giving back.

## Sponsors perspective

- Why help you?
- Why help you rather than someone else?
- What do I get in return?

Has to relate to the objectives that companies seek from a sponsorship programme ...

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1. You may not be a match, or attractive
2. If you are, what makes you better than the others?
3. If the sponsorship fulfils the sponsors needs, they're more likely to keep doing it.
4. That need MAY be nostalgia/goodwill but that's increasingly rare, or at least a smaller part.

## Common objectives of a sponsor:

- Increase sales
- Develop customer loyalty
- Heighten brand awareness
- Develop new markets
- Develop business-to-business relationships
- Launch new products
- Broaden customer base
- Develop community relations
- MD's personal interest

Any or all of these

## Sponsors assessment – first glance

- Number of members
- Demographics (male/female, age, ABC1 ...)
- Level of competition
- Profile/visibility
- Level of activity, type, where
- Typical media coverage
- Opportunities for branding
- Opportunities for selling
- \*email addresses\*
- Synergies (other opportunities or conflicts)

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1. Other opportunities may include synergies with other sponsors, or opportunities to reach another target audience.
2. There are ways to calculate a 'media value' of the amount of coverage a sponsor receives. Basically, x column inches of coverage = £ y of equivalent advertising space. Not an exact science, and of course that ignores the question of what value a particular amount of advertising 'space' is truly worth to the sponsor. i.e. it's a RELATIVE measure.
3. Some of the bigger sponsoring organisations (e.g. Banks) have a software program to assess and value sponsorship proposals. Very objective measures, and objectivity is becoming more important.

## Your perspective (2)

1. Sponsors – who are they?
2. Research & Selection
3. Approach
4. Do's
5. Don'ts
6. Back to the starting list ...

## 1. Who are they?

- Automotive
- Consumer electronics
- Clothing
- Information technology
- Alcohol
- Financial services
- Gambling

Sponsor should ideally bring more than ££,  
though few can afford to be choosy

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1. Tobacco is out now, and should be – especially for sport
2. Local businesses, parents, charitable organisations
3. More than money: Marketing or business experience, enhanced benefits to members, access to other opportunities
4. Being choosy ... some potential sponsors may not be appropriate for your organisation, so choices have to be made at times. e.g. you might question sponsorship from a Bookies, alcohol brands, or tobacco companies for a children's team. At least, I hope so.

### 2. Research & Selection

should ideally bring more than ££

- marketing or business experience
- enhanced benefits to members
- access to other opportunities

1. Local businesses, parents, charitable organisations
2. Additional benefits to you, all else (i.e. money) being equal.

### Approach

- Look locally and see who does what
- 1<sup>st</sup> approach should grab attention early
  - spell out who you are and what you want/need
  - explain relevance to their business
  - ways in which you can provide value/payback
  - explain how it will benefit you/your club/your members
- Ask for **short** meeting to explain/discuss
- Provide some evidence/history

1. Local businesses – shops, Taxi, Pizza, insurance, mortgage. How might your audience appeal to them? Local paper may swap advertorial/coverage for free board at ground
2. 30 second rule – if you haven't got their attention by then, you probably won't.
3. Emphasise SHORT

## Do's

- Your research – know your target
- Follow up your initial approach
- Be enthusiastic & committed ... BUT
- Be realistic about what you can deliver
- What you say you will, plus more
- Stay in touch & provide feedback
- Look for add'l opportunities to add value
- Be open and honest
- Understand clearly what you're agreeing to

1. Point out the benefits of sponsorship v's advertising: long term, consistency, less clutter than adverts, opportunity to engage/interact with target audience at events
3. Don't spoof, or oversell something you can't genuinely deliver
4. Make sure the sponsor knows you're active on their behalf, without being a bore about it
5. Keep a sponsors diary. Log activity. Try to keep press clippings etc.
6. Being pro active, and demonstrating that you are working for the sponsor will make a BIG difference at renewal time. Or even an opportunity for additional help mid season. The Sponsor has responsibility to get value from the deal too, but at the end of the year, it won't matter what the reason is – if he didn't get value he won't be back.
7. You're building a relationship – needs trust
8. Ex, but then discover you have to pay for advertising boards, shirt printing, banners, etc. out of that. Or free 1<sup>st</sup> team kit, but all subsequent kit has to be sourced from same – can be a good deal, but make sure. Agree pricing up front, and DO THE SUMS

### Don'ts

- Go in blind, knowing nothing about sponsor
- Ramble, spoof, bluff, tell porkies, exaggerate
- Start with 'Dear Sir/Madam' or 'To whom ...'
- Conflict sponsors
- Promise something you can't deliver
  - benefits
  - time
  - coverage

1. i.e. competitors, or wildly different deals for two similar sponsors that may talk.
2. Be careful about over valuing. E.g. advertising boards – how many do you remember from your last major event?

It's to help you/your club in some way

1. What do you want/need?
2. \*(What you expect to do in return)\*
2. What you can offer in return
3. Where/how do you get it in future?
4. How you retain next year?

No brackets now, and wording changed, because you should be really focused on the new point 2 now.

### 1. What do you want/need?

- Others ideas:
  - Member benefits, e.g. discounts
  - Team transport
  - Bonuses
  - Salaries
  - Job/car (e.g. club pro)
  - Loan equipment
  - Co-branding media opportunities
  - Building/maintenance work

1. Try to be creative, but not silly
2. Think outside the box. e.g. maintenance of your ground in exchange for banners; admin help from the sponsors organisation – typing, graphic design, website design, postage, photocopying – can be a huge help to you but may not cost the sponsor more than a bit of time or inconvenience.
3. If the sponsor is promoting themselves for business reasons, encourage them to give you a mention too – a win-win

## 2. What you can offer in return

- Register members and get email addresses
- Get a reasonable website
- Have prominent space on it for sponsors
- Map advertising options
- Establish rapport with media
- Establish rapport with local community
- Personal appearances
- Lend of facilities
- Invitation to events
- Engagement with another target audience

1. email communication is becoming critical.
2. Doesn't have to be huge or complex. Start with basics. Get a volunteer who enjoys web stuff.
3. Website space, ground layout, club notice boards, leaflets, kit space (chest, sleeve, neck, shorts)
4. Document what you have to offer – more sponsorship = more from the list. i.e. up-selling. Note – secondary sponsorship/placing is a LOT less valuable than main. Yet effort on secondary sponsor may upset main sponsor.
5. If you get good coverage and can demonstrate that, it's a selling point. Write the articles for the papers (esp. local), provide interesting stories and pictures.
6. Be involved with other local community events (school/church open days etc). Document those – it's another selling point.
7. It WILL take time and effort, but don't expect to get more without working for it.
8. Be creative. Size matters. More to offer = better value = more sponsorship. E.g. lend pitch for sponsoring company 5-a-side
9. Your events – lay on VIP treatment to sponsors staff. Tickets to big event (e.g. International match)
10. e.g. another sponsor, related club

### 3. Where/how do you get it in future?

- Make sure you have more to offer
- Clearly communicate those benefits
- Understand their needs, and talk their language
- Make your proposal exceptional
- No such thing as a free lunch

1. As you get a better understanding of, and confidence in what you have to offer, you should think of other people who could be interested.
2. Be targeted – aim what you have to offer at those who should benefit most.
3. Document what you have to offer – more sponsorship = more from the list. i.e. up-selling
4. You have to stand out. Be creative. Have others ideas for what you might ask for. Ask the sponsor what else they might do for you
5. It WILL take time and effort, but don't expect to get more without working for it.

## 4. Where's it coming from next year?

- Do what you said you'd do.
- You **MUST** communicate the agreement internally
- Do **MORE** than you said you'd do.
- Keep a record.
- Keep in touch regularly, but don't be a pest.
- Understand their needs, and talk their language
- Whose responsibility to ensure Sponsor gets value?
- No such thing as a free lunch

1. As you get a better understanding of the sponsors needs, make sure you deliver on what's important to them.
2. For your side of the deal to be delivered, everyone in your organisation who needs to be involved in fulfilling that **MUST** be clear about their responsibilities in that.
3. Find other things along the way. Even little things. They shouldn't cost you money – just some thought and a little effort.
4. It **WILL** take time and effort, but don't expect to get more without working for it.
5. Should be one or two people with clear responsibility for dealing with sponsors. Consistency is important, as is building the relationship. They **MUST** have the support of decision makers, and authority to act in relevant areas.
6. **BOTH** – Sponsor **MUST** get credit, and it's up to **YOU** to make sure they get it.
7. Repeat point 4 until it's habit! It's not a guarantee of success. It's not easy, but if anyone could do it you wouldn't be any different from the crowd = stand in line and hope for a lucky break.

Good luck and prosper! 😊

\* 10% commissions payable in used notes to ...

Some of those points have been repeated several times. That wasn't because I forgot they'd already been mentioned – it was because they are important enough to be worth repeating.

This is by no means a definitive list of the right things to do, or all the things to consider. I hope it provokes some thought and some more innovative thinking.

Work smarter, not harder.

Then work harder too.