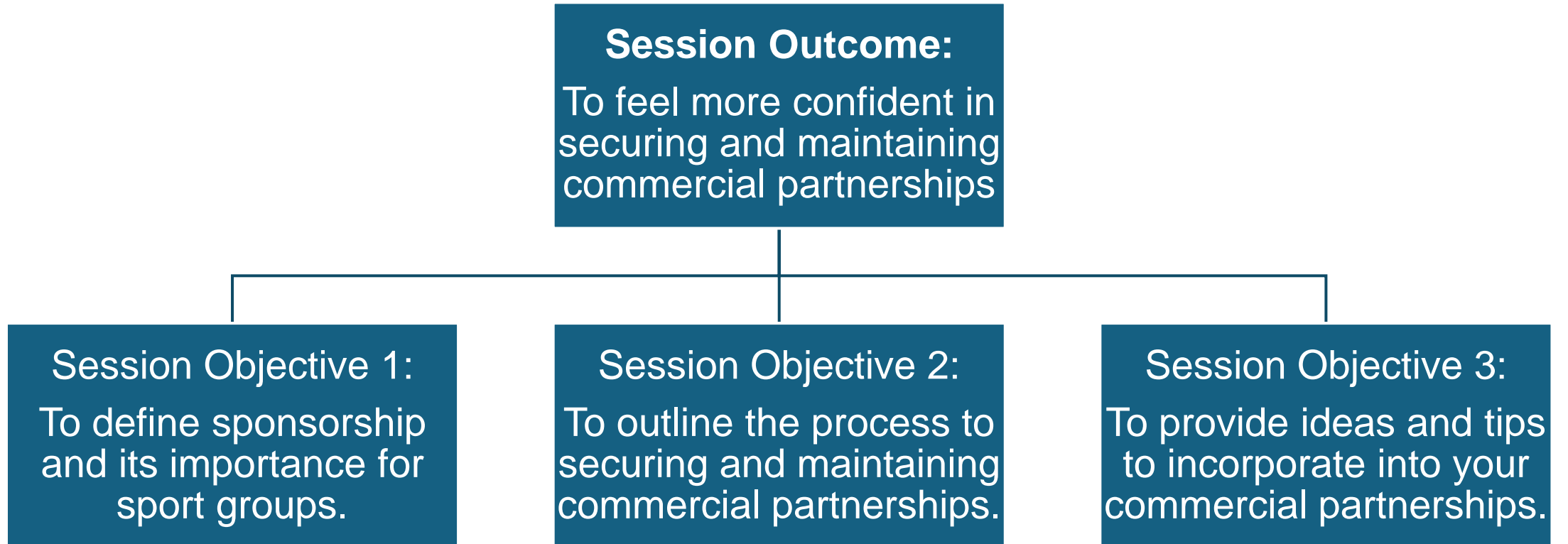




Sponsorship Success

Strategies for Securing and
Sustaining Partnerships

Session Outcomes



How do you feel about securing and maintaining sponsorships?



Let's start from the beginning... What is sponsorship?

NOT FREE MONEY!

(1) An agreement between at least two entities – the sponsor (i.e., a company) and the sponsee (i.e., group).

Two main elements

(2) Exchange in resources – finance or in-kind – that creates a mutually beneficial agreement that sees both organisations able to achieve their own individual objectives along with the collective objectives.



Sponsorship Framework – The 5 P's



About the framework

- Informed through over 9 years of research – **4 years at Postgraduate level**
- Previous **academic studies** into the sponsorship of grassroots sport.
- Insights from over **150 organisations** (sport clubs and small businesses).
- Implemented across several organisations.

Phase 1: Prepare – Stage 1 (The Need)

Key Question(s):

- Do we need to engage in sponsorship?
- Why do we need to engage in sponsorship?



Financial

- Ensure short- and long-term financial sustainability.
- Revenue diversification tool in helps reduce pressure of other income streams.

Operational

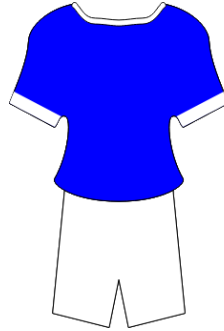
- Heighten group awareness in local community.
- Attract players.
- Improve public image (i.e., sponsorship with local charities).
- Gain support from professional/ specialist services (i.e., law firms offering legal advice).

Phase 1: Prepare – Stage 2 (Organisational Offerings)

ANYTHING CAN BE SPONSORED – GET CREATIVE!

Key Question(s):

- What can we offer an organisation?
- What are our organisations unique selling points?
- At what cost do we offer this provision at?
- For how long do we agree to give our offer for?



Front, back, & sleeve



Phase 1: Prepare – Stage 2 (Organisational Offerings)

Key Question(s):

- What can we offer an organisation?
- What are our organisations unique selling points?
- At what cost do we offer this provision at?
- For how long do we agree to give our offer for?

Not only are other sport groups vying for sponsorship... so too are other non-sport related activities → what makes you different?



**Hard
One
Minute
Task**



What makes you different as a sports group?

Phase 1: Prepare – Stage 2 (Organisational Offerings)

Key Question(s):

- What can we offer an organisation?
- What are our organisations unique selling points?
- At what cost do we offer this provision at?
- For how long do we agree to give our offer for?

PRICING SPONSORSHIP IS DIFFICULT!

To calculate the value of your sponsorship you may wish to consider your groups':

1. **Audience reach & demographics:** Determine the size and characteristics of your audience.
2. **Brand Alignment:** Assess how well the sponsor's brand aligns with your groups' values and audience.
3. **Exposure & Engagement Opportunities:** Identify the number and type of exposure opportunities you can offer (i.e., logo placements & (social) media mentions) → frequent and prominent exposures are typically more valuable.
4. **Historical Performance Data:** Use past performance data to predict future outcomes → creates evidence base.
5. **Market Benchmarks:** Compare your pricing to similar sponsorship opportunities in the market.
6. **Tiered Sponsorship Levels:** Offer different levels of sponsorship with varying benefits → allows sponsors to choose a package that fits their budget and goals.

CSM London Example of Tiered Sponsorship



BUSINESS CLUB

A NETWORK OF LOCAL BUSINESSES
BROUGHT TOGETHER THROUGH
FOOTBALL, WITH CSM LONDON FC

GOLD – £300 PER SEASON

- Minimum 30 social media shoutouts with logo/links on website
- Naming rights for CSM Player of the Month Award for all 3 teams (shared)
- Banner on display at all home games
- Customised CSM home or away top and lucky dip gift
- Site visits from players and staff for photo opportunities with your business
- x2 free tickets to the CSM End of Season Awards

SILVER – £200 PER SEASON

- Minimum 20 social media shoutouts with logo/links on website
- Naming rights for CSM Team of the Month Award (shared)
- Customised CSM home or away top and lucky dip gift
- Site visits from players and staff for photo opportunities with your business
- x1 free and 1 half-price ticket to the CSM End of Season Awards

BRONZE – £100 PER SEASON

- Minimum 15 social media shoutouts with logo/links on website
- CSM lucky dip gift
- Site visits from players and staff for photo opportunities with your business
- 1 free ticket to the CSM End of Season Awards



THE BARBER STOP



Phase 1: Prepare – Stage 2 (Organisational Offerings)

Key Question(s):

- What can we offer an organisation?
- What are our organisations unique selling points?
- At what cost do we offer this provision at?
- For how long do we agree to give our offer for?

PRICING SPONSORSHIP IS DIFFICULT! A SIMPLE FIX?

Cost Plus-Method

Calculate costs linked to sponsorship (i.e., getting the provision) & add a % - recommended at least **30-35%**.

Example

£600 for kit ($£600 \times 35\% = £210$) ($£600 + £210 = £810$)

Sponsorship Cost: £810



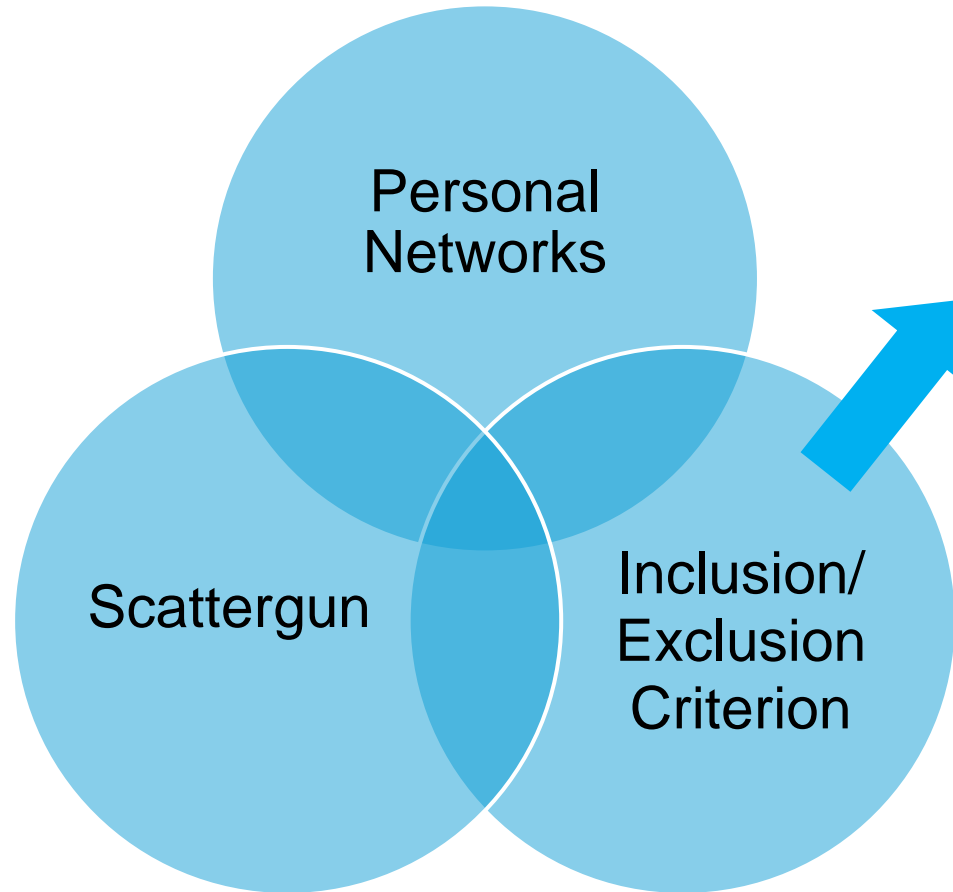
Phase 2: Pick & Confirm – Stage 3 (Identify Organisations & Individuals)

Key Question(s):

- Who should we partner with?
- Why should we partner with them?
- Who do we need to speak to?



THREE WAYS



THE FIT BETWEEN SPONSOR & GROUP

- Similar values.
- Geographical locality.
- Company image.
- Not unhealthy brand.
- Professionalism.

Decision-maker often either the **owner**, **CEO/ director** or **(marketing) manager** of the company → contact these positions rather than other roles to avoid wasting time.

**One
Minute
Task**



List as many potential companies/ people that you could approach for sponsorship who are inside your group.

SNAP

SPONSORSHIP

Connecting Sponsors and Grassroots Clubs

Generate sponsorship
**income from local
businesses and major
brands for your
grassroots club**

Take the hassle out of finding, managing, and retaining sponsors with a platform built specifically for grassroots sports.

Ebbw Vale RFC Youth @ebbw youth · Feb 23

SPONSORSHIP OPPORTUNITY!

Ebbw Vale RFC Youth are **looking** for kit sponsors for the 2025 season!

- 🔥 Get your brand on our shirts, shorts & sleeves
- 👁️ Seen by fans, local communities & across social media
- 👉 Support **grassroots** rugby & young talent.

SPONSORSHIP OPPORTUNITY



2025/2026 KIT SPONSORSHIP PACKAGES AVAILABLE:

- 👉 MAIN SHIRT SPONSOR (FRONT) - £1200 (PRIME LOGO PLACEMENT!)
- 👉 BACK OF SHIRT (UPPER) - £700
- 👉 BACK OF SHIRT (LOWER) - £600
- 👉 SLEEVES - £400 EACH
- 👉 SHORTS (FRONT) - £500 EACH LEG
- 👉 SHORTS (BACK) - £400 EACH LEG

Other Ways to Identify & Connect with Organisations...

Your Groups Reputation & Company's Reputation Matters!

“They were a football club that was sponsored by a double glazing company and the club just kept getting into fights. The club that I played for almost folded after a game with them. Straight away I thought just because of the way the players were on the pitch, they reflected that badly that I knew 20 guys would never use them because of it. It wouldn't matter if the company were the best working ones, or you know the cheapest, or whatever you're looking for. They were never going to be used because if you attach your name to something it either strengthens it or can have a massive negative affect... I took this type of risk into account when sponsoring.”



Phase 2: Pick & Confirm – Stage 4 (Offer and Negotiate)

ITS ABOUT THE SPONSORSHIP PROPOSAL → VERBAL OR WRITTEN

Key Question(s):

- How do we persuade organisation to agree deal?
- How much are we prepared to budge?
- Are we willing to negotiate or walk away?

Hit a home run with your proposal

Research the company → tailor your message.

Offer background information to the group (i.e., year founded; number of volunteers & players; social media metrics; demographics of those associated with group; group values and mission; what the group does; any awards).

Outline characteristics of sponsorship (i.e., types of sponsorship, price, length of deals, exclusivity, opportunities sponsor has).

How you are going to show you have delivered on promise (i.e., evaluation).

Testimonials → demonstrate your track record of working with sponsors (i.e., what were the results for the sponsor?).

Contact information



Phase 2: Pick & Confirm – Stage 4 (Offer and Negotiate)

ITS ABOUT THE SPONSORSHIP PROPOSAL → VERBAL OR WRITTEN

Key Question(s):

- How do we persuade organisation to agree deal?
- How much are we prepared to budge?
- Are we willing to negotiate or walk away?



Focus on the benefits for the sponsor and not you as a group → justify why you feel the business should be a sponsor.

Reasons why a company may sponsor...

Marketing Objectives	Relationship Objectives	Strategic Objectives
<ul style="list-style-type: none">• Business and brand awareness• (Social) media exposure/ coverage• Corporate Social Responsibility• Enhanced public image• Sales increase	<ul style="list-style-type: none">• Hospitality	<ul style="list-style-type: none">• Company-group fit• Cost effectiveness• Sport popularity• Tax relief – £2,500

Allude to these benefits in your proposal and how club can achieve these objectives

Phase 2: Pick & Confirm – Stage 4 (Offer and Negotiate)



YOU MAY NEED TO NEGOTIATE!!



Key Question(s):

- How do we persuade organisation to agree deal?
- How much are we prepared to budge?
- Are we willing to negotiate or walk away?

- Don't become **irate** – stay calm, composed, polite, and professional → A counter-request may surprise you – take a deep breath and focus on opportunity not the challenge.
- Create a **positive** and **constructive** atmosphere → your **body language** and **voice/ tone** can create a difference to negotiations.
- Understand **their perspective** and focus on **win-win outcome** → Ask open ended questions.
- **Anchor high** → Start with a price above your ideal amount, giving room for negotiation.
- **Offer alternatives** that suit their budget while preserving the value of the partnership
- **Highlight your value and be prepared with data** → Reiterate what makes your offering worth the price – Support with evidence (i.e., success stories, metrics, or testimonials).
- **Reflect** → If negotiations stall, suggest taking time to think it over
- Know when to **walk**

Congratulations... Deal Agreed – What Next?

“I have had an experience of a sponsor who put money along with his own workforce to improve the ground and clubhouse... He started to make demands and get involved with the administration of the club. After numerous disagreements over a variety of issues, the chairman was given the ultimatum of either I step down as secretary or he, as the sponsor, leaves and takes away all of the cash invested and to be invested into the club. Needless to say, the chairman chose the money.”

Community Football Club Secretary



Elements to
include in a
contract*



- The parties involved in the agreement.
- The terms of the agreement (i.e. length, type of sponsorship, the sponsorship fee, terms for renewal).
- The rights and obligations for sponsee and sponsor.
- Breach in obligations.
- A signatory section.

*Not legally trained so mere guideline

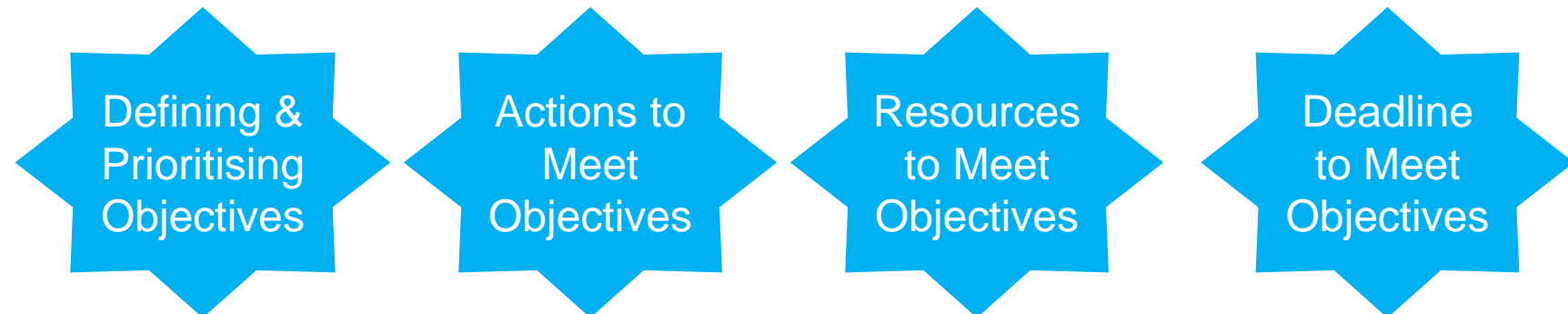
Phase 3 (Stage 5): Plan

Key Question(s):

- What actions need to be completed?
- When will these need to be completed by?
- Who will complete these actions?
- How will we know these actions have been completed?
- What resources are needed?



When planning, both the sponsor and you need to communicate and agree on the following:



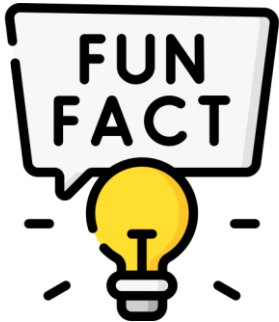
Phase 3 (Stage 5): Plan – Example

Objective	Action(s)	Resource(s)	Responsible	Deadline
Group Objective: To become a Community Amateur Sports Club	<ul style="list-style-type: none"> Research CASC eligibility criteria and benefits. Ensure the club meets the necessary conditions (e.g., open membership, amateur status). Complete the CASC application form amending documents to meet CSC requirements. Submit form and documents to HMRC. 	<ul style="list-style-type: none"> CASC eligibility criteria (available on HMRC's website), club's governing documents, financial records. 	<ul style="list-style-type: none"> Club to provide documents and law firm to ensure compliance with CASC requirements 	25 th Nov 2025

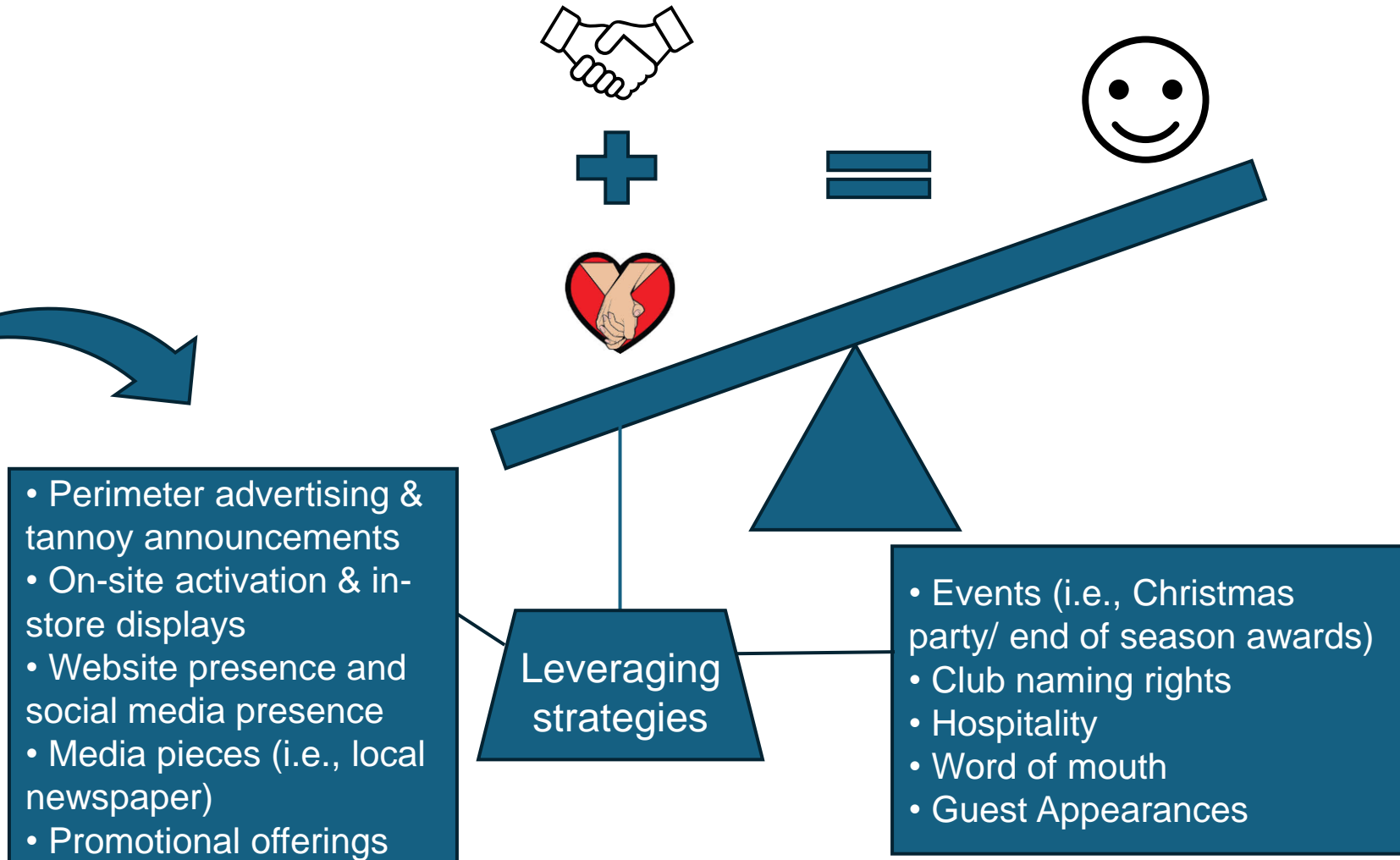
Phase 4: Perform – Stage 6 (Leverage & Activate)

Key Question(s):

- How are we adding value to the deal to make sponsor happy?



Leveraging spend to sponsorship fee can be at a ratio of 1:1 or as high as 8:1 (mostly 2:1) → not often experienced in community sport where it incurs little to no costs.



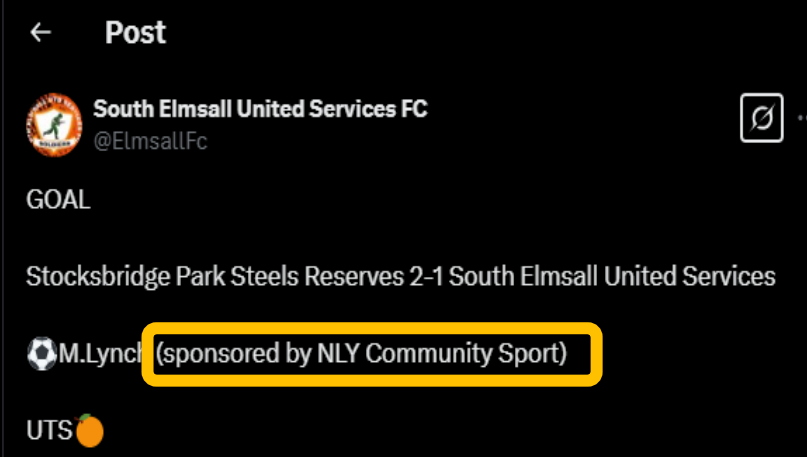


Rapid Fire Idea...

Step 1: Think of a company you are already partnered with.

Step 2: List one (novel) way you are/ think you could do to add value to the partnership and make the sponsor satisfied with your relationship further.

Examples of Leveraging and Activation



Phase 5: Pass Judgement – Stage 7 (Evaluate)

1: Is it worth evaluating?

- Important or sizeable enough to warrant evaluation?
- Is sponsorship actually sponsorship?
- Does the cost outweigh positives?

2: Identify sponsorship objectives

- Check the service level agreement/contract alongside re-visit (in)formal conversations.

3: Establish Metrics and Identify Resources to evaluate sponsorship against

- Devise a method to measure impact of sponsorship along with a benchmark figure.

4: Collect and Analyse Data

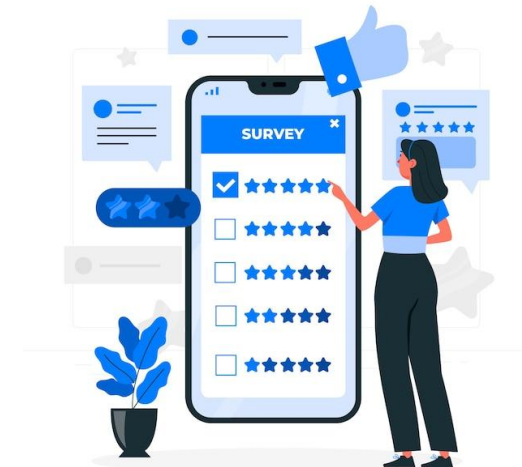
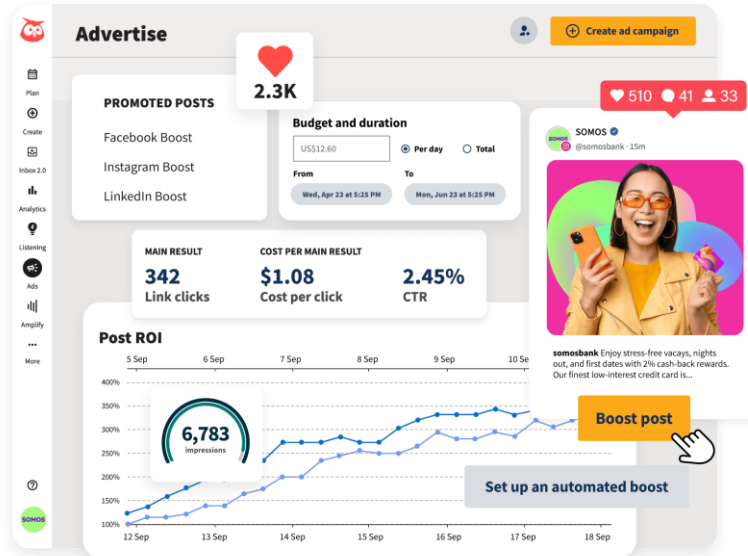
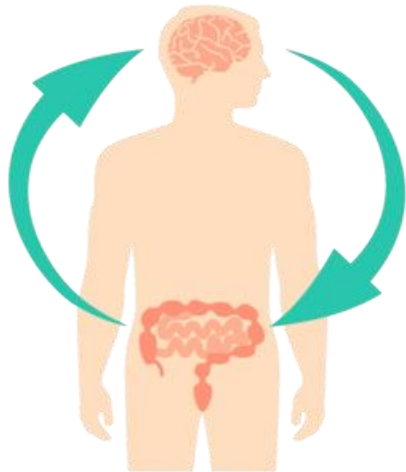
- Use agreed methods to collect data that address SMART objectives.
- From data collected, analyse the results based on SMART objectives.
- Compare results from previous years.

5: Share Results

- Communicate the results of the evaluation back to each partner.



Examples of Evaluation

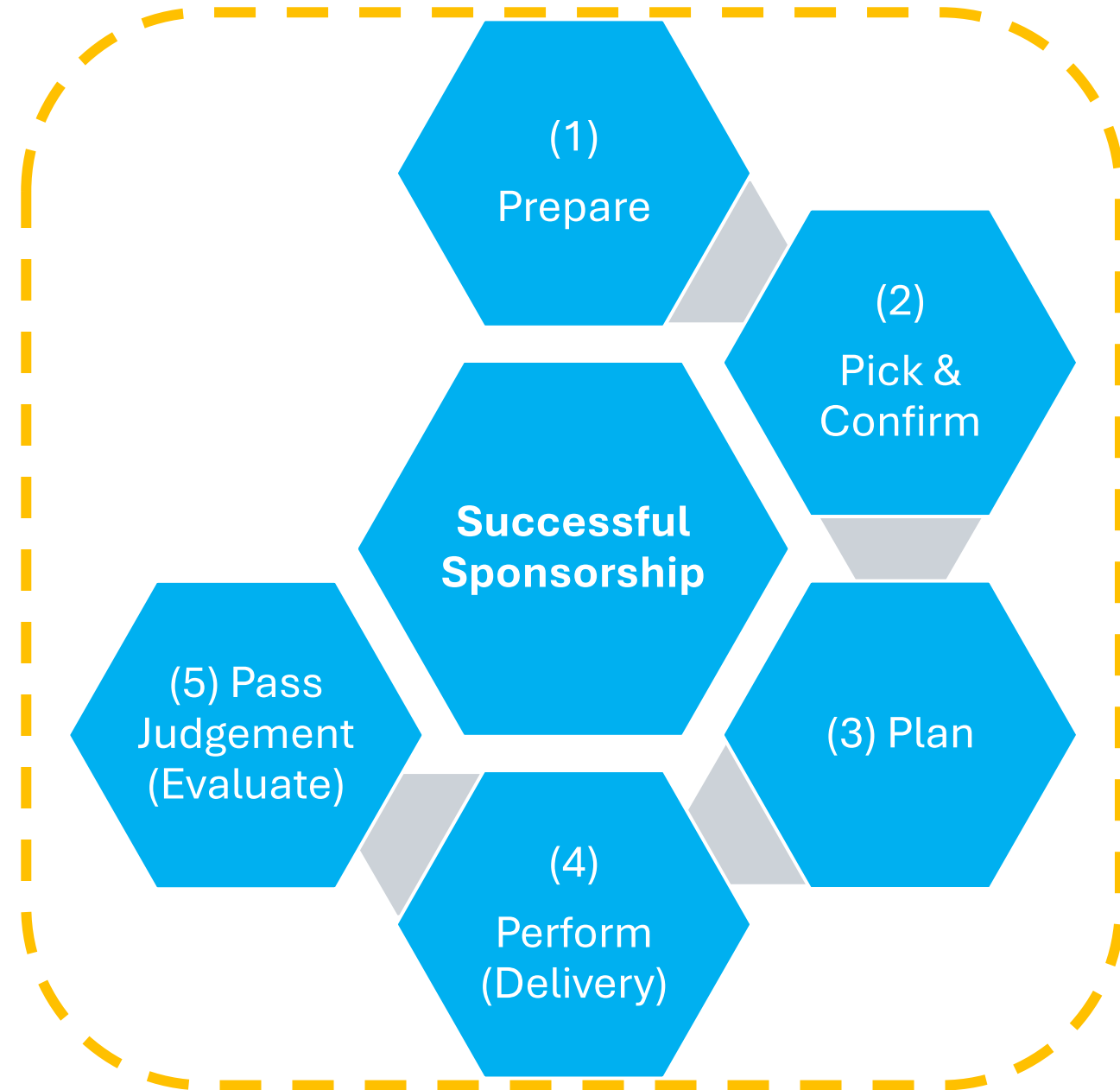


Preserve – The Critical Success Factors



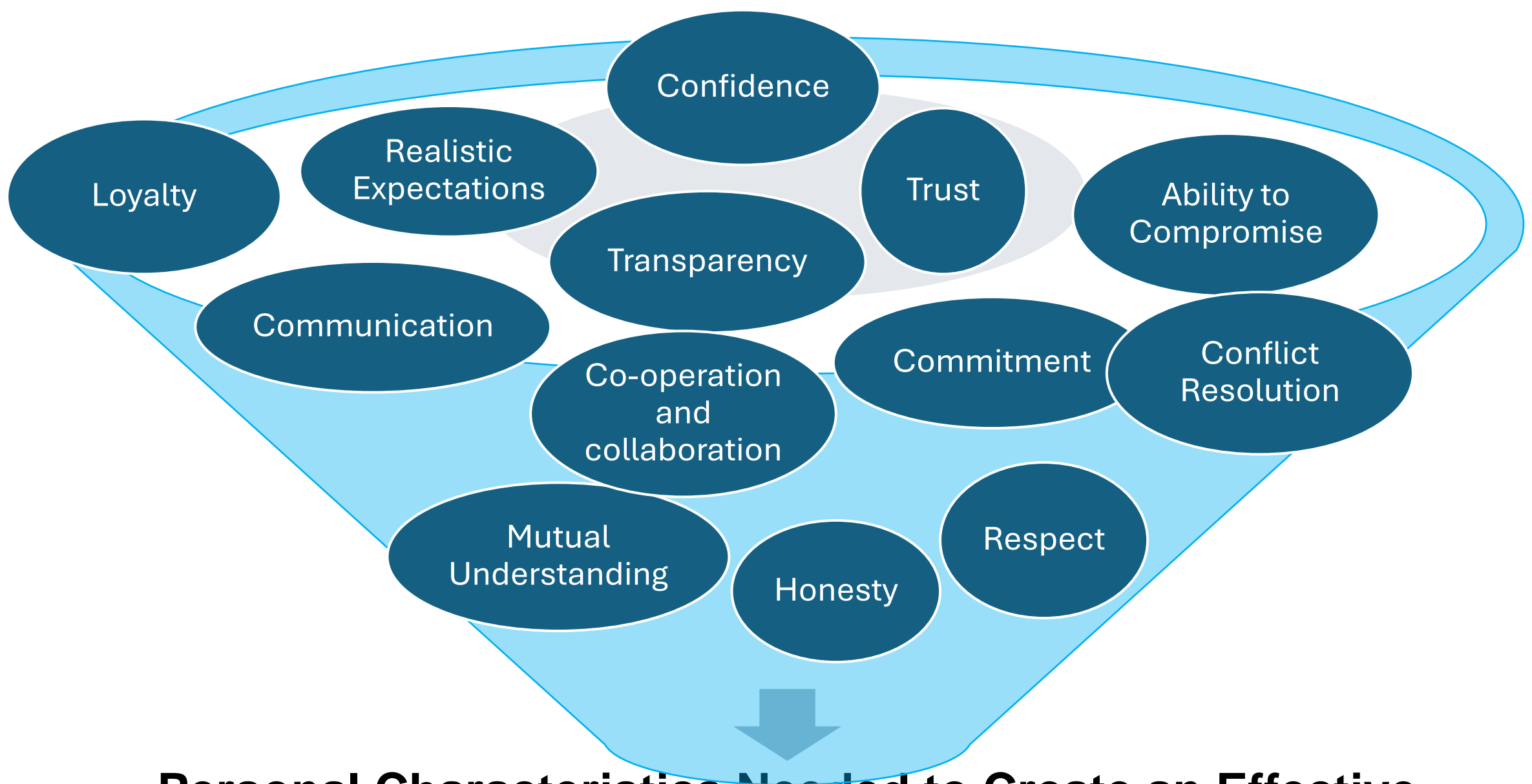
Sponsorship
Related Attributes

Behavioural/
Personal
Characteristics
and Traits





Sponsorship-Related Attributes Needed to Create an Effective Sport Group-Sponsor Relationship



Personal Characteristics Needed to Create an Effective Sport Group-Sponsor Relationship



Top Tips and Concluding Remarks

Stage	Top Tips
Prepare	<ul style="list-style-type: none">• Speak with group members → understand what they believe is the groups value and what assets can be sponsored.• Create an asset register so you know what is sponsored.• Research other sponsorship deals to see pricing and other characteristics.
Pick & Confirm	<ul style="list-style-type: none">• Your networks are your net worth → use them.• If utilised your networks find an intermediary (i.e., SNAP Sponsorship).• Tailor your message to respective company → a one size-fits all approach does not work.• Be open to compromise.
Plan	<ul style="list-style-type: none">• Before planning ensure deal is in writing and signed.• Set time aside to plan → may miss key actions that could save time and improve success.• Set deadlines for completion of objective and from this work backwards giving yourself some lag.
Perform (Deliver)	<ul style="list-style-type: none">• Leveraging is important to add value, but activation is more so → create events and activities with your sponsor where consumers actively engage with the company and not just a passive receiver.
Pass Judgement (Evaluate)	<ul style="list-style-type: none">• Establish clear SMART objectives from the outset – first hurdle most overlook.• Report and communicate back with sponsor frequently (this can be informal)
Preserve	<ul style="list-style-type: none">• Upskill where possible → hopefully you have done this today! → Use Sported sessions.• Be your authentic self

Sponsorship Templates (Proposal, Contract, & Asset Register): RFU

[DATE] 20[23]

(1) [NAME OF CLUB]

AND

(2) [NAME OF SPONSOR]

SPONSORSHIP AGREEMENT

Last updated: April 2023

INTRODUCTION

This document is designed to provide guidance for Club members in relation to a standard form Sponsorship Agreement where the Club obtains sponsorship from a third party.

It is advised the Club should seek independent legal advice on the appropriate use of this document.

Any changes/updates to this document should be recorded in the Version Control section below.

VERSION CONTROL

Version 1: Adopted by the [Club] on [ENTER DATE]

TEMPLATE NOTE

Please note that this document is intended as template document only with EXAMPLES to enable you to see how it may be used.

When you are ready to use for your club, please complete the relevant highlighted fields and delete the EXAMPLE details



Example Asset Register

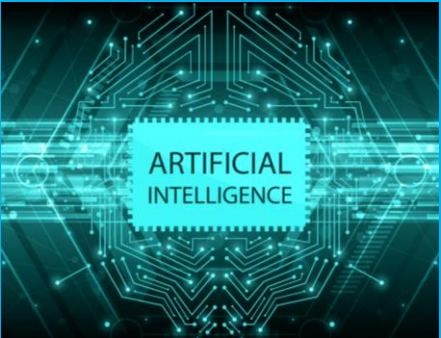
The creation of an Asset Register should be one of the first tasks you undertake in developing a sponsorship programme. An Asset Register is a highly effective means to identify sponsorship assets and build valuable and engaging packages across a number of different levels, including Official Partners.

The table below is an example of an Asset Register template, which provides a selection of example benefits and begins to package these benefits together.

Benefit	Detail	Tier 1 – Official Partner	Tier 2 - Official Supplier	Tier 3 – Business Club
Rights of Association	Official Partner designation: "Official Partner of Club"			
	Official Supplier designation: "Official Supplier of Club" and Supplier Rights			
	Category exclusivity			
	Partner lock-up logo			
	Access to & use of approved to <RFC> imagery & logo	•		
Team Kit Branding	1 st Team			
		Front of Shirt		
	2 nd Team			
		Front of Shirt		
	Women's XV			
		Front of Shirt		
	Colts			
		Front of Shirt		
	Age Grade			
		Front of Shirt		
	Or Individual age groups			
		Front of Shirt		
	Coaches' Kit			
		Front of Shirt		
	Touch Team			
		Front of Shirt		
	Walking Rugby			
		Front of Shirt		


Think about all potential branding points across the club, and potentially group them together to create valuable packages.

You should consider having a number of sponsors as Official Partners, between 4 and 6 but think carefully about what branding opportunities to provide to avoid a sense of clutter and lack of value.



AI is a useful way to give you a starting point and foundation – revise from almost a draft zero.

Additional Idea... Sponsorship in a Different Way



How does easyfundraising work?

easyfundraising partners with over 8,000 retailers, so when an online shopper makes a purchase, the retailer donates a percentage of what they've spent to your group for free. Everyone is welcome; you don't have to be a charity to register.

Get sponsors for free!

Find a business backer for your club and encourage local businesses to support your cause by shopping online. Every purchase, from office supplies to travel, earns free donations for your group. Get the hidden gems within your club to register and ask local businesses to join in.

"Just started using easyfundraising for our football club. It could not be easier as a shopper or admin, especially with the donation reminder installed"

CD via Trustpilot



A helping hand
- get the Donation
Reminder!



How to get your club or group started:



Register your group

Scan the QR code, or use the link to sign your group up – it will only take a few minutes.



Spread the word

Use the ready-made marketing materials to encourage your community to support you.



Book a free call

For advice and support on making easyfundraising a success talk to one of our experts.



Keep on track

Track how much your group has raised and watch your supporter network grow.



easyfundraising.org.uk/sported

Sponsorship Success

Strategies for Securing and Sustaining Partnerships

Email: M.R.Hindmarsh@ljmu.ac.uk



Happy to Support and Consult!!



**Any
Questions**

