



## Club Management Sponsorship

Sponsorship is a business arrangement based on a win-win philosophy, giving value to both parties. Once the business deal has been struck, it is the club's responsibility to deliver what has been promised.

The key to all sponsorship proposals is to focus on the potential sponsor and build a relationship with them. One consideration for a potential sponsor is "Can I/we work with this person?"

Key to the success of sponsorship is the ability to identify club-based properties and then link these into the sponsorship benefits.

### Benefits to the Sponsorship Partner

- Enhanced sales of products or services by leverage of the relationship and providing reason for members to purchase products
- Increased employee morale through social opportunities with the club
- Opportunity to be seen as a good corporate citizen by supporting local not-for-profit community identities
- Enhanced image/public awareness through brand exposure and joint marketing initiatives
- Publicity through additional exposure from TV, newspaper and radio coverage, plus in-house activity



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tel: 604.737.3065 fax: 604.737.3916  
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What are sponsorship Properties? Identify all elements within the club that can be utilised for placement of sponsors. There are many possibilities that can be considered and used. The table below provides some examples, by priority:

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**High** Naming rights of entire club, senior and junior clubs, teams, or buildings

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- Jersey branding

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- Sole bar rights eg Okanagan Spring Brewery

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- Accumulation of medium properties

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**Medium** Branding of shorts, back of jersey, training gear, reserves gear etc

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- Signage on the field, in the bar, clubrooms (inside and out)

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- Access to the membership list

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- Accumulation of minor properties

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**Low** \$1 a point scheme

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- \$250 sponsorship

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- Name on Sponsors Board

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- Names in newsletters, pamphlets and programs

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- Player of the Day prizes

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- Internet website linkage with club website

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Upon identification of all possible properties, create a hierarchy for your sponsorship model, placing each property into a priority band, from high to low. Link these priorities to current and potential sponsors following the sponsorship strategy process illustrated below.

### Sponsorship Strategies

*Sponsorship Strategy One – “Reward the current sponsors by offering up-sell opportunities”*

Up-sell current sponsors to a higher value package:

- Identify each sponsor’s potential value of sponsorship
- Identify and link to club’s possible sponsorship properties
- Reward their loyalty by offering them the up-sell opportunity
- Increase the sponsor’s visibility through the proposal

*Sponsorship Strategy Two – “Target other areas in the current environment”*

Approach businesses or organizations the club is currently doing business with:

- Possibilities include banks and insurance companies, suppliers of food and



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alcohol

- Preference is towards cash but contra (payment in kind) is also beneficial to the club

*Sponsorship Strategy Three – “Obtain new high-value sponsors – 80/20 rule”*

This will grow the total sponsorship value to the club quicker in a shorter period of time, involving less work:

- Identify self-employed members of the club
- Identify members of the club (both seniors and juniors) and their association or linkage to the corporate world eg parents of junior players may be senior managers or business owners
- Investigate opportunities with high-profile former members of the club who can provide relevant properties eg signed international or representative jersey

*Sponsorship Strategy Four – “Grow low-value sponsors/donations”*

- Apply additional focus to the junior club parents, who in most cases are currently untapped. This may cause some conflict between the two elements of the club, but both the senior and junior clubs need to strategically align to create value for the senior club
- Create new value by identifying other opportunities, eg target businesses in the local area and leverage the uniqueness of the business, the club and the location
- Link the new sponsors to the club’s target market, eg students, food, entertainment, alcohol etc



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- Source sponsorship of the club's rugby balls (to cover costs)



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## Sponsorship Strategy – Action Points

Action Points	Who	Due
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### Sponsorship Properties

Review club layout and placement of sponsors		
Identify & agree sponsorship properties & their value range		
Identify additional mechanisms to display & obtain sponsors (internal & external)		

### Strategy One – “Up-sell current sponsors”

Create proposal to up-sell current sponsors		
List and align current club sponsors, their potential value with club properties		
Identify benefits to the current sponsor by upselling		

### Strategy Two – “Current Environment”

Identify current suppliers, who can potentially sponsor		
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the club		
Identify leverage opportunities from current relationships e.g. Lion & gear bags to include with subscriptions		

**Strategy Three – “High Value Sponsors”**

Identify & target potential major sponsors with a proposal linking them with major properties		
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**Strategy Four – “Grow Low Value Sponsor/Donations”**

Review membership of the Senior & Junior clubs		
Target both groups for either sponsorship or donations		
Identify parents who either work in the corporate world or own their own business		

**Sponsorship Management**

Identify the clubs methods (processes & procedures) of managing sponsors		
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