



Sponsorship Guide

Introduction

Sponsorship is a commercial agreement by which a business agrees to provide financial and/ or other tangible support to a club. In return the business will expect the club to promote and support the sponsor's business. Sponsorship is a two way process and should be mutually beneficial to the parties. Seeking sponsorship and maintaining a positive relationship with a sponsor takes work and commitment and should well planned out, with clear agreements in place.

Fundraising Committee

A fundraising committee can be set up as a sub-committee within a club with the sole purpose to raise funds, seek sponsorship and apply for grants. A member of the club management committee should chair this sub-committee, generally recommended to be the club treasurer.

A fundraising committee generally consists of 3-5 club members, with commitment varying throughout the season depending on the needs of the club. Advance planning for the season is important, event planning and good organisation skills are recommended for members of the committee.

What can your club offer to a sponsor?

- Logo printed on your club kit
- Logo on your club website
- At your club competition you should thank your sponsor in your programme and include a full page ad, invite representatives to present medals, have pull up banners and/ or poolside Toblerone's
- If you club has more than one sponsor, consider having sponsored events named after individual sponsors
- Mention the sponsor's name in any events, press releases, internal newsletters
- Consider outreach events with sponsor, hosting introduction sessions for employees and their families
- Support for this business by your club members. For a service type business consider if you can use their services for events, catering, printing, etc.

What can a sponsor offer your club?

- Finance in return for promotion
- Funded club kit or equipment with their logo or company colours
- Discounts when using the business' facility or services
- Facilities or a venue to host events, such as end of year awards in local hotel



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Seeking sponsorship

Once you decide your club wants to seek sponsorship there may be some work to ensure your club is a viable and attractive prospect to a business. We have put together a sponsorship planning tool to assist your club be successful in their endeavours. Work through the questions and act where needed. It may take up to a year to put some of these in place so be patient and persistent.

Sponsorship planning tool

	Action	Activities
1	Why?	<ul style="list-style-type: none"> Why do you want a sponsor? <p>Once you understand why you need a sponsor you can decide if it is a project you can commit to over a period of 12-18 months, then longer term in managing the relationship.</p>
2	What?	<ul style="list-style-type: none"> What do you want or need from a sponsor? Do the management committee agree? What costs could you cover with sponsorship? <p>Consider what you want from a sponsor, if they were not willing to give you a set amount but agreed to pay for club kit, would this be agreeable?</p>
3	U.S.P. Unique Selling Point	<ul style="list-style-type: none"> What is different about your club to the others in your area? What can you offer your members that others cannot? What makes you stand out from other Swim Ireland clubs? Have you achieved Clubmark or Club of the Year awards? <p>You need to be able to tell a prospective sponsor what is so special about your club and why they should partner with you.</p>
4	Website	<ul style="list-style-type: none"> Is your club website up to date? Is it relevant and informative? Does the homepage catch your attention? <p>Remember the answers from question 2 and make sure visitors to your website can find out what makes your club special. Take some time to work on making your website easy to navigate and ensure you can identify an area for your sponsor's logo to be placed.</p>



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Sponsorship planning tool (continued)

	Action	Activities
5	Social Media	<ul style="list-style-type: none"> • What social media platforms do you use? • How many followers do you have? • Is it updated regularly? • Do followers engage? • Do you follow local businesses and groups? • Do you engage with them? <p>Decide what social media platforms are right for your club and ensure that they are regularly updated, encourage your members to like and share posts. Your posts tell a story about what happens in your club on a week to week basis so remember to share your success stories.</p>
6	Community	<ul style="list-style-type: none"> • Do you send articles to your local newspaper? • Do you engage with your local sports partnership, town council, community events? <p>Being able to engage with more than just your club membership is important for sponsors, photos on your members in club kit can provide free advertising to sponsors and generate goodwill.</p>
7	Benefits	<ul style="list-style-type: none"> • What can you offer a sponsor? <p>Consider what you are willing to offer a sponsor, this may be dependent on the length of agreement, amount of funding and other sponsors already in place</p>
8	Target	<ul style="list-style-type: none"> • Who are your potential sponsors? • Do you want to contact local or regional sponsors? • What industries are a good fit for your club? • Are there members in your club with contacts? <p>Make a list of possible sponsors and check what sponsors other local clubs have. Agree with the committee if there are any businesses or industries that are not suitable to contact</p>
9	Contact	<ul style="list-style-type: none"> • How will you approach sponsors? • What information do you want to share initially? • Who will be the point of contact? <p>Your initial correspondence should briefly describe your interest and opportunities.</p>



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Sponsorship planning tool (continued)

	Action	Activities
10	Present	<p>If you have interest from a potential sponsor you should compose your sponsorship proposal based on the information you have gathered from the questions throughout this planning tool:</p> <ul style="list-style-type: none"> • Further information on your club, including number of members, key achievements etc. • The sponsorship opportunity (emphasising how this will benefit them) • Anticipated publicity from the sponsorship • Value and cost of the sponsorship <ul style="list-style-type: none"> • What the money will be spent on • Details of any other sponsors you currently have • Contact details
11	Sign	<p>A formal agreement is beneficial to both parties to outline:</p> <ul style="list-style-type: none"> • Payment amounts and dates • Duration of agreement • What are the rights and obligations of each party? • Use of both party's logos • Exclusivity terms • Termination clause <p>The detail of the contract should reflect the value of the sponsorship, i.e. a once off €500 sponsorship to purchase Water Polo balls vs. a 5 year agreement with a contribution of €5,000 per year will need different levels of agreement.</p>
12	Collaborate	<p>You have worked hard to attract a sponsor; it is important to keep them engaged and interested in your club.</p> <p>Agree a point of contact between club and sponsor and provide updates if this changes.</p> <p>Provide regular updates in the form of a report or newsletter to show the sponsor the value of their investment.</p> <p>Invite your sponsor to key club events such as club competition and end of year awards.</p> <p>Make sure the sponsor logo has visibility within your club and in any promotion you may do externally, i.e. articles in local newspaper.</p> <p>Support your sponsor's business and encourage your members to show their support also.</p>