

TOP TIPS FOR SECURING CLUB SPONSORSHIP

We know that finances are often tight and securing a sponsor for your club can make a massive difference but we are also aware that its becoming increasingly hard to secure financial support from sponsors. Below are our Nine top tips to help your University club secure sponsorship.

1.Understand your Assests – Audit everything that your club has to offer a sponsor. Your first port of call should be your AU/SU to understand what you can and cant offer a sponsor, make sure you don't conflict any pre-existing relationships your University has with commercial partners.

2.Identify your Market – Once you know what you have to offer a potential sponsor start to identify the types of business who you could benefit from a relationship. Its more important than ever to make sure any sponsorship deal benefits the sponsors. Your most likely sponsors will be parents of your players, find out which parents own their own business or work for a business who might be interested in investing.

3.Tailor your Offer – List your potential sponsors and identify the most powerful assests you have that will appeal to each business. For example if one of your targets is the local estate agents or pizza company, your players are probably your storngeest assest. Could you provide 20 players to flyer the neighbourhood?



4.Know what you need – Fix the amount of sponsorship you are looking for and list how you will spend it? If you can provide quotes from suppliers, that will make business feel more comfortable in knowing exactly how their money will be spent. Make sure you budget for any printing of the sponsors logos.

5.Practice your Pitch – Make sure you know what your going to say to a sponsor, an intitial contact can be made via phone or email but its good to meet with your potential sponsors face to face. List your assests, do you research on their business and focus on showing them how a partnership will help their business succeed.



6.Offer Added Value – Businesses will be regularly contacted regarding sponsorship so make sure yours is attractive by adding value. What else can you offer aside from the usual (Logo printed on shirt etc).

7.Deliver on Promises – If you are succesful in securing a sponsor make sure you deliver on all of your promises and make sure your sponsors see's a benefit of working with your club. Have an unveiling event, send them a framed and signed shirt or photo, ensure their busienss is mentioned in any press releases or new articles and send them a copy.

8.Don't Forget your Sponsors – Once you have secured a sponsor work hard to keep hold of them and make sure you keep theme enagged. Invite them to fixtures and other club events, send them your results each week. Think of new opportunities for your club to help promote their brand or bring them more business. If you have been pro-active in engaging your sponsor and you have proved that their investment has been worthwhile then they may look to re-invest next season.

9.Community Game Raffle - If all else fails the Rugby League Cares Community Game Raffle is a great way of raising much needed funds for your club. Visit www.rugbyleaguecares.org/community_game_raffle and complete a ticket requets form. For every ticket sold your club keeps 70p!