

Securing sponsorship

Resources to help you with your funding

We provide a range of resources to help you find, apply, secure and sustain funding for physical activity and sport in Cornwall. Some of these are in the form of written bitesize guides, to help you with a specific stage in the funding process. When using this guide you may also want to use it alongside any or all the following resources:

1. From idea to funding application
2. The Do's and Don'ts when writing a funding application
3. Developing a strong evidence base to support your funding application
4. Applying for facilities funding
5. Securing sponsorship
6. Funding guide for individuals

What do we mean by sponsorship?

Sponsorship is a form of advertising through brand marketing. Often it is an association of two organisations (effectively two brands) where both receive benefit. The sponsor receives publicity through increased brand awareness, by being tied to the organisation that is being sponsored. That organisation in turn benefits from investment and often other perks connected to the business of the sponsor.

Why is it important?

Those delivering physical activity and sport who are in need of funding often overlook sponsorship as an opportunity to gain funding. Yet, increasingly organisations are finding success in diversifying fundraising to include corporate funding, and sponsorship can be a great way of securing regular funding over a longer period

What could I receive sponsorship for?

It really depends on your organisation – what you do, who you engage with, and your profile. Sponsorship is essentially advertising, so think about any opportunity for a brand to be seen and heard through what you do.

Examples include:

- Naming rights for club events – trivia night, awards night, fetes, fun runs
- Naming rights for club programme or teams - individual junior teams, or school holiday programmes for example
- Naming rights for the venue or a part of the venue
- Naming rights for the scoreboard
- Website banners and advertising space
- Social media naming and advertising space
- Club newsletter banners and advertising space
- Membership card sponsor
- Shirt sponsors – sponsors logo appears on shirts
- Team sponsors – sponsors logo appears on team photos and on any media the team generates

- Equipment sponsors – sponsor logo appears on equipment; vehicles, nets, posts, padding
- Club merchandise – sponsors logo appears on team apparel, cups, drink bottles, hats etc

How much could I receive?

It is important to be realistic. Start with a figure or set of figures (if you are looking for more than one sponsor) and consider most companies spend no more than 10% of the turnover on marketing, and sponsorship is often 10-20% of this marketing budget. Multiply your figure by at least 100 and compare this to the turnover of companies you may approach to understand whether you are pitching at the right level.

Where do I start?

The formal way to seek sponsorship is to go through a systematic process, starting with a plan. This can be a basic document which sets out what you think could be sponsored (in marketing terms this is the 'value proposition'), who this might be attractive to, and how you intend to approach them.

The sponsorship proposal

Whichever way you engage with potential companies, you will need to have developed a proposal. This is a document that can be provided to the potential sponsor that clearly sets out how a relationship could benefit that company and why they should sponsor you. The proposal will need to show:

- Your story – who you are, what you do, where you've come from and where you're aiming to get to. Include photographs and film to bring this to life
- Facts and figures – you will need to evidence your proposal with some appealing stats. How many members do you have? How many Facebook likes, how many Twitter followers? How often are you reported on in the local newspaper? How many people attend your events?
- Your Value proposition – what you are offering to the potential sponsor
- The proposed Return on Investment (ROI) – what would a company or companies get for their money based on what you are offering?
- Details of next steps and contacts for your organisation.

Don't just rely on email

The easy option is to send a proposal to lots of hand-picked organisations via email, however the most successful plans often include face-to-face engagement. Working your way through a cluster of local businesses by going in person to each shop and asking for the manager can often be far more efficient and successful than emailing the enquiry address and hoping it is passed on to the right person. For larger organisations, an introductory phone conversation with the manager might help you get a foot in the door, rather than an email.

Think about sponsorship in terms of a partnership

It is important to consider that once your sponsor is investing in your organisation, it is likely that they will want to be continuously involved. Sponsorship is not just about a logo on kit bags or the minibus. Sponsorship will require a partnership approach, and if it works it could be a long-term arrangement that provides continuous investment.