



# HEALTHIER CHOICES

## CANBERRA

### SPONSORSHIP



# What are your sponsorship goals?

**Get the right support by pinpointing your club's specific needs.**

Knowing your club's goals and needs will help you:

- Engage sponsors that support every part of your club
- Set a target dollar amount (and reach it!)
- Find the right sponsors for your club's values.

People often focus on just financial sponsorship, but it's also important to think of other ways that partnering with a business can help your club.

Starting a conversation is the best way to discover if a business has ways to support your club's genuine needs and shares your values. You could be a perfect match.

"Looking at the different types of sponsorship, we see how every aspect of our club can benefit."



#### Financial

Your club gets direct payment from your sponsor, or a share of sales.



#### Product

Your sponsor provides products to use in your club's operation.



#### Service

Your sponsor offers your club a service. Physio, accounting, graphic design, anything!



#### Support

Your sponsor helps your club reach its goals, such as bringing in new members.



**Remember!**  
Check with your committee about what your club wants from sponsorship (you can use the tick sheet on the next page).



## Pinpoint your club's needs and goals.

A successful sponsorship journey starts by choosing 5-10 things that your club is looking for.

### What products and services does your club need from sponsors?

- Accounting and financial services
- Buildings and facilities: Construction (office, sheds, stadiums)
- Buildings and facilities: Maintenance (cleaning, repairs)
- Catering and food items: Canteen, half time snacks, BBQ
- Coaches and officials
- Graphic design and digital media services
- Grounds: Maintenance, seating, line marking
- Insurances
- Medical and safety equipment: First aid kit, defibrillator, ice baths
- Sports equipment: Frequent purchases (bats, balls), infrequent purchases (mats, goal posts)
- Stationery and office equipment
- Technology equipment: Cameras, projectors, televisions
- Transport and travel: Local, domestic, international
- Uniforms: Athletes, staff, volunteers
- Other .....



### What are your club's Top Five Goals? See how sponsors can help.

CLUB GOALS	SPONSORSHIP EXAMPLES
<input type="checkbox"/> <b>Grow membership</b>	Promoting your club to the sponsor's network to attract new members.
<input type="checkbox"/> <b>Increase revenue</b>	Providing financial guidance; promoting your club; supporting revenue raising plans.
<input type="checkbox"/> <b>More value for members</b>	Contributing products, services, opportunities, resources.
<input type="checkbox"/> <b>Upskill staff/volunteers</b>	Providing relevant training; providing staff to mentor volunteers.
<input type="checkbox"/> <b>More volunteers</b>	Providing staff and customers interested in volunteer roles.
<input type="checkbox"/> <b>Player sporting development</b>	Providing sports psychology or special coaching from sponsor's network.
<input type="checkbox"/> <b>Player personal development</b>	Offering work experience, employment, training and qualifications.
<input type="checkbox"/> <b>Outreach</b>	Sharing your message with the sponsor's network.
<input type="checkbox"/> <b>Grow social media following</b>	Sharing posts with sponsor's network to increase reach and new followers.
<input type="checkbox"/> <b>Great social media content</b>	Providing social media training; contributing new content for your club to share.
<input type="checkbox"/> <b>More community engagement</b>	Assisting in the organisation of a community day for locals to try your sport.
<input type="checkbox"/> <b>Support charity</b>	Connecting your club with your sponsor's existing charity partner; promoting your club's chosen charity partner.