



What can your club offer sponsors?

Learn how your junior sports club can offer value to sponsors.

These days, sponsorship is more than just a logo on a banner. Businesses want collaborative relationships that suit both sponsor and club.

Your club, no matter its size or location, can give amazing benefits to sponsors. Learn sponsors' needs and goals to know what to offer.

Sponsorship can support different areas of a sponsor's business—whether it's the local butcher or a national clothing brand.

“Junior sports clubs offer incredible value in their people, activities, facilities, online presence and as a source of really interesting content.”



List the benefits your club can offer.

Tick the ones you like the idea of. Don't worry about details too much at this stage. You can then use your list to pick and choose what suits individual sponsors.

Advertising Campaigns

- Ambassadors – Club members are the 'face' of a campaign.
- Modelling – People in your club participate in catalogue/website/advertising photo shoots.
- Real stories – Members of your club share their journey as part of a customer engagement campaign. Such as overcoming adversity, or what it's like pursuing a dream of elite sport.

Brand awareness

- Ambassadors – Your members, staff and coaches get involved in sponsor campaigns, promotions and events.
- Product placement – Showcase the sponsor's products at events, at training and in your social media, including in newsletters and emails.
- Reviews and testimonials – Sponsors provide samples, or reduced cost services, to your members in return for reviews. Such as written reviews, photographs and videos showcasing the sponsor's products, services and customer service.
- Signage and logo placement – Offer opportunities for sponsors to promote their products and services.

Business development

- Client introductions – Club members make direct introductions of potential clients to sponsors.
- Networking – Create networking opportunities with business connections and potential customers for your sponsors.

Charitable activities

- Fund and awareness raising – Raise awareness and/or funds for your sponsor's charity of choice, such as in a charity round in your competition season.

Client entertainment

- VIP treatment – Provide a 'special guest' experience for sponsors and their clients. Such as providing front row seats at your grand final game, with strategy and player insights from a senior coach or past player, as well as drinks and snacks. (You may not be a big famous club, but you can use their ideas in your unique way).

Customer engagement

- Healthy challenge – Create an online challenge incorporating a sponsor's product. Such as a gymnastics club creating a timed handstand challenge with their sponsor, a watch retail outlet.

Database growth

- Social media followers – Offer incentives encouraging people to 'like' and 'follow' your sponsors.
- Competitions and challenges – Create opportunities encouraging club members and participants to sign up to your sponsor's mailing or subscriber list, such as 'sign up to win' competitions. Make sure entrants know where their details are going.
- Webinar or seminar – Allow your sponsor to present an informative and helpful session to your members (not a sales pitch!), such as an accounting firm giving tips to get your tax return done.

Event participation and engagement

- Community events hosted/attended by sponsor – Run a ‘Come-n-Try Day’, which your sponsor can attend to connect with potential customers. Or, when your sponsor participates in a community event, run a fun activity with them, such as an AFL club creating a ‘Handball a goal’ activity for kids that lets your real estate agent sponsor talk to their parents.
- Expo/Trade fair attended by sponsor – Your club offers a prize/experience to the winner of a business card drop. Or, club members provide person power in assisting with set up/pack down.

Sponsor’s events

- Product launch – Provide your club as a venue, club members to assist in running the launch and fun activities for attendees to participate in.
- Provide person power – Club members assist in setting up/packing down a sponsor event. Could be fun to share on social media...i.e. cross training!
- Public speaking – Someone from your club who has a specific area of expertise, or a great story to share, speaks at the event.

Marketing content

- Blogs – Coaches, players or members contribute their expertise, insights or even personal stories for sponsors to use in marketing activities.
- Videos – Members create videos (fun, informative, anything!) for your sponsors.
- Healthy tips – Provide sport-specific training tips for sponsors to use in marketing activities.

Media

- Media coverage – Include sponsors in media coverage of club stories, events and activities.

Product testing and development

- Product reviews – Provide opportunities for club members to test and review sponsors’ products and services.

Social and Community Impact

- Campaigns – Get involved in community-focused campaigns that carry a sponsor’s message.
- Social inclusion – Host a special day for sponsors’ staff and/or customers that encourages diversity, such as a fun/family day with mini obstacle courses, kids activities, parent/child competitions.
- Staff volunteering – Provide opportunities for sponsors’ staff to feel purposeful by volunteering at your events or training.

Social media activity and growth

- Competitions – Host competitions on your Facebook page, such as ‘win a sponsor’s product by liking their page’.
- Share their posts – Share relevant sponsor social media posts with your members.
- Posts – Promote your sponsor on your club’s social media platforms.

Staff engagement and development

For sponsors AND their customers, clients, and charity partners

- Health and wellbeing – Club members run sports activities for staff team building. Such as a Walk ‘n’ Talk session at lunchtime—to exercise, share experiences and feel better, emotionally and physically. This can directly impact the sponsor’s staff wellbeing and engagement (and decrease sick leave and staff turnover).
- Leadership development – Reward sponsors’ staff with a fun opportunity to be a ‘Referee/Coach for the Day’. As part of a professional development program, this can teach leadership skills, decision-making under pressure and how to inspire others.
- Motivational sessions – Coaches and members help out in motivational sessions for staff.
- Training and development – People in your club who have specific skills and qualifications can deliver training sessions for staff.