



# HEALTHIER CHOICES

## CANBERRA

### SPONSORSHIP



# Choosing the right sponsors for you.

**Find a good fit for your club's values and needs.**

Getting the right sponsor for your club can lead to a more successful relationship.

Both the sponsor's and your club's values should align, with clear two-way benefits.

First, identify all potential sponsors, then narrow it down to suitable ones.



## Remember!

Businesses in your local area might benefit from team building, staff wellbeing, and social and community impact activities.

This first list can feel daunting, but there are great opportunities in the connections you and your members already have. Your club's needs and goals can also point to good sponsors.

- Brands and services you and your members use (or would like to use). They don't have to be sports-related, e.g. beauty products, groceries, transport etc.
- Businesses who already sponsor your sport, events, or other clubs in your sport nationwide.
- Companies connected to friends or family.
- Local businesses.

*"Find your unique value, then approach different businesses."*

## Decide if a sponsor is a good fit.

As practice, choose an existing or previous club sponsor (or any local business). Use these 'decision factors' to see if that business would be a good match for your club.

