



## How to approach sponsors.

**Make first contact in a simple, effective and proven way.**

Taking the time to find the right person to speak with about sponsorship in a business means you're going straight to the decision-maker.

### Remember!

Don't pitch to sponsors straight away! Ask questions, develop rapport and show you care about their needs in creating a mutually beneficial relationship.

#### HOW TO FIND THEM

Go online, or ask contacts, to get an email or phone number.

#### WHO TO LOOK FOR

**Large organisations:** Marketing Manager, Sponsorship Manager.

**Smaller businesses:** Possibly the business owner, executive assistant, office manager or business manager.

#### WHAT TO SAY

- 1 Make an initial call (directly or via reception) to introduce yourself and ask if they'd be willing to have a meeting to discuss a sponsorship idea you have for them.
- 2 They may say yes, no, or ask for more information (even a no is great, because now you can focus elsewhere).
- 3 Ideally, you'll then have a meeting. This is where the real sponsorship discussion begins, to get to know each other's needs, goals and values.
- 4 After the meeting, take what you now know and tailor a sponsorship proposal to their individual business.



"Pick up the phone rather than just emailing, and make the effort to meet face-to-face."



## Practise having a sponsorship meeting.

Grow your confidence and skills in preparation for the real thing!  
Ask someone to help you by playing the sponsor.

### SPONSOR'S QUESTIONS

How are you? How has your day been? Ask about something specific to their club e.g. do you have any competitions coming up?

Why is sponsorship important for your club?

What are some of the goals for your club?

How does your club think about sponsorship? Do you see it as a donation, or more as a partnership?

Describe your club in one word.

**Sports Club –  
Just be yourself!**



### Sponsor – Choose a business to represent.

Sports Store

Healthy Café & Juice Bar

Casual Fashion Brand



### SPORTS CLUB'S QUESTIONS

How are you? Are things busy at the moment?

Do you like the idea of sponsoring junior sport?

We're approaching sponsors who align with our club's values. We care about our kids' health and wellbeing [share your club's other values]. What does your business really care about?

What are your current focus areas and objectives for your business?

We're able to offer a wide range of benefits to our sponsors, from creating social media content, to collaborating in community events, and even activities to keep your staff engaged and healthy. Are these things you might be looking for?

Have you had any bad experiences sponsoring sports clubs in the past?

If you were to sponsor us, what are the most important attributes you're looking for in our club?