

Useful References

info@dsr.wa.gov.au

www.dsr.wa.gov.au—
Clubs—Clubhouse—
Seeking and Servicing
a Sponsor

www.sportsponsorship.com.au

www.healthway.wa.gov.au

smawa.asn.au

City of Armadale
Leisure Services
Locked Bag 2
Armadale WA 6992

Club Development Officer
9399 0407

www.armadale.wa.gov.au

Sponsorship

In the competing market for finances, sponsorship has become a valuable source of funding to assist your club.

- Sponsors are most likely to come on board when their sponsorship is linked to something tangible; an event, an award, or a facility.
- Focus upon your local businesses; be mindful that they are not being drained by other clubs.
- Offer your sponsors invitations to club events and functions, and ensure that your key committee people play host.
- Ensure that you choose sponsors whose product or service matches the values of your club.
- In your sponsorship proposal clearly articulate who your target audience is.
- Application to erect signage on reserves and buildings must be lodged with the City of Armadale's Building Department.
- Sponsorship is not just about money. Some organisations may want to offer a service or equipment.

What to offer your sponsors.

- Advertising space on signage, t-shirts, website, etc.
- Invitation to events, free tickets or priority seating.
- Opening an event, presenting uniforms or awards.
- Their logo on programs, invitations and so on.
- The right to set up a stall or information centre at your club or at a club event.

If you promise it, then you must deliver it.

Follow up with your sponsor for an evaluation on the value for money that you have provided.

Give them something they didn't expect; a club jumper, a replica of a premiership cup, a photo with a star player in the local paper etc.

Ensure that your sponsors' rivals are not also sponsoring your club or contributing to a club event simultaneously.