

Sponsorships and Partnerships are a two way street. There are many reasons why sponsors may wish to be involved with a Club, from goodwill gestures to solid business plans and reasons. Clubs are always on the lookout for sponsors to help support the club, help stage events, or to engage them and promote the club amongst the business community.

In engaging with a potential sponsor or partner, it is very important for the Club to consider why the business would want to be involved with the Club. This can greatly affect the style of approach that needs to be made to the business to convince them to get on board.

Goodwill Sponsors

Definition: A sponsor who is perhaps very close in proximity to the Club – perhaps the Takeaway Chicken shop next door to the Club. You can't promise to bring them more business, but you do know that your members probably use them quite often.

Approach:

- A friendly, non-business type approach is needed here. Don't go in there claiming you can bring customers to them as they'll laugh you out of the place
- Let them know plenty of your members already use their services and that you can perhaps convince a few more to, however you are looking more to their goodwill side – how about rewarding the Club for business you are already receiving
- Unlikely to be big dollars associated with this sponsorship, but good community value
- Encourage them to use the facilities of the Club to further enhance the relationship
- Sponsor is unlikely to expect significant return for the sponsorship, so anything you can add here to show the business they are receiving will be beneficial.

Business Sponsors

Definition: These are sponsors that are looking for a business return on their investment in you. They may not be interested so much in the Club itself, but the exposure they can gain from being involved with you – they are looking for bulk opportunities to get into different markets.

Approach:

- A formal approach may well be required here, with a well planned and organised presentation. You should have a leaflet to leave with them explaining their options
- A tiered approach allows them to say No to option, but take up another, letting them feel they are in control
- Demonstrate the power of your membership numbers – not just your bowlers, but the true market that you can bring to them
- Let them know that you will track the usage of the sponsors – you don't expect them do it
- Let them know how you plan to advertise their sponsorship and generate business for them
- Encourage them to visit the Club and see the facilities

Alignments

Definition: An agreement whereby both parties can market each other's interests without the necessary exchange of money

Examples: *A local supermarket which may be the only one in town. You know most of the community goes there, so aligning with it to put brochures in the store, or in bags could be beneficial. In return, you may place their catalogue on your tables at the club. You may offer more as part of the alignment to ensure both parties are well served.*