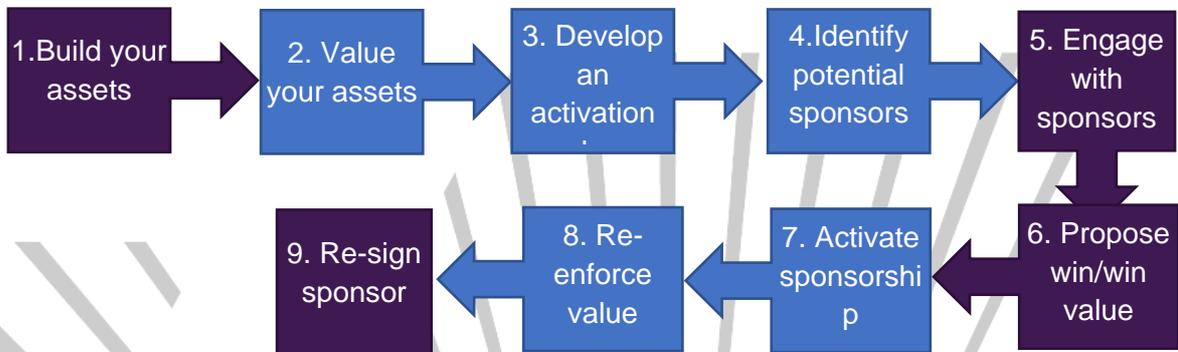




**CRICKET  
SCOTLAND**

# **Attracting Sponsorship and Advertising for Your Club**

## Attract Sponsorship and Advertising for your Club



### 1 First Steps

First things first, you need to know what you are selling sponsorship and advertising for!

Building a portfolio of assets will enable you to be able to offer corporate organisations a choice of promotional opportunities which can be aligned to their strategic focus.

These assets will have differing commercial value and often will involve different audiences.

### 2 Building a list of Assets

An easy way to build a list of assets is to brainstorm at a committee or club meeting and come up with a list of things that have a commercial value, for example:

Naming rights for a physical building
Naming right for club shirts and training clothing
Naming rights of a club event (annual dinner, finals day etc)
Naming rights for a club competition or team
A networking event held at the club
VIP events
Website advertising, social media and newsletters
Ground and pitchside advertising

### 3 Valuing your Assets

This is often the hardest part of the sponsorship process – how do you value an asset?

On many occasions, clubs will value an asset based on a target value they wish to achieve for example, if the cost of cricket clothing to a team is £2,000, this may be the value given to the asset of a company logo on the shirt. Whilst this appears good value be aware that you may be underselling the value of this asset and should be charging £4,000 for it.

A good place to start is by making a list of all of the things that your sponsors value in a partner, such as:

Who is and how well do you know your audience?
How loyal your audience is to your club?
What sponsorship activation opportunities do you have?
Direct sales opportunities to your members and fans?
Uniqueness of your offering?
Your reputation?
Exclusivity for the sponsor?

Compare your assets to competitors to provide you with an initial idea of the market value.

#### 4 Separating Sponsorship from Advertising

Once you have identified your assets, you should separate them into:

- Advertising – Typically a one-off payment for a set period of time for a company to advertise their logo and details. This may be on your company website as a banner ad, pitchside boards, in programmes or on team kit etc. Advertising requires little additional activation and the set-up costs are normally a one-off cost.
- Sponsorship – Typically run over a longer period of time than advertising, effective sponsorship requires continual activation and therefore more time and resources. It may include advertising and hospitality as part of the overall package.

#### 5 Sponsorship Activation Plan

Activation it is the process of helping your sponsors get the most out of their investment and to measure their sponsorship return on investment. Examples are:

Invite sponsors to your club for prizegiving
Send email blasts advertising your sponsor
Host a business event and invite them to speak
Run events that drive traffic towards the sponsors website
Run competitions to promote your sponsor
Invite to hospitality for a big match
Sponsor a team, coaching programme or event

Activation can be simple or complex but it lets you group together assets and drive up the value (and cost!) of your offerings. Why not ask a potential sponsor what they want?

## 6 Identifying Potential Sponsors

Once you have your list of assets and an activation plan to offer fantastic value to sponsors, now you have find some sponsors!

Two ways of identifying potential sponsors are as follows:

- Identify a list of club members or parents that are employed by companies that may be potential sponsors:
  - Approach the member and ask if they can introduce the club to the relevant person within the organisation that is responsible for marketing or sponsorship
  - Engage with this individual to identify their strategic marketing goals and target audiences
- Identify local companies that you would like to develop a relationship with or know they have a reputation for sponsoring local sports club:
  - Use directories to identify local companies
  - Check who sponsor other local sports teams and clubs
  - Research business news for local companies that are expanding

Once you have engaged with potential sponsors, provide a them with a small proposal on how partnering with your club can support them in achieving their marketing objectives.

## 7 Sponsorship Proposal

A small proposal is important as it identifies value of the partnership and clarifies each parties' responsibilities and expectations. The following provides a simple guide to the format of a proposal:

### **Title Page**

Include your club badge and the name of the opportunity but keep this simple and don't call it a "sponsorship package"!

### **Describe Your Opportunity**

- Talk about your club, who you are and what you do. Plain and simple- don't talk about need or sad stories. This is about what you can do for them, not what they can do for you.
- Talk about the opportunity, team or event.
- Talk about your members and fans

### **Graphs, pie charts and anything else to describe your demographic**

The goal is to show off your opportunity, who attends and key demographic information.

If you have information on your members or fans try something like this:

- Pie chart breaking down attendees by gender
- Graph breaking down attendees by age
- Do you have a good photo showing a club event packed with people?

### **The Menu**

Never say "sponsorship opportunities." Instead use something like "Grow your brand to local families"

Start with a statement about how you like to work with sponsors and what the different assets you have are as a menu. Invite them to have a look and contact you with their own suggestions about how they want to engage your members and fans.

### **Conclusion**

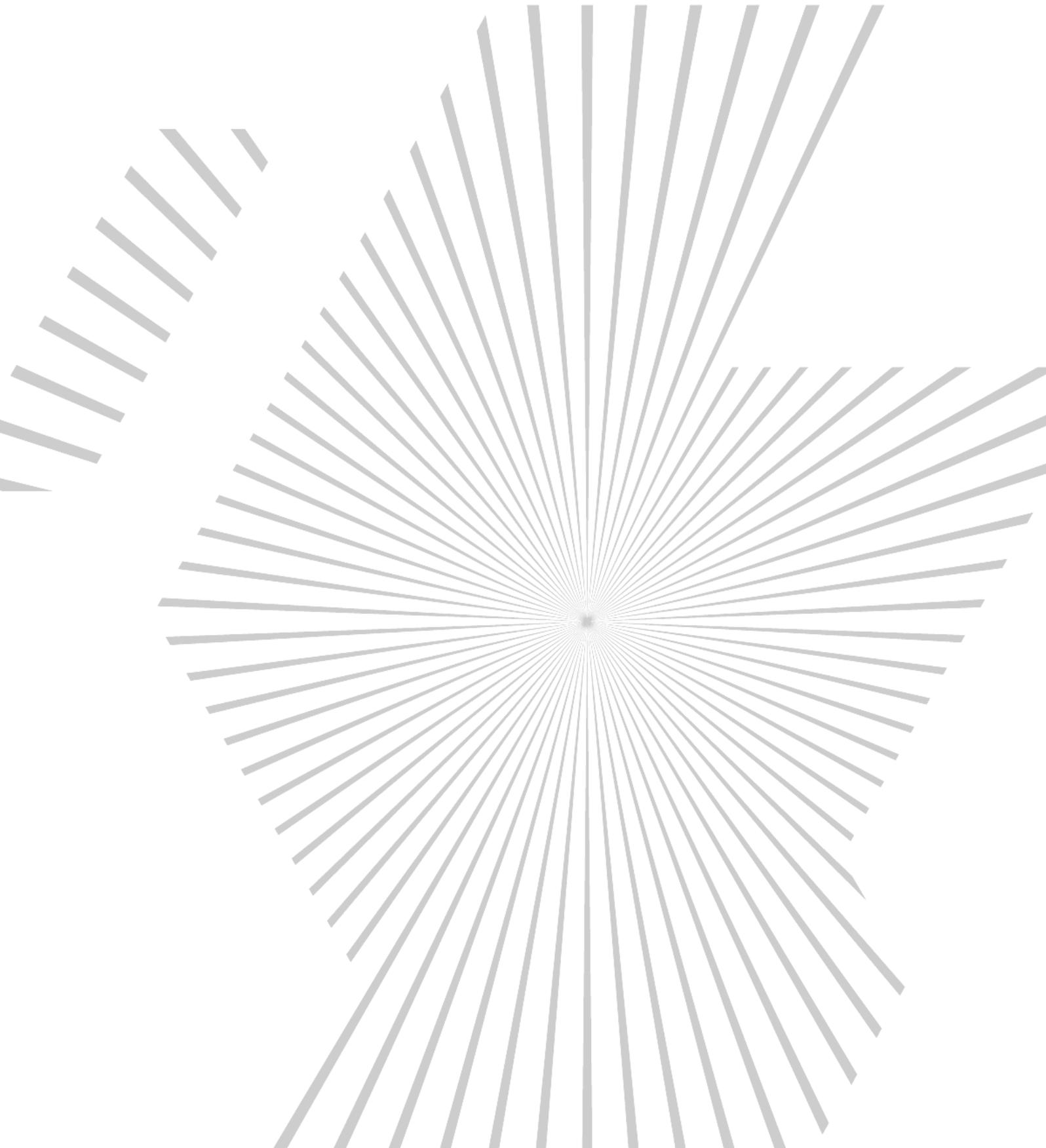
Make sure you include something here to ask them for suggestions. Remember, sponsorship proposals don't sell sponsorship...you do!

## 8 Activation

Once you have agreed a partnership, it is essential that you effectively activate the sponsorship and deliver everything you promised you would. Effective activation of a sponsorship programme can dramatically increase the value to your sponsor and drive your potential revenue of future sponsorship programmes.



For further information on sponsorship contact the Commercial Manager at Cricket Scotland on 0131 313 7423





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