

## APPROACH TO A SPONSOR

*When looking for sponsorship at Club level each group needs to look at where the sponsor will get coverage and exposure. Of course your club will benefit from this sponsorship also but you need to ask 'what you can do for the sponsor.' You are selling your club to them.*

### **Firstly... Is your Club in a Position to Seek Sponsorship? Is your 'House in Order'?**

It is essential that your potential sponsor feels that they are partnering with a vibrant and dynamic club. If you have any issues in your club or funding problems, sponsorship is not your solution. Sponsorship will form part of your overall fundraising activities but it is important that you have a fundraising plan in your club. For example prepare a budget, from the budget then come up with a funding plan for the shortfall and then from this you can identify your sponsors to approach for the areas required. These initial steps will ensure that you are linking with the appropriate sponsors.

### **Prior to Approaching a Sponsor Ask ...What are the Unique Selling Points of Your Club?**

You have to know your product (your clubs) and the unique selling points (USP) associated with it that would encourage a sponsor to choose your club over any other. Some examples of USP's of Ladies Gaelic Football in general are:

- No barriers- cater for all and for all age groups
- Over 150, 000 members
- LGFA is active in all 32 counties
- Competitive and Recreational
- Provide a safe environment
- Promote healthy lifestyles
- Get TV coverage
- Community group
- Biggest Female Sport in Ireland
- Have key projects operating in disadvantaged areas
- LGFA are Leaders in our educational course- training programmes

So what are the unique selling points of your club? What will make a sponsor want to choose you?

### **Who do you Accept as Sponsors?**

- They must have similar values to the LGFA
- Must not damage the message of the LGFA but instead enhance it

## Stages in Securing a Sponsor

- Decide who is **responsible** for contacting the sponsor and the stages thereafter
- Make the **phone call** to arrange the appointment
- Send a **letter** to confirm the conversation and the time arranged for the face to face meeting
- **Attend meeting**
- Follow up with **thank you letter** regardless of the outcome

### *At the meeting:*

- Bring Sponsorship pack (sample provided for download)
- Listen
- Concentrate on what **they** need and discuss only that
- Talk about the benefits of LGFA and your club and not the features
- Ask for questions
- Listen
- Answer objections- why we would chose LGFA Club to sponsor and no another sport
- Ask for business
- **Make it safe for people to say “yes”**

## How do you Treat Potential Sponsors?

- Invite them to a game as a guest
- Show them a video of the game
- Keep them a copy of the programme
- When sending out invites/letters make sure they are personalised
- Send newsletter to them when/if published
- Match tickets with a letter
- Meet and greet- hospitality
- VIP area for sponsors- cornered off area for sponsors.
- Look after the person who is there at the game as they are selling LGFA back to the key decision maker in the company. E.g. Oliver sells back to PTB
- Sponsor meet the captains before the game
- Teams should be encouraged to thank the sponsor
- Catering- have some form of food for the before/ during or after the game. Even the simple idea of having a picnic basket out of the back of the boot.
- Make sure they are thanked personally for coming
- During the year send them updates- newsletter/programmes
- Present a jersey signed to the sponsor. Could also use a signed football/photograph

## What should your club do now?

1. Ensure funding plan in place to identify where sponsorship required
2. Brainstorm potential sponsors
3. Design sponsorship pack for sponsors
4. Make phone call to arrange meeting with sponsor



# Sample Sponsorship Proposal

# **(Your Club) Ladies** **Gaelic Football** **Sponsorship** **Proposal**

**Date:**

**YOUR  
CREST**

**COYLES  
PHARMACY**

# We can link you to..

***National TV Viewing Figures:***

1.1 million cumulative viewers in 2008

***National Membership Figures:***

Approx 132,000 members

**COYLES  
PHARMACY**

The diagram features a central box with the text 'COYLES PHARMACY'. Above this box are two diagonal lines pointing downwards towards the top-left and top-right corners of the box. Below the central box are three lines: a diagonal line pointing downwards and to the left towards the top-left corner of the 'Listeners to Local Radios' box, a vertical line pointing downwards towards the top-center of the 'Target Audience' box, and a diagonal line pointing downwards and to the right towards the top-right corner of the 'Readers of local papers' box.

***Listeners to Local  
Radios:***

***Insert radio figures here***

***Target Audience***

***Readers of local  
papers***

***Insert no of papers and  
potential readership***

## Team sponsorship

By investing in one of our Provincial/county/club teams the opportunities for enhanced growth of your company can be achieved through the:



- Appearance of your company logo on all team jerseys and the subsequent exposure through photographs appearing on papers and websites.
- Appearance of your company logo on all team leisure wear eg. tracksuit, bag, tee shirts and the subsequent exposure of your company as this clothing is worn on an everyday basis by the majority of team members.
- Acknowledgement of your partnership with the team through all forms of promotion in the media.



## Banner/hoarding

Insert banner /hoarding-



By investing in our **Hoarding/Banner advertising package** your potential for growth is created by:

- Exclusive strategically placed hoarding
- Access to our quarter, semi finals and our finals competition
- Potentially your hoarding could be viewed by (insert figures) future customers.
- Excellent viewing capabilities in prime locations
- No maintenance fees
- No Risk factors


## Website Sponsorship



**Connacht Ladies Gaelic**

» Home  
» News  
» Submit news  
» Match reports  
» Post Primary Schools  
» Connacht Club League Results

Sponsored by  
**COYLES  
PHARMACY**

PHOTO GALLERY  
  
Click to view details

CALENDAR

By proudly sponsoring our website you will be increasing the investment possibilities of your business because:

- Our website currently has **(INSERT FIGURES)** of hits per, day, week, month, year.
- Your logo will be a dominant feature on the website
- We can offer a direct link to your webpage
- Visual effects can be incorporated to attract the customer to your logo
- We have a High target market which is easily accessible
- There is no maintenance and no fuss to this form of sponsorship.



## Workshops and Seminars-

Each year (insert club/county/province here) holds seminars and workshops for coaches, players and officials.



Your company could become a sponsor for these events and in return your logo would be marketed in the following ways:

- Publicity through the Launch of the event in the media (See Appendix 1 for readership and listenership figures of local media)
- Display of company logo and products at the event- similar to the pop up banner and display shown above.
- Banner rights during promotion of the event
- Appearance of the company Logo on all correspondence relating to the event
- Opportunity to address attendance at the opening of each event.

## **Hospitality/events**

Each year (insert club/county/province here) holds numerous meetings and events that require the use of meeting rooms with facilities for Power Point and seating for small or large numbers of people.

### **For Counties/Provinces**

One county board meeting is held each month where delegates from all over the county attend.

Through the provision of your facility for these meetings you can avail of the following benefits:

- Business from those who attend the meetings on a regular basis
- Generate revenue from refreshments, finger food or meals provided. Cater for launches, promotions etc.
- The inter county teams will use your facility for post training and match meals where possible during the year and so the facility will receive additional business as a result
- In addition any further seminars and workshops that take place throughout the year in your locality will be held in your facility when the requirements can be met.

## Match Programme

By taking an advertising slot in our programme you have the potential to reach **insert attendance figures here**.

All players receive a programme which means that as well as the supporters who will read the programme you can attract the attention of the players and their families. All players are encouraged to support sponsors of our games.

This can create the following benefits for your company:

- Additional business opportunities to promote your brand name
- Your brand name will be associated with an organization that promotes the importance of healthy active lifestyle choices for females of all ages.

**Full page advert inside programme:**

# COYLES PHARMACY

**Main St. Ireland**

*For all your*

*Health & Beauty needs.*

*Stockists of all leading tanning and make-up ranges.*

*Tel: 01 77777788*

*Proud Sponsors of Ladies Gaelic Football*

# Competition/Blitzes Sponsorship

By sponsoring one of our competitions/ club blitzes the benefits to your company are as follows:

- The sponsorship deal will be launched at a prestigious venue with national and local press coverage.
- Competition to be named after your business eg **Insert business name here** Ulster Senior Club Championship.
- Pitch side advertising throughout competition.
- All banner rights ie the sponsor name being used in all media correspondence connected with the competitions including National and Local Press and Aertel. There will also be comprehensive coverage of all competition games on the Ulster and National websites **amend as appropriate**. See appendix for press and media statistics.
- A complimentary full page advert in any programmes connected with the competitions and recognition on the front page of all programmes, similar to that shown on the next page.
- A representative will be invited to present competition trophies/player of the match awards etc. with the company name included on the Player of the match award
- Corporate hospitality- an opportunity for you to invite your clients to the Provincial final and demonstrate how your company contributes to the local community through your involvement with Ladies Gaelic football.



Dublin Ladies



Senior & Intermediate  
Football Championship  
Finals 2013

Intermediate Final

**Foxrock Cabinteely v Garda**

Referee - Keith Tighe (St Annes)

Throw In :7pm

Senior Final

**Ballyboden St Enda v Na Fianna**

Referee - Joe Murray (Castleknock)

Throw In :8:30pm

*Sponsored by*  
**COYLES  
PHARMACY**

## Donations

By making a donation to our Province/county/club you/your company can benefit through

- Acknowledgement if requested at provincial/county board/club meetings
- Receipt of complimentary match tickets to the key games in the province/county or those involving the club. Eg Connacht Senior Ladies final, County Senior club finals.
- Acknowledgement if desired on the “friends/kind sponsors of /Eire Og” board to be displayed in the club (in the case of club sponsorship)

Include Provincial/County Readership and Listership figures here similar to the ones below examples

**Readership Figures: January 2013**

Name	Role	Paper	Readership figures Oct 2008
<i>Eg. John Mulligan</i>	<i>Sports Editor</i>	<i>Roscommon Champion</i>	<i>45,397</i>

**Listenership Figures: January 2013**

Radio Station	Hourly Sports Bulletins	Weekend Sport
<i>Eg. Ocean FM</i>	<i>45%</i>	<i>12%</i>

Quoted as percentage population of the target area for that particular station.



**Sample  
Confirmation  
Letter**



Name  
Address

Mr X  
Company Title  
Company Address  
Date

**Re: Confirmation of meeting**

Dear Mr X,

Further to our (OR SECRETARY) conversation yesterday (or dated), I am looking forward with great anticipation to our meeting on **DATE TIME VENUE.**

Thank you for providing me with this opportunity to further develop our working relationship.

If you require any further details, please do not hesitate to contact me,

Yours sincerely

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Name

Title