

## My Progression.....

### SPONSORSHIP

To get a club sponsorship, you will need to find appropriate sponsors, approach them and sell your club to them by focusing on its strengths. You also will need to have an idea of how much money you need from sponsors to keep the club running. You should also fill in the appropriate legal paperwork for the transfer of money and so the sponsor knows that you will deliver on any advertising agreements.

List the strengths of your club. For example, if your club has a team that draws spectators to its games, sponsors could reach many people at those events. A ladies gaelic club is based around civic involvement so therefore can attract a wide range of local sponsors who wish to give back to the community. If your club wins lots of awards and competitions in a particular, this might be attractive to potential sponsors also.

Know how much your running costs are. You can find this out by reviewing the accounts from previous years. If new equipment is a major part of your running costs, you can approach sponsors who can provide you with this equipment for free or for a discounted price and the same with gear etc.

Club sponsorship can be found in several forms. Perhaps the most common are financial donations. If you need transportation to competitions, it can be useful to have logistical sponsorship in the form of a bus company for example. If your club reaches a lot of people, sponsors might pay you to display their logo on banners or on your jerseys. Equipment sponsors might also like you to display their logo on your equipment.

Figure out which type of sponsor suits your needs best. You might choose to have more than one type of club sponsorship, but you should ensure that your sponsors do not compete for the same customers, because you may find it difficult to get both of them to sponsor you again. Make a list of all appropriate sponsors and start approaching potential local sponsors first, because civic pride will increase your chances of getting the sponsorship.

Write a sponsorship letter, laying out the strengths of your club and the potential benefits to the sponsor. Include your name, title and contact details, along with the affiliation of the club. Give an idea of the type of sponsorship you are looking for and a monetary estimate for financial sponsors. Send these out to as many local businesses as possible.

Allow enough time for the letter to reach them and be read. Then phone the business to follow up on the letter. Visit any interested parties in person and be sure to dress professionally. Use this visit to work out the deal that the sponsor wants.

Fill in appropriate paperwork if the sponsor agrees to help your club. The club and the sponsor should also complete an agreement form that lays out the terms of the agreement and the type of club sponsorship being offered.

## How Do I Write a Sponsorship Proposal?

A sponsorship proposal is an integral part of funding an event or element of a club. As the writer, you need to know all the details about your event or club and your requirements. You also need to thoroughly research the business, organization or person to whom your letter is being addressed.

With this in mind, the sponsorship proposal has many elements common to other letters. Place your contact information or those of your club at the top of the letter on the right-hand side. Next, on the left-hand side below your contact details, enter the date and the contact details for the letter's recipient.

Use the first paragraph to introduce yourself or your club. Keep the paragraph brief. Your potential sponsor will want to know who you are, what you do and your philosophy but will be more interested in the meat of your proposal.

The second paragraph should introduce the letter's recipient to the event/team/club you want him or her to sponsor. For example, if it is a club event then provide the name, location, attendance estimate and confirmed events. Keep it succinct and do not be afraid to drop the occasional name. Use the paragraph to sell your event or club, but also be sure to be factually accurate at all times.

Define the impact of the event in the third paragraph. Mention the teams it will help, if any. If it is a fundraiser, explain where the money will go to and what will be done with it. Explain who or what the event will impact.

Next comes the most important part of the sponsorship proposal from the point of view of the potential sponsor: Explain what is in it for the proposal's recipient. The potential sponsor will likely want to know how many people will see his or her name or brand during the course of the event or with involvement with your team/club and any advertising leading up to it. Be sure to tell the would-be sponsor what positive associations people will take from the event in connection with his or her name or brand. Explain how the event/team is well suited to that particular sponsorship. For example, a fun run ties in well with sponsorship by footwear companies and health food companies.

Now that you have introduced the positives of the event and have the would-be sponsor's interest, it is time to introduce the proposal's recipient to your sponsorship needs. The event for which you're seeking sponsorship should have complete budget information prior to the proposal being written. This lets you state the desired budget for the event so the sponsor knows what investment is needed, but do not begin negotiating in the proposal.

The concluding paragraph of the sponsorship proposal should express your appreciation for the recipient taking the time to read your letter. You should also express a desire to discuss the idea with him or her in more detail. Include your name and title at the bottom of the page. Before submitting your sponsorship proposal, re-read and edit it thoroughly. A less-than-professional proposal can inspire an otherwise willing sponsor to decline the request.