



# Sponsorship Toolkit

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## How this guide can help

This simple toolkit will break down everything you need to know about sponsorships: how to gain a sponsor, what you can offer local businesses, where to go if you want to find out more and also tips on how best to activate with your new partner.

If you have any questions, reach out to your Club Development Officer and they can offer you more assistance.





## What is sponsorship?

Sponsorship is a mutually beneficial agreement between you, the tennis club, and a business in your local area. Each party has something to offer the other.

### What does my tennis club have to offer?

There is so much your club can offer another local business. If your club is offering a whole variety of different tennis activities for your local community, you can offer partners exposure and help grow awareness on their behalf.

The more players coming through your gates, the more local businesses may want to collaborate.

### What does a business have to offer my club?

A local business or organisation can provide assistance with money for new equipment, general repairs or improvements, resources, food or anything that makes your job a little easier.

Plus you can reach their audience with something you're offering too.



## Signing on with a sponsor

These following five steps are designed to keep the process simple as you are looking to sign on with a sponsor:

**Identify, pitch, amend, agree, activate.**

1

### Identify

Choose who you believe would be a greatest brand fit for your tennis club. This sponsor will be able to offer you the support you need while your club can provide them with a mutually beneficial offering. This could be a local car dealership, a café or restaurant or another sports venues without tennis courts (like the local lido).

2

### Pitch

It's your time to shine. What do you love about your club and what is your value proposition? Your club can offer plenty of value to a possible sponsor. See next page for examples of what you could offer.

3

### Amend

Change the original proposal as required so both you and the sponsor feel like they are getting the most out of this partnership. Listen to what they are really looking for and offer assistance if you have a solution.

4

### Agree

When everyone is happy, supply a sponsorship agreement that outlines their investment and what they will receive in return. This agreement needs to outline all specifics including length of sponsorship, key contracts and payment details.

5

### Activate

Carry out everything stipulated in the sponsorship agreement. If that means your sponsor supplies a barbecue and food in return for brand presence at your club, then do exactly that.

## Your tennis club has a lot to offer

So you've identified who you are keen to reach out to for potential sponsorship and you now need to pitch it.

The best way to sell the idea of sponsoring your club is to meet in person. Call the business and give them a quick rundown. Here's a quick phone script:

**You:** Hi [probably the receptionist], my name is [you know it], I'm calling from the local tennis club down the road. How are you today?

**Them:** Great to hear from you. I am quite fine thank you. How can I help you?

**You:** I am just calling to share with you a possible new partnership opportunity between [your tennis club] and [their business]. We have an ambition to create a club that is welcoming for all people, young and old, families or new people to the neighbourhood; and bring them together through a mutual love of tennis.

We believe [their business] would be a perfect fit to join us on this ambition and so... I was wondering if your business might be interested in partnering with us - we are very keen to reach the local community around this area and think you'll be able to help.

**Them:** That sounds great. I will pass you on to [boss person], they will be happy to talk to you more about it. I will just put you on hold for a second.

**You:** No worries. Nice to meet you [probably the receptionist].

### YOU'RE IN!

Okay, so it might not always be as simple as that. But at least it's a start. And remember, there's no harm in rejection. You'll get the next one. On the right, have a look at what a possible sponsorship could look like.

### Ace Sponsorship \$2,500 per term + featured on sponsors website

- Two pull up banners with your branding set up
- Posters displayed in clubrooms
- Product display space during event
- Door prizes and trophies "brought to you by..."
- Offer to tennis club customers
- Feature on tennis club website
- 4 social media posts per term
- Naming rights to an event or court (ie change Court 1 to [Partner] Court)
- Two outside court signs

### Rally Sponsorship \$1,500 per term + featured on sponsors website

- One pull up banner with your branding set up
- Posters displayed in clubrooms
- Door prizes and trophies "brought to you by..."
- Offer to tennis club customers
- Feature on tennis club website
- 2 social media posts per term
- One outside court sign

### Hit Sponsorship Event specific contra deal Food and prizes every week for 10 week term

- Door prizes and trophies "brought to you by..."
- Offer to tennis club customers
- Feature on tennis club website
- 2 social media posts
- One outside court sign

## What else do you need?

We want to provide you a few extra resources to make getting and retaining a sponsor easier. You may need to log in to Bounce for some of the resources. Contact your Club Development Officer if you need assistance logging into Bounce.

### Sponsorship Proposal Template

First impressions are always important. This template is a simple PowerPoint you can adjust, export as a PDF and email to your prospective sponsor. Find the template on Bounce.

### Sponsorship Agreement Template

Once you have the sponsor interested, you need an official contract with agreed specifics laid out. Use the template we have created for you, it outlines everything from length of sponsorship to contra. [Click here for more information.](#)

### Keeping Your Sponsors

Here is a little one-pager about engaging your sponsors, activating well and keeping them interested. [Click here for more information.](#)

### What You Can Offer Sponsors

Still unsure what you have to sell to your sponsors? Find out what your club has on offer and think outside the box. [Click here for more information.](#)

### Planning for Sponsorship

This resource is all about finding the right balance for you and for your sponsor. [Click here for more information.](#)

### Member Associations

Be sure to speak with your Club Development Officer if you have any questions at all. They are here to help, they are keen to see your club succeed and will be by your side as you need them.

## Sponsorship examples

### Local café or restaurant

Small, local businesses like food establishments are a good option to initiate a conversation with when you are looking for a sponsor. You may both be interested in engaging members of the local community and in that way, you can help each other out.

#### Sponsorship in practice (examples)

Approach your local café about supplying food and coffee for your weekday Ladies Tennis Mornings. As part of the package, ladies tennis mornings will get on-court time and then a social time afterwards. The snacks and coffee can be part of the package and offers a point of difference for your morning program while also supporting another local business.

As part of an affiliation sponsorship (similar to the HIT sponsorship on page six), this eating establishment supplies catering for social events each term in exchange for signage or a club membership offer.

This partner supplies a food stall for your club Open Day or Come and Try Day — this will allow them to earn some revenue and provide your patrons with access to food and beverage.

A mutually beneficial offer that allows diners to access discounted rates for programs or court hire at your venue and vice versa, discounts you can offer your members.



## Sponsorship examples

### Car dealership

Car dealerships are often searching for different methods to engage with their local community. The prospect of being able to engage with a local sporting establishment could present as an exciting opportunity for them.

#### Sponsorship in practice (examples)

A car dealership wants to get their name out there as much as possible and they would also be supported by the local area marketing team from a head office level. Car dealerships would be interested in anything that offers naming rights. For example, if you have a 'centre court' consider changing the name of that court to the name of their business and installing appropriate signage around that space.

Car dealerships often want to incentivise their customers (new car buyers or aftersales/service customers) with gifts and rewards. A possible partnership opportunity could entail putting together an exclusive offer, deal or voucher that can be used by their customers at your venue. A 10-pass coaching pack, access to courts to book and play casually or something similar.

Engage with your local KIA dealership and run a KIA sponsored event at your club with all names, prizes and material for customers 'brought to you by KIA...'

## Sponsorship examples

### Alternative sporting facility

Local pools, multi-sport facilities, football or netball clubs, gyms and more. Chances are, Australians who are already interested in sport and part of another club would be interested in expanding what recreational sporting activities they are already doing.

#### Sponsorship in practice (examples)

Launch a partnership affiliation program that allows your club members to engage with another sporting facility. For example, partner with a pool and offer court hire to their members in exchange for your members being able to book a lane at the pool.

Internal clubhouse marketing material and signage within each respective venue to promote the partnering sporting facility.

Pro Shop discounts within each venue.

## Sponsorship examples

### Local cinema

Across metro regions there are a number of arthouse theatres and there might just be one in your neighbourhood. And in rural areas, there are always sweet little spots to catch a flick. Maybe this is your perfect first step into marketing your club or venue locally?

#### Sponsorship in practice (examples)

Launch a partnership affiliation program that drives your players and your customers into the theatre doors. In return, you could place an advertisement up on their screens before movies commence to start growing awareness for your business.

Organise an event to bring your holiday program participants or ladies mornings groups into their cinema for a private showing of a film as a way to thank your members and players.

Run a competition within the cinema for the 'ultimate tennis pack' — a free racquet some lessons and a opportunity to join some of your club's programs. Collect data and remarket to these customers with exciting offers and events coming up at your club.

