



SPONSORSHIP

Creating sponsorship opportunities for clubs

What are sponsors looking for?

Location / venue

Corporate Entertainment

Exclusivity / competitive advantage

CSR / community goodwill



Brand fit

Connection to target market

B2B /Networking

Sales opportunities

Visibility

What can clubs offer?

Branding opportunities
- Venue, boats, events, sails

Unique locations

Social memberships / full memberships



Community connections / Local PR

meetings / conferences

Events / entertainment

Networking events

Membership base

Offer a sponsorship 'package' that demonstrates value and ROI



Other considerations:

- Sponsorship doesn't have to be in \$\$\$, it can be value in kind.
- Funding can be raised through crowdfunding initiatives (i.e. www.thrillpledge.com)

How to target and approach sponsors?

Brand fit / similar target markets

Companies with something to offer you in VIK



Companies investing in CSR

Personal contacts

Prominent local companies / employers

Sponsors involved in sailing

Map it out and draw up a top 10 target list

Prepare a professional sponsorship presentation clearly outlining the package benefits

Allocate sales role to specific individuals and make the calls!

Data is king!

Data is the single most important factor to attract corporate partners. A good database will help secure sponsorship, including good information including:

- Number and details of members
- Demographics (Age, sex, etc)
- Geographic information
- Contact details (phone, email)

Yachting has a valuable demographic, but partners need to be able to reach them.

It is important to build a good relationship with sponsors and demonstrate a return on their investment (ROI). Long term sponsorships/relationships are the goal.



Sponsorship Workbook

Yachting New Zealand has a Sponsorship Workbook which is available to **affiliated members** free of charge.

A CD is included with presentation templates and checklists designed to be used in conjunction with the Workbook.

The Workbook is designed to take you through the process of developing a sponsorship proposal and give an understanding how to create a shortlist of potential sponsors.

The YNZ Sponsorship Workbook provides an approach to obtaining sponsorship for anything from an individual athlete, a team, an organisation or an event and therefore will be useful to lots of our members.

This is so much more than just a sponsorship proposal form and has produced some very good results.

The YNZ Sponsorship Workbook is available to Clubs and Classes affiliated to Yachting New Zealand and to their members. For a copy please email mail@yachtingnz.org.nz