

## Do you and your committee members find sponsorship at your sports club easy?

Please take time to answer the 10 questions below to see if you can make life easier for you, your committee and your members by finding more sponsors, securing bigger sponsorship deals and over multiple years.

Question	Yes	No	Don't Know
1. Do you have a list of all the products and services you sell/offer to potential sponsors?			
2. When speaking to potential sponsors do you focus the conversation on their business and how you can help them?			
3. Do you work in partnership with your sponsor to meet the needs of your community? Eg players, social community, families, etc.			
4. Do you have strategies in place to engage your community in finding sponsors for you?			
5. Do you have a simple structured sales process you take your prospective sponsors through?			
6. Do you engage the whole of your sponsor's organisation in the partnership?			
7. Do you have a template proposal for signing up new sponsors?			
8. Do you have strategies to raise the value of your sponsorship?			
9. Do you have steps in place to encourage the sponsorship to be longer than just one year?			
10. Do you have a plan for servicing your sponsors once they start work with you?			

If you answered no or don't know to any of the above questions you would benefit from more work on sponsorship at your club.

If you would like win more sponsors and bigger deals over multiple years please continue with this course.