



Secure Thousands in Sponsorship for Your Sports Club

Find **MORE** sponsors, win **BIGGER** deals
and secure sponsors over **MULTIPLE** years

Name: _____

Date: _____

Castle Sport

Business Strategies for Sports Organisations

MODULE 8: ENGAGING YOUR SPONSORS WHOLE ORGANISATION

Engaging your sponsors



We have already touched on a slightly different approach today around what you offer your potential sponsors and how you engage them with your target market; let's look now at a new approach selling to them.

When you sit down with a potential sponsor **don't talk about your sport!** I know this might sound like a strange approach. Instead find out about them as an individual. Get to know them. **Ask questions** about their business/company. How it started, what they have achieved and where they are going. What are they trying to do now? Who are their customers and who are they targeting in the future? Consider how you can help them to do this...? Let them talk and let them take you on a journey **telling their story.**

Please note: Most will love this and it may last for 5 – 55 minutes. However, long they go on for take a **genuine interest, listen, take notes and keep asking questions.**

Then tell them a bit about you, your team, your club, etc...

Please **do not** tell your life story and the entire history of your club! Instead say a little about yourself and summarise the success the club has had over the years and where they are going. 1 – 5 minutes should be enough to give them an overview of your successes and history.

Remember it is about them not you or your club!

Club background for introductions

Give an outline of 50 – 200 words on your club, the history including successes and where you are going next. Learn this off by heart for sales meetings. Be able to adapt it from 60 seconds to 5 minutes - no longer!

A large, semi-transparent orange watermark of the Castle Sport logo is centered within the rectangular frame. It consists of a circular icon with a white castle tower and the text "Castle Sport" in a serif font.

Engage their whole organisation



When you start speaking to a business speak to more than just one individual in the business. Get to know all key individuals you could link with. As you have more conversations you will build a stronger relationship and you will see more opportunities.

Get buy in from all stakeholders in the business. Imbed your club programmes across their departments. Make the sponsorship meaningful to their entire organisation.

Public relations – Can you create exciting opportunities or stories for them to get PR?

Staff – Look at volunteering opportunities to develop their staff.

Website – How can you link websites and promote/help their company on your website?

Social Media – Share information from their business with your community and they can share activities they are doing with you with their community.

Loyalty Programmes – Link with their loyalty programmes, how can you enhance them or take them to your community?

HR – Start to understand the challenges they have with their people and look to support them with creative ways to engage and develop their team.

Other – What about marketing, sales, finance, IT and operations? You never know where there will be opportunities to link and support them until you ask more questions!

Review your progress



Please take a moment now to reflect on the work you have done during this step and how it has helped you to move your Club forward to securing thousands more pounds in sponsorship.

Question	Yes	No	Some what
Are you now speaking to sponsors with a focus on their business objectives and goals rather than your sports club?			
Do you have a club biography written down that you can deliver when you sit down with potential sponsors?			
Do you see the importance of engaging the sponsor's whole organisation?			



Business Strategies for Sports Organisations