



Sponsorship Toolkit Overview

All components were tested successfully. The pilot club was Bribie Island Mahalo OCC (BIMOCC). Each step consists of components that make up the toolkit. It is geared to readying clubs around forward planning when it comes to sponsorship. It is also scalable. Younger or smaller clubs can use it to guide them to more significant sponsors and the importance of building a long-term relationship. When it comes to clubs that are at the upper scale where the partnership is several years in, it is a reminder around partnership fatigue and how to rethink each other's commercial benefit and value. And bring freshness or ensure that the partnership conditions have been followed and / or has room for further growth.

Step 1 - Checklist

The checklist works! It helped BIMOCC find two meaningful sponsors that had a natural fit and where their values aligned. Attached is a pdf example of a Checklist.

Step 2 - Policy

Ensure that the whole club understands why sponsorship is important and how sponsors are to be treated. It is a partnership that goes beyond sticking logos on everything. It is also about balancing the management of the sponsorship arrangement and building in health checks of the relationship along the way. Attached is a Policy Word template. This document is for internal use only. It does not form part of the external presentation to sponsor(s).

Step 3 - Presentation

Keep the presentation between 3 to 5 PowerPoint slides. They should highlight 3 to 5 points of the club forming a succinct profile of the club across the slides. Weave in connection points that will be relatable to potential sponsor(s). Please find attached BIMOCC's PowerPoint example used in both presentations with RSL Bribie Island, and Busy Fingers. Once created, no changes were made to these slides reducing the workload to create a standardised presentation.

Step 4 - Video

Two links are provided below. The first is a promotional video that highlights the sport. Its duration is < 1m24s. It is very general so that any club can utilise it without the effort of having to create one from scratch. The other link is a specific video the Zone created as part of the pilot for BIMOCC. It is attached as an example only and is not to be used externally by any other club besides BIMOCC themselves. A storyboard in pdf form is also attached as a planning tool that went in behind the finished product for the generalised promo video.

Step 5 - Proposal

Firm up all details of the arrangement in writing. Attached is a Proposal Word template. And BIMOCC's actual proposals that were presented to their potential sponsor(s) at the time ie. 1) Bribie Island RSL and 2) Bribie Island Busy Fingers.

Step 6 - Reminders

The toolkit is digital. Steps 3 to 5 are to be presented to potential sponsor(s). In case of a technology malfunction when presenting, please create hardcopies of the PowerPoint slides and Proposal as a backup. The video will have to be missed unless it can be delivered by another device on hand.