

SNAP SPONSORSHIP



MAKING SPONSORSHIP WORK



SNAP SPONSORSHIP



In 2012 SNAP Sponsorship Ltd was launched by CEO Mark Covington with the support of Chairman Simon Pennock. Inspiration and motivation for the business was discovered whilst working on the funding and development of a new clubhouse at Mark's local rugby club, Guildford RFC.

Having worked in a range of industries, spanning voluntary and major blue-chip firms, Mark identified a methodology to enable rugby clubs to grow through sponsorship. Initially working with local businesses in a range of different fields, with the aim of identifying and nurturing long-term partnerships based upon mutual benefits.

The demand for SNAP's services quickly outgrew the manpower resources SNAP had at its disposal and in 2014 the decision was taken to automate the methodology, to enable all clubs, from any sport, at any level, to benefit from the approach to sponsorship which had been refined in the consultancy business.

Development of the platform has resulted a fully integrated, one of a kind, sponsorship portal. The team is incredibly proud of what has been produced and is confident that it will change the perception and accessibility of sponsorship for the masses.

Having launched the online portal in July 2016, the aim is to help all those who have the ambition and desire to take themselves or their organisation forward through sponsorship.

THANK YOU FOR JOINING THE #TEAMSNAP COMMUNITY, WE
LOOK FORWARD TO WORKING WITH YOU TO REACH YOUR
GOALS.

SNAP SPONSORSHIP



GETTING THE MOST OUT OF SPONSORSHIP

What is sponsorship? And why should a club choose it over other forms of fundraising? Here is your all-in-one guide to the world of sponsorship. Learn what it means to the rights holder as well as the sponsor and use our jargon-busting guide to get to grips with the terminology and be on top of your game.

What is sponsorship?

Why should a club or organisation choose to enter into a sponsorship agreement instead of taking on other forms of fundraising? What sort of benefits does it have over the art of planning and hosting an event to raise money for your organisation?

A sponsorship agreement can provide a longer-term agreement and additional benefits to a club/organisation than a yearly, one off event can. For one, a sponsorship agreement is more likely to bring in more money than a fundraiser, and at the end of each agreement, negotiations can be opened with a sponsor to increase the value of the partnership between both parties.

With sponsorship, you can have more than one agreement running at the same time, while with fundraising, you have to only focus on one event before moving on to others after the first has been completed. Sponsorship allows for a much greater variety of business, with more funds coming in at one time.



Sponsorship definition

But before you embark on a program to raise as much money through sponsorship as possible, you need to know a few key definitions surrounding the process.

Knowing what sponsorship means is important as well – it is the financial support that is received from a sponsor, who will often want some form of return on their investment.

For example, you will need to know that a sponsor is an individual or company that enters into an agreement to display its brand on a property in exchange for money (which is a rights fee). Those rights are owned by a rights owner, or sometimes rights holder (the club/organisation), which is a body or individual who owns the

property, or intellectual property, that the sponsor pays to have their brand associated with.

For example, a rugby club owns the rights to their clubhouse – and so a business could pay to have their logo displayed on the clubhouse wall.

Why it is important to understand the terminology

It is important to understand the terminology that surrounds the sponsorship world, especially if you are preparing a pitch to a potential sponsor. This allows your brand or organisation to sound more professional and will increase your chances of landing a great sponsorship deal. Being able to do so can help a club or organisation to realise the different ways a sponsorship can be beneficial to both parties, so that both rights-holder (club/organisation) and sponsor are on the same page from day one.

Sponsorship is a two-way street

So, you have decided to try and acquire a sponsor to raise some extra money, but what does it all actually mean? The first thing to keep in mind is that sponsorship is a two-way street. A business won't be interested in just handing out money to your cause for little or no return on investment – and so you as the rights holder will have to develop a scheme that maximises the benefits for both parties.

One of the ways that this two-way street can be maintained is through effective communication. A sponsor is not going to be kept happy with only one call a year (when it comes to discussing renewals). Rather, make sure that you stay in touch with them throughout the whole agreement – this will help ensure a stronger relationship, which could lead to a higher sponsorship next time around.

Asking for feedback from your sponsor could also help to maintain an excellent two-way deal. Doing this will make your sponsor feel valued and can give you some fresh ideas and ways to improve on future deals.

Sponsorship is potentially a great thing – it can provide much needed funds for clubs and organisations doing great work. But the main thing to keep in mind is that it is only fair for a rights holder to work as hard as they can to give a sponsor a return on investment. Without that, a company is just giving money away, and that is not likely to result in the long term mutually beneficial relationship that both parties should have set out to achieve.

What does sponsorship mean for your sponsor?

Sponsorship can mean a number of things for the sponsor: it's a chance to target a specific group or demographic for marketing, get a healthy return on investment while increasing their business's esteem in the community – and at the very least, it shows a philanthropic side to their business that is good for its image.

A company's corporate responsibility can be defined as actions that do some social good that are beyond the interests of the firm, and this is closely linked in with philanthropy. While philanthropy is the practice of giving your money to a good cause, and is strongly linked with corporate responsibility, a clever and engaging sponsorship agreement can benefit a good cause, while also bringing new clients and business opportunities to their business. This ties in with achieving a good return on investment (ROI), something that must drive all business decisions.



What does sponsorship mean for the rights owner (you)?

Sponsorship should be the key weapon in the fight to secure as much revenue as possible for rights owners. It is the ability to utilise all assets of a club or organisation for financial gain, and if done correctly, can be an excellent long-term source of revenue for rights owners.

With a well-thought-out range of sponsorship agreements, a club or business can grow to be able to afford to put on more events or expand operations that can bring in more revenue due to customers or supporters of the club. This creates a virtuous circle, with sponsorship as the catalyst.

Jargon busting

Asset

An asset is property that a rights holder owns, that can be endorsed in exchange for money. For example, a building that is owned by the rights holder is an asset, as the space on it can be sold to the sponsor for them to place branding on it.

An asset does not have to be physical though. In the age of new-media, an organisation can have a digital footprint that is an asset. A well-developed website that receives a good number of visits can be an asset, and a business can sponsor whoever owns it in return for prominent placement of web ads around the website. Social media can also be sponsored, as clubs and organisations can put out sponsored tweets and links. Please also see 'Opportunities' below.

Clutter

Clutter happens when there are too many brands competing for space in the same property. This has a negative impact on the consumer because all the different brands blur into one, and while having lots of sponsors is a good thing for event organisers and rights holders because it increases revenue on the day, it's bad for sponsors – whose brand often gets lost in the sea of competition. For example, a rugby shirt may show many sponsors' emblems, too many and the shirt becomes cluttered and the impact of the individual brand is lost within that clutter.

Hospitality

Event sponsorship is a great setting to meet potential or existing clients, or even event VIPs or officials. They are normally set apart in a special area reserved for guests, and services included in hospitality can often be free tickets, meet and greets, food, beverages, or private tours.

Having a good hospitality arrangement can be a great way to say 'thank you' to your sponsors for their support and hard work throughout the year. It is little things like this, which can really foster a good relationship between both parties.

Make-Goods

Make-Goods are when a sponsorship is uncertain regarding the amount of visibility received at something like a live event – in this case free time or space is offered to the sponsor in way of compensation. This is a fairly familiar tactic when a program under-performs, and a sponsor is left short in terms of return on investment.

Media Sponsor

A media sponsor is a print, online, broadcast, out-of-home, or outdoor media that provides advertising time or space to a property in exchange for official designation of media partner status.

For example, Sky Sports is the official media partner of England Cricket – they are the only channel in the UK to show England's cricket games live. Similarly, the BBC have official media status for the FA Cup.

Opportunities

Opportunities are created from your assets. For example, a rugby club will have first team shirts. However, an opportunity could be one for each season, and for each season, one or more sponsors' badges could be displayed on the shirt. So, the opportunity would be 2015/6 season - left shoulder, another would be 2019/20 season - right shoulder and so on. Thus, you have the potential to offer the same asset (the shirt) to many different sponsors via the individual opportunities.

Patron

A patron is a person or institution who gives financial or other support to a person, organisation, or cause. A sponsor could fall into this category, as could anyone who gives money to an organisation or club in exchange for goods or services. Sports clubs with a bar and a function room are likely to see a higher number of patrons visiting their establishment due to the better facilities.

Rights Holder

The definition of assets and rights holders are very closely linked. Assets are owned by rights holders, who are a body or organisation who own the property, or intellectual property, that the sponsor pays to have their brand associated with.

A rugby club owns the rights to their clubhouse – and so a business could pay to have their logo displayed on the clubhouse wall.

Right of First Refusal

The right of first refusal is a legal clause that is an important tool to protect properties from getting into the hands of a sponsor's competitors once the sponsorship agreement comes to an end. It grants the current sponsor a right to refuse other potential sponsors from coming in with an offer during the current agreement or when it is nearing the end.

Sponsor

A sponsor is an organisation that aligns itself with a rights holder in exchange for money. For example, FC Barcelona owns the right to their playing kit, and Qatar have exchanged money with the club for the right to place their logo on their property (in this case, the playing kit).

Sponsorship Fee

A sponsorship fee is money or goods-in-kind given to the rights holder in exchange for the right to be named as a sponsor. Typically, a sponsorship fee will reflect what the business and rights holder think will represent value for money – and will allow the sponsor to make some sort of return on investment.

Sponsorship Letter

A sponsorship letter is a document that pitches a sponsorship availability to a business or company. A rights holder will usually approach a company to ask them for sponsorship through a letter or email – and the more professional looking the better. For example, those with a clear layout, contact details, and a letterhead are more likely to be taken seriously by sponsors.

Sponsorship Levels

Sponsorship levels are defined by Dumais (2011) as: *“a hierarchical structure of properties operating within the same sponsorship environment. Mostly common in sports context, this refers to, for example of ascending order, the athlete, the team, the venue, the league.”*

In a practical sense, a club or organisation would have a number of different tier packages available to sponsors – the most expensive one would include the most branding opportunities etc., while the quality of the packages would decrease as the set price decreases.

Opportunities to See (OTS)

A marketing term to describe the opportunities for the consumer to see the advert/billboard/sponsorship hoarding. It's used to measure ROI and helps a rights holder track how many people have seen it – linked to footfall.

Curating

Taking an already established entity (for example, an event, person (athlete or artist), or organisation) and branding it with your company or brand. Examples include naming rights such as the O2 arena or Arsenal's Emirates Stadium and events like the Talisker Atlantic rowing race.

Creating

Bringing your brand to consumers in a completely new and original way. Red Bull are the modern-day masters of this – think Red Bull Kluge!

Other brands have started to do this as well, such as Nike and Adidas during the Football World Cup. Nike, especially, mastered this with their 'Dare to Dream' campaign.



What next?

The important thing with sponsorship is to do your research before you send those sponsorship letters. Carrying out research will allow you to find out what areas of sponsorship you can get money from – having a look at who sponsors your competitors will enable you to get a clearer idea of the sort of business that is willing to sponsor you.

Know what you want from your sponsors; do you want them to provide year-round support to your club or organisation? Or are you happy with them providing a yearly payment? Maybe a business would be able to sponsor you with goods and services instead of money? All these things need to be taken into consideration when approaching people.

Understanding what sponsors want from you as a 'rights holder' is also important – because it will allow you to try and meet those requirements and forge a happy, long term arrangement. Being able to follow up on any promises that you make is absolutely vital as well, as any broken promises can only serve to sour relations between both parties.

You can use all this work and research to develop a package and level that suits your and your sponsor's needs. Flexibility is key and having a more levelled

sponsorship structure might not pay off here. Each business is an individual entity, and it will help if they were treated as such – but do not be afraid to haggle and try to get the best deal.



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SNAP SPONSORSHIP



CREATING A SPONSORSHIP STRATEGY

At the core of all successful marketing, is a great strategy. Successful sponsorship is no different – you get out what you put in. Learn how to build your sponsorship strategy from the ground up, to guarantee the funding you need, and the sponsor you want.

Background

In order to bring in extra funding, many clubs turn to sponsorship. They open themselves up to the idea of having a sponsor and then proactively search for one – but when it comes to the crunch, how many actually have a strategy to maximise revenue and keep their sponsors happy?

It isn't as easy as being handed some money to stick a brand logo on a clubhouse or building – there are always options that have to be considered before you take a leap of faith and put pen to paper on a legal agreement binding sponsor and rights holder.

Taking time to plan now will save time in the long run – know what a company who sponsors you stands to gain from the partnership. Do some research, have a look at what audiences you can reach, and market yourself to the appropriate sponsor.



Your goals and objectives

Make sure that you lay down goals so that your club can sit down at the end of the year/season/event and measure what success has been gained by having a sponsor. There is little point in putting all the work in to get a sponsor, if when the year/season/event ends you do not know whether they've had a positive impact or not.

Have a funding goal as well – creating short-term and long-term funding targets will help you to keep your eyes on the prize in relation to income. It also means you will be less likely to be blindsided by a lucrative yet short-term deal if it leaves you short of cash in the future.

You also need to make sure that they are specific, measurable, and achievable. Do not get excited and aim too high in terms of income, keep your goals down to a level that you can expect to hit. Long-term thinking can also come into the equation here, as a good plan will allow for year on year growth that short-term vision might not be able to achieve.

But just as you want to keep a sponsorship pitch precise, you need to keep your goals specific – otherwise you can get lost in a mire of ambiguity and misdirection.



Research

Before sending off a thousand requests asking for sponsors, do some research. Have a look online for businesses that have a track record of sponsoring people in your field – the field it operates in and its turnover. You do not want to target someone who cannot afford to sponsor.

Look to see if the people that the business's target audience are would be interested in what you or your club has to offer. You must match the brand to the audience. For example, there is no point approaching a company that makes high-end products if the audience will see their involvement but cannot afford to buy their products. This would offer little potential for return on investment, and as such your proposal probably will not see the light of day.

Doing some research on your fans or people in your organisation is a good idea as well – pass around a quick questionnaire, find out what they like and what sort of brands they are receptive to, and use that information to target sponsors. A company will be a lot more likely to jump on-board if they sense an opportunity to make money out of the deal.

Where you talk to potential sponsors can also make a difference; should you meet them face-to-face, start things off with an email, or maybe even a cold call? Again, research comes into play here as well, as you want to get off on the right foot.

Once you have got in the door, keep a record of all the companies that you have spoken to – even if you did not manage to reach a formal agreement. This will allow you to collect your thoughts, approach companies like the ones you already have on-board, and it will also mean that you don't ask the same company twice.

You can input your data into SNAP to have online and at your fingertips at a moment's notice. Storing information online on SNAP is a great energy saver. Your data can be accessed by anyone online (provided you or your club have set them up with a secure account), which saves you having to remember to put it on a memory stick – or having to lug a laptop around with you if you want to show others what data and research has been carried out. The SNAP portal is an excellent admin tool and can help you save a lot of time.

Make sure that your promotion and marketing is in line with all the research that has been carried out and the information that has been found. There is no point putting the hours in if you disregard what you found out.

Sponsorship opportunities

Sponsorship opportunities are the meat and drink of what you offer once you have done your research, found a suitable sponsor, and gone through the process of getting them on-board.

There are several ways to build sponsorship opportunities, including: sponsorship levels, sponsorship brands, and creating an individual opportunity to suit one sponsor.

There are pros and cons for all three systems – sponsorship levels cover a lot of bases but are impersonal to the sponsor and could result in you not maximising revenue from them. Sponsorship bands are better but suffer from a similar problem to levels – while an individual opportunity may be too time consuming for an amateur club or part-time organisation to put together.

But anyone building any opportunity needs to start by taking a look at what assets they have. Is there a lot of space to put branding? Maybe a company can sponsor an event or match? Does what you have to offer and what the sponsor wants fit well together? These are all questions that need to be asked.

Asking someone else for help on how to put together a package can help you grow your organisation even more quickly. A service like SNAP sponsorship can help you to match sponsors to your goals. You can put your assets into the SNAP framework and use the tools that they provide to help you minimise your workload.

Promotion

Getting a sponsor is not enough – you still need to do some legwork to make sure that you build off the back of landing some extra money. Social media and a website come into the equation here, as they are excellent in spreading the word about your club or organisation, for free.

Developing an online presence can help to attract and keep sponsors, and just having a professional looking website can do wonders for the image of the sports club – attracting new sponsors, players and possibly even a bigger crowd to games as well. A website will also be one of the first things that a prospective sponsor will

look at – so a good one is vital if you want to market your club in the correct manner.

Don't think that just having a website is good enough. Social media needs to be explored – and if done well, can have just as much of a positive impact as a good website can.



Twitter is an excellent tool in order to let locals know what is going on. A lot of clubs have Twitter, but not a lot use it well. A good starting point would be to follow all the local journalists in the area as well as all your players, sponsors, supporters and even just people who live close by. With any luck, news stories that you tweet out will get picked up by a few people with influence in the community – who can then spread the word for you. Facebook is useful in the sense that it can create conversations around the club, and if you set up a page correctly, it could eventually become a good e-commerce tool.

Using Twitter and Facebook can also help you to build up a conversation around your club or organisation – it can help you to interact with members of the community and build up an invaluable rapport for the people who support you at grass-roots level.

Also make the most of any events that you have running – make sure to invite sponsors and potential sponsors to those events and show them what sort of set-up they could get involved in. There is nothing wrong with giving sponsors some good treatment by throwing in a freebie as a thank you. It creates a good feeling between parties and shows that you don't just view them as a cash cow.

Proposals

The proposal is the main element that is going to decide if you land a sponsor or not – and things to put in it include anything that's of particular interest to a certain sponsor, and outline anything that will be of a specific benefit to them.

You should also make sure that each proposal is tailored personally to each business. They are the ones who are going to be putting some money into your organisation, so taking the time to draft a unique proposal is the least you could do.

Why not throw in a promotional video? It is a great way to really show sponsors what they will be getting if they join forces with you, especially if they haven't had the time to have a proper look behind the scenes yet.

Retention

Do you have a plan in place to maintain communication with any current sponsors? If not, then you should. There's no point spending all year chasing new sponsors if you're neglecting the ones you already have – rather, when they have signed on the dotted line, do all you can to keep them coming back year after year. This builds a good relationship, which is likely to benefit both parties.

One ingredient in this could be offering special treatment in some way – whether it is cheaper drinks at an event or free entry to something that you're hosting. Small gestures can go a long way to building and cementing a good relationship between parties and should not be overlooked.

One method to not only keep, but to increase the level of sponsorship that an individual sponsor gives, is to upsell – offer them alternative, larger deals to keep them at the organisation.



Measuring Success

Having a measure of how well you have achieved your initial goals is vital. You do not want to have done all the hard work in getting someone on-board without knowing if you have achieved what you set out at the beginning of the process.

Comparing results over a certain period of time can be useful as well; in that it can provide you with a document that highlights what went right and what went wrong over different periods. Having records can also help you to see what sort of

business you have been successful in targeting – which could lead to more precise pitches in the future, resulting in more sponsorship coming through.

Again, SNAP can help with something like this – and is able to take a lot of the manual legwork out of comparing notes from two separate sponsorship campaigns. By using the portal, you will be able to view stats on deals, keep track of renewal dates and trace trends in sponsorship.

Conclusion

Having a better understanding of what your goals are and how to achieve them will improve over time – especially if you keep records that measure success and failure.

Every sponsorship opportunity will be different, so it's important that you modify each one to maximise the potential synergy between you and a sponsoring company – they don't want a generic offering, as it's all about creating a return on investment for them. By that same token, each plan will be different, so the goals and objectives that go along with them will also change.

It is important that your organisation is always changing and adapting – make sure that you move along with it.

SOME OF OUR RESEARCH...



SNAP SPONSORSHIP



**YOU NEED A
PLAN!**

It is easier to retain current sponsors than acquire new ones. Are you doing all that you can to make your sponsors happy, so they'll keep coming back year after year? Learn how you can make the most out of your current sponsorship relationships to boost retention, renewals, and transitions.

Introduction

Sponsorship is so popular with sports clubs and sporting individuals because it allows them to earn money from an asset that they have already. For example, a sport club already has their first team kit – and earning money via a company sponsoring that, is an extremely cost-effective way to top up their coffers.

Clubs can earn money from sponsorship from something that they already have, and that is an extremely attractive thing.

Other organisations, such as theatres or media outlets, offer up rights to sponsorship for things like their weather program or being included in the notes of a program production.

However, having a plan for the sponsoring of your assets is vital. Make sure that you consistently place markers down and measure your performance and the success that you have gained in having a sponsorship deal. This is important, as there is little point in putting in all the effort to secure one, if you do not know the level of success your relationship has brought you.



Keep a funding goal as well, and within this, create short-term and long-term targets for the amount of money you have received, and the amount you're scheduled to receive. If you know what level of income sponsorship is going to provide, you are less likely to be taken by surprise by a poor bank balance. Once you have your goals in place, you will then be able to set about achieving those goals and with a bit of luck, and a lot of determination, you will turn that poor bank balance into a positive one!

You also need to make sure that your plans and ideas are specific, measurable, and achievable. Do not get excited and aim too high in terms of income, keep your goals down to a level that you can expect to hit. Long-term thinking can also come

into the equation here, as a good plan will allow for year on year growth that short-term vision might not be able to achieve.

The power is in your hands

As a club, in the sponsorship world you're often known as a 'rights holder'; someone who owns the legal rights to something – for example, you might own the legal right to the name of your stadium, or the right to put whatever logo you want on the front of your newsletter. These can all be sponsored out, and the beauty of owning the right to something is that you can choose whoever you want to work with. This means that you have a duty to use that power for the good of your organisation, and you have to make decisions that will lead to the maximum amount of revenue being collected from your assets.

Making the most of your assets is part of the solution to bring in as much money as possible, and this can include things that you might never have considered. For example, everyone thinks about sponsoring a sports team's on-field clothing – but what about their off-field gear as well? The training kit and tracksuits that are worn by the squad during their warm-up drills, as well as after the game mingling, can provide great exposure for a brand.



Something like this often works very well in the world of professional football – but it can be adapted to any sport. For example, in 2011 Manchester United signed a huge package worth £10m a year with DHL that saw them sponsor their training gear. Incredibly, that fee was 50% of the main sponsorship deal with Aon.

More realistically, consider running a few tests, and doing some market research of the clubs around you to see what level of sponsorship could be commanded for brand placement of training and leisure clothing. Even if you do not have a training kit, bringing one in with the costs covered by a sponsorship deal could be an effective strategy for the club.

Off-field clothing can also be bought and worn by non-playing members and general support – just like replica playing shirts are bought by fans of professional football teams.

Don't forget, you also have the power to offer exclusive access to your brand. Sponsors will often be happy to pay more to be the only business that has their logo emblazoned across your assets – think about offering that to a favoured sponsor. (Maybe less focus on large level sponsors and focus on local.)

Sponsorship as a tool for growth

For many clubs and organisations, the money that sponsorships bring in is a key part of a plan for growth. A lot of the time, especially for those operating on a smaller scale, it can be the difference between standing still and growing.

The financial benefits can include things like getting the money for * new buildings, to repair existing buildings, or bring in new members to the organisation (extra cash to pay for better players, meaning that the team can improve/play in a better league/increase revenue through this continuous cycle). This could even include the salary of a marketing specialist, who would then seek out bigger and better sponsorship chances for the organisation – creating a virtuous circle in which everyone wins.

The increased exposure that signing a good sponsorship agreement provides could lift your profile in the industry that you're in – with the help of a larger business, who know what they are doing in regards to marketing, you could improve your clout in your field and, effectively, be paid for it.



Attracting a sponsor

Deciding that you are going to try and get a sponsor is all well and good, but you need to possess the right tools if you're going to attract one to your organisation.

Taking the time to find the right sponsor is key to having a profitable relationship, and in a competitive environment, doing plenty of research is the best way to find the right partner.

One of the best ways to find out which businesses are inclined to sponsor someone in your field is to look at your rivals and take a close look at the people who sponsor them. Find out that company's expertise, and how much money they make per year. There is no point approaching someone who does not have the budget to sponsor multiple organisations.

Look to see if the people that the business tries to sell its product to would be interested in what your club or organisation has to offer. There is no point pitching to a sponsor who makes things that the audience they would reach cannot afford – it offers little potential for return on investment, and as such your proposal probably won't see the light of day. In short, make sure that your key demographics match up to form a positive relationship.

Make sure that all your communication is targeted at the right person as well – there is nothing more frustrating than doing a lot of research, finding the best businesses to contact, only for your introductory email to sit in some admin inbox for weeks and never get read. Ultimately, it all boils down to research, and when you approach a company you need to make sure everything is watertight so that you can put your best foot forward and win that sponsorship.

You should also make sure that each proposal is tailored personally to each business. They are the ones who are going to be putting some money into your organisation, so taking the time to draft a unique proposal is just courteous.

One area of research that often is not undertaken, is having a look at yourself as an organisation. Make sure you research your own stakeholders to find out what hidden value you can find in your following that can be used to your advantage. You might be in the lucky position of having a sales director of a company among your following – that could be utilised to find additional sponsorship.



How to succeed with sponsorship

Rights holders must work even harder to stop treating sponsors like a cash cow that is just there to hand out money. They are not. If they were, it would be called charity, not sponsorship.

One way to do this is to create flexible models that can create a long-term social and commercial value for both parties. The current media landscape and tough economic times are driving more and more brands to demand more from their sponsorship.

“Marketers are beginning to understand that sponsorship is a tool for which brand exposure is an outcome rather than it being the reason to sign a multi-million deal. Rights holders, however, are yet to reach the same conclusion,” said Gordon Lott, former 2012 Olympic marketer for Lloyds TSB.

He continued: *“There is a big onus on rights holders to think harder about what channels and activities will genuinely enable brands to connect with fans. If [sponsorships] provide consumer value, then it generally provides overall social value. It may not have a tangible media value but it will have the greatest impact.”*

There are a lot of sponsorships that work and can be classed as a success for both rights holders and sponsors. For example, Red Bull have had great success with the sponsorships that they do across sports such as football and Formula 1, but also with extreme sports like cliff diving.



Their success stems from the fact that Red Bull embeds themselves deeply in the sport that they sponsor. For example, they have a number of deals in football that include naming rights. Red Bull Salzburg, who play in the Austrian League, and the New York Red Bulls are prime examples of this. In both cases, their brand is embedded along with the rights holders – creating a great partnership. Of course, they have a whole Formula 1 team named after them, and they are not afraid to invest in order to achieve success.

Another example of Red Bull is their sponsorship of cliff diving – where they host events in locations such as Havana, Thailand, and Portugal. This partnership gives them exposure in many different countries around the globe, as well as providing

some of Red Bull's marketing muscle for the sport. It's a win-win for both sides, and so is their partnership with other extreme sports such as air racing and BMXing.

Creating a great sponsorship package is going to attract firms to your organisation. Anyone building any package will have to start by taking a look at what assets they have.

Is there a lot of space for branding, maybe a company can sponsor an event or match? Does what you have to offer and what the sponsor wants fit well together? These are all questions that need to be asked.

Why sponsorships fail and how to avoid it

Of course, not all sponsorships work out. Even at the highest level, companies make poor decisions. One great example of this is when Samsung signed a five-year contract with English Premier League club Chelsea. This was spurred on by their ambition to move beyond a traditional sponsorship strategy – but it was hampered by a lack of flexibility and the lack of shared values between Chelsea and Samsung.

These restrictions forced a restructuring. Samsung developed a two-tier model where it uses the tie-up with the Premier League club to promote its premium qualities and focuses its CSR work through deals with lower-league clubs such as Swindon and Leyton Orient.

“In the beginning, Samsung’s deal with Chelsea FC was a wallpaper exercise which they were only interested in using for the high-profile media coverage.” Said Carolyn Anderson, former Chelsea marketing manager.

“This objective changed over time but they did not have the assets built into their deals to allow them to push their social conscience in a relevant way and resonate with the younger generation.”

Make sure that you always think six-months ahead. If your agreement ends in six months, then you should start negotiations to renew it with the sponsor. There is nothing worse than one agreement ending and leaving you without that source of income while negotiations carry on.



Conclusion

In conclusion, in order to get sponsorship right it doesn't require a massive amount of work. Once you have a deal in place, working with your sponsor, treating them as an equal partner instead of a cash cow and thinking about the end of the agreement can really pay dividends.

Before a sponsorship deal has been signed, putting a few hours in to carry out specific research into the sort of companies that sponsor your organisation is vital – and will pay off in the long run when you can specifically target businesses, and the correct people inside those businesses, with your proposals.

Remember, you have the power – they are your rights at the end of the day, and if you want to offer exclusive rights to someone, make sure that you receive the full fee. If you are in a strong position, use it – but never overdo the situation and make them feel like you're taking advantage.

WHAT OUR USERS SAY ABOUT US...



"We built a profile on the SNAP Sponsorship website and were delighted when we had a sponsor connect with us. We accepted the connection and negotiated a sponsorship deal through the system, which is fantastic support for our club!"

Chiswick RFC



"SNAP helped obtain sponsorship for my team to get a whole new training kit! I think you'll agree it looks great! My team thoroughly enjoyed wearing their new kit at a tournament at Allianz Park."

South Woodham RFC



"A refreshing company to work with! SNAP's dedicated and knowledgeable team of sponsorship experts challenged our perception of how sponsorship can work. We are now on a journey to bigger and better places, key projects have been identified and, with SNAP's guidance, we are certain of success!"

Sutton & Epsom RFC



"SNAP understand grassroots community sport, our revenue from sponsorship is already increasing. They have innovative ideas and initiatives that resonate with local businesses, making ROI a realistic consideration to invest. SNAP help us source our partnerships plus manage and activate them. A pleasure to work with!"

Wimbledon RFC



SNAP SPONSORSHIP



**YOUR SHOP
WINDOW -
BUILDING YOUR
SNAP PROFILE**

You have signed up to the SNAP platform and logged in – welcome! So, what's next? Here is your guide to getting the most out of your experience with us. Follow our 5 top tips for getting started with a bang – create sponsorship proposals that rise above the rest with a platform that is designed especially for your needs.

Background

You have joined SNAP, and we're delighted. We're confident that you'll enjoy our system and find it a big improvement in the way you manage and drive your sponsorship portfolio forward. Sponsorship is a big game, but it is one that is changing and evolving constantly – and at SNAP, we want you to stay ahead of the current, while making the simple things easier for you.

Securing funding is a never-ending battle, no matter the size of your company or organisation, the industry you operate in, or the size of your goals. In order to grow and achieve your aims, a secure funding stream is imperative. This is where having a good sponsorship network comes into play.

A lot of small businesses, events and individuals have trouble finding sponsorship. It is a time-consuming business, and when you combine those duties with having a full-time job elsewhere, it can seem like too much hassle for one person to undertake. This is often the case with people seeking sponsorship for amateur or semi-professional institutes, and not only that, but spending the time to build up the necessary partnerships with the right people sometimes isn't really an option due to time constraints. So too, are the nuts and bolts of securing a sponsorship agreement – the emails, conversations, and documents that have a habit of going missing at the worst possible time. Do not fear, however, as SNAP is on hand to make your life a lot easier when it comes to negotiating, and concluding, sponsorship deals.

The platform at SNAP allows you to run an entire sponsorship portfolio under one roof. It helps you to source, negotiate and secure partners, as well as being a help with managing contacts and finances. In short, the platform does all the hard work for you. One of the best assets that we can offer is the opportunity to search and connect with a wide range of clubs and sponsors, as well as an extensive asset catalogue, a contract builder, and expiration scheduler.

At SNAP, we wanted to give you a tool that can showcase all of your assets and opportunities, which will allow potential sponsors to see everything about you on one screen. This was brought in following an extensive design process and was spurred on by our clients telling us how challenging managing sponsorship deals can be from a logistics and organisation point of view. This is why your dashboard contains every possible bit of information about you that may be of interest to a sponsor – it's your chance to really stand out, and you should put just as much thought into this as you do to your campaigns.

Your company or individual profile area of the portal is your chance to really stand out and plenty of thought and time should be devoted to making sure it has information that is relevant, current, and precise. The more information you supply,

the easier it will be for sponsors to find you and the opportunities you have available.

To get you going, we have put together a few tips to help you get the most out of your portal. Once you are up and running, you'll get the hang of it very quickly. From there, shape your portal, and your future, how you wish.

A guide to your SNAP profile

Your profile is the place in your account where all the focus will be and where sponsors will really zoom in on. Sponsors will be searching for people on the strength of the information that they provide, and you'll never get a second chance to make a good first impression. It's vital that you get it right first time. Your personal statement needs to be spell checked, and have watertight content, and grammar.

There are several sections to fill in and these have been grouped into 4 areas:

1. [Main information](#)
2. [Legal](#)
3. [Social Media](#)
4. [Marketing](#)

Main

This is where the name and address are stored along with important contact information, images, an 'About us' section, and directions to the club. Think of the 'About us' section as your opportunity to pitch, rather like a personal statement. Make sure that what you enter shows your club in the best possible light and is free of spelling and grammatical errors.

Legal

This section will not be visible to sponsors and is used to hold information which will be included in any contracts that you enter into with a sponsor.

Social Media

This section allows you to enter details of your Facebook page, YouTube channel, and so on.

Marketing

This section allows you to upload videos and photos, as well as detailing the profiles of your club's members (important demographic data to help a sponsor target the right clubs for their brand).

The importance of a complete profile

During the introductory period of SNAP sponsorship, to publish your profile, you will need us at SNAP to review it and then decide if it is the best that it can be. If we feel that it is good to go, we will publish your profile, alternatively if we feel that it needs a little more work we will respond with some suggestions for improvement. Longer term, we will make the approval process automatic and we will detail in this guide exactly what needs to be included before a profile can be published.

When you're using SNAP you will find lots of help and advice in our Knowledge Base which we will be continuously enhancing as a result of feedback from our users. We will also be producing simple video tutorials, again all available via our Knowledge Base.

Taking the time to make sure that every single page on your platform is completed properly is really worth it. Sponsors have the chance to search for asset holders via a number of different criteria, and if you have omitted an important piece of data, it could mean that a potential investor doesn't find your club. So, make sure that your details are tailored to the sponsors you want to attract.

It's also important that you populate your platform with as accurate and up-to-date information as possible and update your dashboard every time something might change in your personal circumstances, or those of your organisation.

Building your assets and opportunities

Once you have finished your profile you need to enter details of your assets and the opportunities for sponsorship which are available on those assets. Again you will find the tools and help to do this in the SNAP portal along with extensive resources in the Knowledge Base, and if you need further help you will be able to log a support ticket and we will get back to you as fast as we can.

Using the right language

Getting noticed is the endgame, and completing your profile with the correct information, as well as tone and style, is the way to achieve that endgame.

If your ambition is to raise a large amount of money, the likelihood is that the companies you will seek to target will be capable of investing large sums at once. If this is the case, then you will be dealing with businesses that have large marketing budgets, as well as knowledgeable, well-versed sponsorship managers. This makes the language you use even more important and you should be including industry specific information so that you make the best possible first impression.

The point of contact at these sorts of companies will be looking for savvy partners, so doing your research and making sure you are on the same wavelength is worth spending time over.

Similarly, if you are looking at the owner-managed business-end of the market, then you should be appreciative of the fact that small enterprises may not have the resources that the bigger players do. Your profile should be more informal, and softer in tone as the nature of your investment, most likely, will be in the grass-roots arena of your sector.

Be prompt

Everyone appreciates a prompt reply – whether they expect a phone call, an email or even some form of social media interaction. The longer you go without replying to a correspondent, the more you kill your chances of landing a sponsorship and bringing in the revenue that you need to grow your brand.

People and businesses sign up to SNAP for one reason: to build their sponsorship portfolios. Every single profile that you see on the site will be for a company or person that is ready, willing and able to do business with someone – and if someone engages with you, not replying to them will kill the deal before it has even got off the ground.

Another point to consider, the longer you leave messages and potential offers, the more opportunity you are giving your rivals to capitalise. Make sure that you do not give your rival the chance to swoop in and steal your sponsor.

Always look ahead

Short term investment is great, but the thing that really brings home the bacon is sustained, long-term investment. A lot of people fall into the trap of selling themselves extravagantly, simply to chase short-term investment – we strongly advise against that.

This method of securing sponsorship puts you at risk of losing investment quickly, due to making promises that you cannot keep and then under-delivering. This is something that is common in the world of sponsorship but working to a long-term

plan that involves growing relationships is far better than immediate – but one off – success. Having strong relationships will pay dividends in the long run and will bring intangible and tangible assets to the business.

Planning in advance is encouraged, and the contract functionality gives you daily updates as to how long each of your existing contracts has to run and, as a rule-of-thumb, you should be looking to open negotiations on a deal at least 90 days before it's due to expire.

If you know that a deal will not be renewed, then you should start research within the same time period to look for alternative partners. This achieves two things: not only does this allow you to plan your cash flow, but also it reduces impact on your day-to-day running.

Having no income where there has been previously, can severely impact on your operations and if you are a small outfit, or not-for-profit, then it's vital you're looking at the bigger picture.

Conclusion

All in all, build your SNAP profile to present the best face of your club to the outside world as quickly as possible. Nobody is going to invest their money with someone who cannot be bothered to enter sufficient detail or use good grammar and punctuation – and so it is vital that you do so.

Conducting yourself like you would in a face-to-face business meeting is important as well, and following a few basics like replying on time, looking nine months into the future, and using the correct language can really pay dividends.

SNAP is here to help you find sponsorship to grow your club, but first you must help yourself a little too.

SNAP SPONSORSHIP



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Facebook.com/snapsponsorship



Twitter - @snapsponsorship



Instagram - @snapsponsorship

SNAP SPONSORSHIP



FINDING THE RIGHT PARTNERS

It should come as no surprise that your ability to achieve high sponsorship returns is tied to your choice of sponsorship opportunity. But how is this done? Learn how to choose the most compatible partners for your business to benefit and grow over the long-term.

Background

Commercial sponsorship is the name for the process by which a company invests money into a project or organisation/club in return for a variety of benefits, including increased exposure, corporate social responsibility, and hospitality. It usually consists of that organisation/club showcasing your brand in front of their existing audience, most of whom may currently be unaware of your work (and even your existence), and subsequently prompting a growth in your market share.

Sponsorship can be an invaluable addition to your existing marketing plan. However, it can also be a waste of your time, energy, and finances if it is not activated properly.



A world of opportunities

There are countless organisations/clubs out there waiting to partner with you, meaning that you can, to an extent, take your pick. Nevertheless, it can be difficult to establish which projects and organisations/clubs would be a suitable match for your business and would represent your brand in the most appropriate way. An organisation/club will be your representative in front of a considerable audience so you should ensure that they will do the job competently. It can take some time to filter through the noise and choose the right partner for you as some opportunities will be more valuable to you than others. The trick is in knowing which ones are worth pursuing.

Know yourself inside-out

The first thing to do when you decide that you would like to use sponsorship as a tool for marketing is to research your own business. You may think you already know who you are, what you do, and what you stand for, but you need to be crystal clear not just about your own goals, but also about your customers'. Choosing a sponsorship deal is as much about you as it's the opportunity, and you stand to gain much more if you understand exactly what it is you should be looking for to benefit your customers and therefore you.

Considering your existing clientele in this deal is important, as any partnership you decide to enter has to make sense to them. Their custom is what has driven you to a point where you can consider sponsorship as a financially viable option in the first place, and it would be foolish to forget this and risk losing them.



A discerning partner

A successful business is likely to be approached by many organisations/clubs interested in gaining sponsorship and they will be conducting their own research to determine which potential partners will be right for them.

You will need to ensure that you understand their business and brand as they will be expecting you to sell yourselves and demonstrate how working together can benefit them and achieve their sponsorship aims. Any potential sponsor will expect you to be able to illustrate how you would go about it in a way that fits in with their brand.

No business/organisation will want to partner with a club that is clearly sending out mass communication to a range of businesses in the hope of finding a sponsor. Your mailings will seem generic and will not target your potential sponsor's needs specifically. It will look like you do not understand their business and are not prepared to put in the work even in the initial stages, let alone further down the line. You need to be able to show that you truly understand the potential sponsor's goals, that you genuinely want to work with them and recognise what they would want to get out of the deal.

The compatibility test

Do not believe everything you read. Instead of taking communication from potential sponsors at face value, be sure to do your own research so you understand who you would be working with if a deal were to go ahead. Look at the organisation's background and the work they are doing. Perhaps-chat with the person(s) you would be having the most contact with if you were to work together. Does it seem like you would get along and work well together? What kind of impression do you get of the organisation?

The background check

It is important to understand whether the business/organisation you're approaching has any previous experience of sponsorship. If so, how effective was it? Look at who they have previously worked with in such a capacity and how long the partnership lasted.



If you can find out who they have partnered with in previous sponsorship deals, it would be worth contacting those clubs for references. They will be able to tell you what it was like to work with that sponsor, how effective their communication was and about the lengths to which they went to make the deal work for both parties involved. Gather as much information as you can before you move forwards.

A happy, healthy relationship

Taking the time to find the right partner from the very earliest stages will always end up being beneficial to you in the long run. If you're thinking long-term (and you probably should be many sponsorship contracts end up lasting for years), you should be aware of the need to do as much research as you can. Your club will potentially be associated with the sponsor for a long time to come, and people will likely end up associating who you are and what you do with your partner for the duration (and beyond).

Ultimately, you need to be sure that you will enjoy working with whichever business/organisation you decide to proceed with. While the financial aspect of a partnership is important and you need to ensure that it will be profitable and effective for your club, you should also appreciate the very process of being involved with your partner. If there are perks to the contract, make the most of them. But remember that you get out of any partnership what you put in; it is unrealistic to expect to gain a lot from a sponsorship deal if you're not prepared to make it work.



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