

# HEALTHIER CHOICES

CANBERRA

**SPONSORSHIP** 



# Choosing the right sponsors for you.

## Find a good fit for your club's values and needs.

Getting the right sponsor for your club can lead to a more successful relationship.

Both the sponsor's and your club's values should align, with clear two-way benefits.

First, identify all potential sponsors, then narrow it down to suitable ones.

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members already have. Your club's needs and goals can also point to good sponsors.
Brands and services you and your members use (or would like to use). They don't have to be sports-

This first list can feel daunting, but there are great

opportunities in the connections you and your

- (or would like to use). They don't have to be sportsrelated, e.g. beauty products, groceries, transport etc.
- Businesses who already sponsor your sport, events, or other clubs in your sport nationwide.
- Ocompanies connected to friends or family.
- Local businesses.

"Find your unique value, then approach different businesses."



Businesses in your local area might benefit from team building, staff wellbeing, and social and community impact activities.



# Decide if a sponsor is a good fit.

As practice, choose an existing or previous club sponsor (or any local business). Use these 'decision factors' to see if that business would be a good match for your club.

### CONNECTION

Your club has an existing personal or business connection to them (friend, family, regular customer). This won't guarantee you sponsorship, but it's a foot in the door.

#### **FINANCIAL VALUE**

Of potential sponsors, they can cover the highest amount of financial value. Either through supplied products and services, or through direct financial sponsorship to cover some club costs.

#### **ATTRACTION**

You really like them!
And you believe in their business, products and services.

#### **KEY PRODUCT OR SERVICE**

They provide one of your club's integral 'tools of the trade', e.g. used in sport activities, operations, social events etc.
They make sense as a sponsor because they are already part of what you do.

#### **YOUR NEEDS**

They can meet one or more of your club's product and service needs, as well as the goals your club is working towards.

#### **ALIGNMENT**

There are connecting factors between their business and your club that show common ground in a potential relationship, e.g. brand identity, values, other qualities.