

Sponsorship

Did you know that the average large corporation in Manitoba receives 20 – 25 requests for sponsorship per week? So why will they pick you?!

Of course, every organization has somebody who “knows someone at XYZ company”.... and that might help you, but in all likelihood it will generate a one-time philanthropic donation or what is sometimes referred to as “Go Away Money”

Your PSO or sport club needs to establish win-win partnerships if you wish to have a successful sponsorship program.... and you can increase your chances for success by following a few simple steps:

- **Plan Ahead** - Most corporations are not going to give you an immediate answer, they will look at the fit of your organization and their budget...and likely do their budget planning 6 – 9 months in advance of their fiscal year. Best time to get into their thought processes is summer or early fall.
- **What’s for Sale?** – Are you selling exposure with a specific event or championship?...what about branding on regular league or in-season play?...recognition on provincial team uniforms? Taking inventory is crucial, and **Sport Manitoba’s Marketing Unit** can help you brainstorm through the potential items you might want to consider.
- **Sponsor Benefits** – You want their cash; something has to be given in return. Typical benefits would include recognition in a media campaign, branding of an event, logos on posters or brochures, signage, opportunities to speak or make medal presentations, etc.
- **Make it Unique** - Tailor each proposal for the company you are sending it to, being specific about what you are offering and asking for in return. Companies are flooded with the typical gold/silver/bronze package proposals – determine the level at which you want the sponsor to come onboard and pitch only that level. (A very good sample proposal document and pitch letter are attached – they are produced by IEG, a Chicago based company that lives in the sponsorship world and are quite thorough use the components that fit your needs) *Click on the links to access the samples:* http://www.sportmanitoba.ca/downloads/IEG_Pitch_Letter.pdf
http://www.sportmanitoba.ca/downloads/IEG_Proposal.pdf
- **Pitch Strategies** – Try to get a meeting with the person who looks after marketing for the company you are approaching. If they aren’t willing to meet, attach a Top Ten list that acknowledges the volume of requests they receive and lists why they should pick you! Have some fun with it.
- **Who to Pitch?** – Do some quick internet homework to find out the correct name, title of the person you are pitching. Make sure your sport can provide the market they need to hit. Look for companies that are new to the community that need to establish a niche with customers...or one which has had a recent PR snafu and needs a good news story!

Remember.... you want win-win partnerships that can have long-term benefits for your sport and your sponsor. Good luck!

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