



Promotion, Sponsorship, Fundraising & Grants

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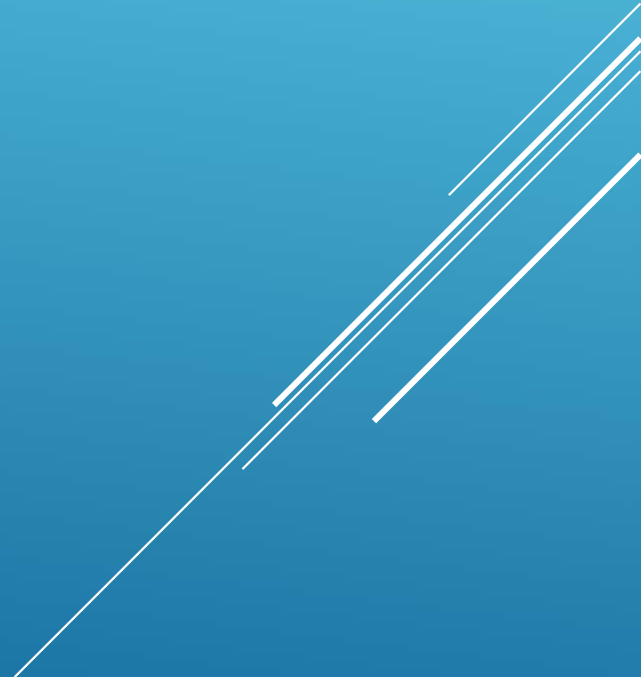
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Promotion


Definition;

- An activity that supports or encourages a cause, venture, or aim
- The act or fact of being raised in position or rank
- The act of furthering the growth or development of something

.....it's part of an overall marketing strategy




It needs to be planned

- What are you trying to achieve?
 - What are other organisations doing in your field – *you need to be different to stand out*
 - What is the promotion/advertising type(s) to be used (*e.g. Print media advertising, online advertising, SMS, mail-out, giveaways, media releases, social media campaign*)?
 - How and when will you use it – will it be for a single event or an ongoing campaign?
 - Define the cost of each planned activity
 - Allocate a responsible person(s) to see this activity through to the end
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Sponsorship & Fundraising

Obtaining sponsorship or fundraising needs some thought and planning!

Current evidence suggests that:

- When the economy is travelling well, businesses and individuals have discretionary funds available to support organisations.
 - However, as the economy contracts this discretionary dollar is usually diminished.
 - Potential sponsors apply more scrutiny. This means a more critical analysis of the benefits of any sponsorship is applied.
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What are Sponsors looking for?

- A return on their investment!
- Increase market share – getting more business from a targeted group (e.g. your members and supporters)
- Enhancing the business “image” in the broader community by an “association/relationship” with your organisation
- Some business owners may simply love and enjoy the sport and/or the club or organisation
- Sponsors want to be associated with success

....they want to feel valued by your club or organisation

What can your club or organisation offer?

- Access to your club's membership base
- Access to your social media presence
- Advertising space
- Invitations to events
- Free tickets or free admissions to events
- Opportunity to host associated lunches, dinners etc.
- Placement on official guest lists
- Opening functions/coin toss
- Presentation of awards
- Name and logo on programs, invitations, other printed posters, flyers, newsletters
- Name and logo on media release letterheads and media packages
- Name mentioned on community service radio announcements and/or radio advertisements
- Clothing opportunities e.g. caps, shirts or shorts
- Name and logo on awards and trophies
- Possible introduction to other organisations/people that potentially might buy their product/service
- Naming rights to event/s
- On-site displays and/or sales opportunities

Service your sponsor!

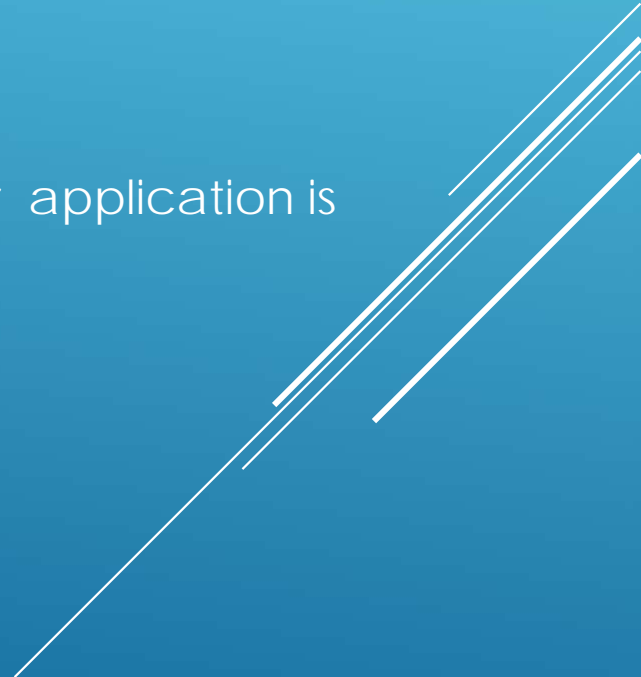
- Never promise more than your organisation can deliver - If you promised it, then deliver it!
- Allocate a member of your organisation to each sponsor – Develop a regular effective communications strategy
- Review the sponsor relationship midway through the year- check that you're delivering on the arrangement
- At the end of the season/period undertake a formal survey to ALL sponsors – what worked & what didn't

.....make the sponsor feel valued


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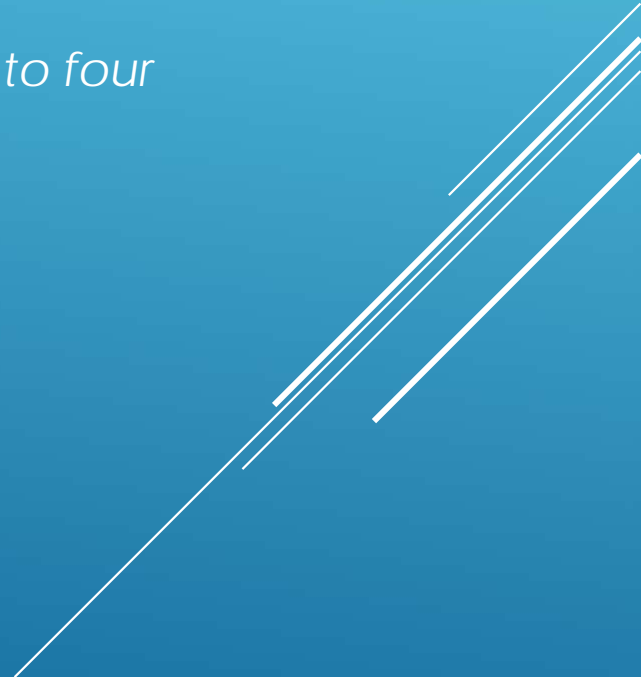
Grants

There is an art to developing a strong and successful grant application, and in most cases are;

- Competitive based *and \$1 for \$1 (minimum)*
 - Grant guidelines generally state what is eligible and ineligible. **CHECK**
 - If your proposal is considered part of your normal/core activity, then your application is unlikely to be successful.
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Read and follow application guidelines & rules

- *Do not leave any section of the application blank*
 - *Not providing the correct information, going over the word limit, using the incorrect font, not proof-reading your work, etc. will lead to an unsuccessful application.*
 - *Talk to previous grant recipients*
 - *Consider accessing external support in developing an application*
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- Support the application with current, credible data and statistics - *in most cases you will be able to include attachments to an application*
 - Developing a competitive grant application takes time - *Spending three to four weeks drafting the grant application is not unusual*
 - *Late applications are never accepted.*
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www.business.sa.gov/Grants-and-support-services/Grants

www.grants.gov.au

www.ofv.sa.gov.au/grants

www.grantassist.sa.gov.au



