

# Gaining Sponsorship for Community Groups



Government of South Australia  
Department for Communities  
and Social Inclusion

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Sponsorships are commercial relationships that should be managed carefully to help provide new and ongoing opportunities. Many volunteer organisations rely on various kinds of sponsorship to assist them in their activities.

The business sector plays a key role in supporting volunteering, often factoring social and environmental responsibilities into their business and marketing plans.

Despite this increase in social awareness, gaining sponsorship is competitive and it often comes with performance expectations.

## Research your target sponsors

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To increase your chance at securing a sponsorship, find out as much as possible about your potential sponsors. You can ring their office, or visit their website to get to know their corporate goals, visions and existing sponsorships.

## Sponsorship proposals

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The amount of detail required for each sponsorship proposal depends largely on the level of sponsorship sought. It could vary from a simple letter, which seeks in-kind support for a small community event, through to a detailed document, which seeks financial support in return for an on-going corporate partnership.

Sponsorship proposals should:

- introduce your organisation and state its aims and objectives.
- include a brief history, its role and standing within the community and if appropriate, how it is funded (the more you individualise your proposal, the better chance you have of standing out above other organisations seeking sponsorship)
- describe the event or reason you are seeking sponsorship
- list the benefits and promotional opportunities available to the sponsor
- provide details of the level of support being sought from the sponsor
- give contact details of the person/people in your organisation who will manage your sponsors

## Events

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If you are seeking sponsorship for a particular event, provide details that clarify:

- the type of event
- the events date and time
- the events location

- reasons for holding the event
- who will be attending (i.e. names of civic leaders, local identities, or celebrities)
- how many people are expected to attend.

### Benefits for sponsors: what do you have to offer?

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Benefits for potential sponsors can include:

- use of the sponsor's logo leading into the event, for the event, or after the event
- use of the sponsor's logo on advertising materials including promotional posters, as well as print ads
- placement of the sponsor's logo on your web site
- mention of the sponsor in articles provided to media
- the opportunity to place their signage, or a promotional stall at the event (be sure to stipulate that the cost of producing and erecting signage is worn by the sponsor)
- a guest speaker at your event
- a specified number of tickets to your event
- naming rights for the event (if appropriate).

### Sponsorship packages: what do you want in return?

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Once you have provided details of your organisation and/or event and outlined potential benefits for sponsors, you will need to clarify your requests and begin to negotiate.

Every event will have different promotional opportunities. For larger events, you may wish to set certain levels of sponsorship at fixed rates to give potential sponsors a choice.

### Sponsorship agreements

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In many cases, a sponsorship may be arranged via a verbal agreement, however with larger, more significant sponsorships, it may be necessary to draft a formal agreement for both parties to sign.

The agreement should detail the services to be provided by the sponsor and your organisation. This should be checked by a solicitor to ensure it is legally binding before signing.


It is important that all benefits promised to the sponsor be delivered. Remember to inform staff of their roles and responsibilities to ensure this is achievable.

### Maintaining a relationship with sponsors

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Try to keep your sponsors informed and send them copies of all relevant publications that mention their sponsorship.

Remember to thank your sponsor formally in writing at the end of the event/s.



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If you have kept your sponsors happy you will be well placed to continue your relationship in the future.

**Further information:**

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There are many sources of further information from libraries and from the internet. A useful source found on the web is: [www.fia.org.au](http://www.fia.org.au) (Fundraising Institute Australia)