

Seeking sponsorship for your club should be a planned and organised process. To achieve tangible results your club should appoint a dedicated Sponsorship Committee or Coordinator whose sole function is to concentrate on attaining sponsorships.

Considerations for conducting a basic sponsorship campaign:

- 1. Begin the sponsorship planning process by determining what your club has to offer.** As a rule, race clubs have space, people and alignment with the thrill of racing on offer. Consider offering advertising on fences, buildings, uniforms, billboards etc, areas for product displays/trials and the ability to hold functions. Apart from advertising, sponsors can also be offered a combination of one or more of the following:
 - Discounted or free entry tickets;
 - Race, meeting or venue naming rights;
 - Function and hospitality discounts and packages;
 - Exclusive supply arrangements; and
 - Participation in prize competitions.
- 2. Determine how much advertising space your club has to offer.** Many clubs draw a plan of the Racecourse and number them to track and manage the advertising spaces the club has to offer.
- 3. Determine what offering you wish to propose to your potential sponsors.** Many clubs establish different levels or types of sponsorship offerings to cater to alternate markets and sponsorship budgets.
- 4. Establish a list of businesses and corporations to approach.** Make an extensive list of prospects, consider all types of businesses within your region - people from all walks of life love racing! Your committee and their associated networks is an ideal place to start. Also consider large corporations, as many have regional development budgets and fund projects and organisations to lift their corporate profiles. Be sure to consider individuals/organisations that you can build a lasting relationship with.
- 5. Develop your presentation.** Businesses and corporations receive many requests for sponsorship. Your club will improve the chances of securing a sponsorship arrangement if your proposal is presented in a calculated and professional manner.
- 6. Your proposal should be positive.** Discuss the merits of your club, as well as statistical information (size, no. of meets, attendance etc) and detail what the potential sponsor will receive in return for their patronage. Note: The atmosphere of a race day is often difficult to convey in a presentation or via written word so don't be afraid to invite them to your race meets so they can experience it firsthand.
- 7. Include a draft offering in your proposal.** Some people are not overly imaginative so by providing a detailed listing what you propose to offer a potential sponsor, you will help them

visualise the benefits they will receive when they support your club. An initial offering also serves as a starting point to negotiate a working arrangement that is appealing to both parties.

8. **Follow up your proposal in person.** Even with a presentation and a race day experience, potential sponsors are not going to contact you on their own to give you their money. In order to achieve a commercial agreement, the Committee or personnel responsible for attaining sponsorship should personally proposition the potential sponsors face to face. This personal contact will dramatically increase your success rate.

Plan and budget your sponsorship campaign well in advance, discuss the campaign direction amongst the committee and set targets and goals to be achieved.