

SPONSORSHIP AND FUNDRAISING

Source: NSW Dept Sport & Recreation

SOURCES OF FUNDING

Introduction

A range of funding sources are available to assist Sailability Branches. These include Sponsorship, Donations and Grant Funding from Government or Public Benevolent Institutions. It is strongly recommended that Affiliated Branches only seek funding for capital items (such as boats, motors, hoists, jetty modifications etc) and that annual operating expenses (such as insurance, fuel, maintenance etc) be funded through membership and sailing fees.

Donation or Sponsorship

A Donation is a gift provided as an act of generosity and goodwill by an individual or organisation. A donation can be made for a specific or general purpose, however it will generally be without further obligation on the Branch to provide goods, services or specific acknowledgement. On the other hand, a Sponsorship may constitute a legal agreement entered into with a company or organisation whereby a commercial arrangement or promotional opportunity is provided in exchange for financial support.

SPONSORSHIP

Identifying and selecting potential sponsors

Consider the reputation of Branch and Sailability NSW and avoid inappropriate sponsor organisations such as tobacco and alcohol companies. Examine if the type of sponsor will have the approval of the members and participants, especially when children are included. Also take into account local community ethnic, political, and religious aspects of your audience.

Making the initial contact

Most larger companies will have a published Sponsorship Policy or Guidelines which may be available from their website or company offices. If available, it is important to be acquainted with the provisions of the document/s as it will guide the decision making within the company. If a member of the Branch Steering Committee or Committee of Management has a personal contact at a potential sponsor organisation, make the initial approach through them and expect to be referred to the manager responsible for sponsorship, community relations or marketing. Initial discussions should ascertain the local marketing and public relations objectives of the company, what type of activities the organisation would consider supporting and in which way could that support be acknowledged or rewarded. Only with this information in hand can an effective Sponsorship Proposal be prepared.

Preparing the Sponsorship Proposal

In preparing a proposal, the Branch should consider:

- A win-win situation must be built into any offer, defining the benefits for both parties
- The Branch's ability to acknowledge and service the sponsorship in respect of any limitations on signage, ability to generate media exposure etc. (ie. don't promise more than you can deliver)
- Point of Difference – what can your sponsorship offer the company that others cannot or have not
- What does the potential sponsor wish to achieve:

- Employee awareness of company support for a worthwhile community activity?
- Broad community awareness of company support for a worthwhile activity?
- General brand exposure or communication of a specific message?
- Networking opportunities with Local Government officials and other sponsors?
- Linking the sponsorship to tangible assets (such as a boat)?
- Potential synergies or conflicts with other potential sponsors
- Hierarchy structure to accommodate multiple sponsors providing varying levels of financial support (ie. Bronze, Silver, Gold or Naming Rights, Major, Supporting etc) with commensurate benefits
- The period or longevity of the sponsorship (generally only 1 – 3 years)
- Ability to ensure that the status of multiple sponsors is preserved as additional sponsors come on-board
- Sponsorship agreements, either verbal or written, are legally enforceable contracts and it may be worthwhile obtaining a Solicitor’s advice on the proposal’s provisions prior to submitting the to the document

Possible Sponsorship Benefits

- Permanent or banner signage at sailing venue
- Naming of dinghies or rescue boats
- Logo or message on sails and / or hulls
- Logo or message on volunteers or members apparel
- Acknowledgment in newsletters and sailing program
- Acknowledgment on website
- Opportunities for media coverage of sponsorship (local press, radio & television)
- Hospitality or sailing opportunities for sponsors’ staff
- Publicity in sponsor’s staff newsletter or magazine
- Promotional offers to Sailability Branch members or participants
- Networking with Local Government officials and other sponsor organisations

Setting Sponsorship Rates

A number of issues can influence the Branch’s scale of sponsorship rates:

- The financial needs of the Branch (ie. key equipment or infrastructure needs)
- The range of possible sponsors and their capacity or likelihood to provide funds to certain levels
- The local costs of alternative advertising or promotion
- The cost of delivery and maintenance of the sponsorship. Include volunteer effort as a real cost along with signage and installation, stationery, mail, hospitality and any legal costs
- Sponsors will generally expect that about 20% of the sponsorship amount will be expended on acknowledging their support through signage, advertising or other means
- Effective life of signage, sails, boat decals before costly renewal is required
- For what period the sponsorship is offered and whether it is renewable

Presenting the sponsorship proposal

It is important to present the prospective sponsor with a professional looking proposal document. It is recommended that:

- The sponsorship document is tailored specifically to the individual company
- Only use their logo if it can be rendered accurately in accordance with their corporate design guidelines
- A number of sponsorship levels are set out clearly with corresponding benefits

- Where possible, the proposal should be hand delivered. If posted, ensure your contact is aware that the document is on its way
- Allow about two weeks for the prospect to consider the proposal before you follow up personally

Maintaining the sponsorship relationship

Securing the sponsorship is not the end of the task, but the beginning of the sponsor relationship. The Sailability Victoria Branch must ensure that it delivers what it promised in the proposal document and keeps the sponsor informed of activities and any changes at the Branch. Take advantage of any opportunities to acknowledge sponsors' support and add extra value to the sponsorship. The more the sponsor feels involved and sees the Branch doing whatever it can to publicise their support for the activity, the more likely they will be to increase or repeat the sponsorship, or recommend the opportunity to other local businesses. Keep signage in good repair and display it as advised in the proposal.

GRANT APPLICATIONS

The writing of grant applications is almost an artform and it is helpful if a person experienced with the preparation of funding applications to Government and institutional organisations can assist with this task. It is most important to read the funding application instructions carefully as the key evaluation criteria are often provided.

Note: Refer to Administration Procedures - For successful grant applications, branches must nominate the SNSW's bank account to deposit grant funds. These funds will then be re-allocated to the specific branch. This is so that appropriate financial recording takes place and satisfies the requirements of the SNSW Auditor.

Suggested sources of funding include:

- NSW Dept Sport & Recreation
 1. The Capital assistance program (CAP) assists Local Government Authorities and not for profit organisations to develop community orientated local sporting and recreational facilities.
 2. International Event Support Program for athletes with a disability. This program aims to assist athletes with a disability to access sanctioned international sporting competitions and also provides for those athletes who require assistance with their normal daily living on a full-time basis or athletes that require assistance to compete in their sport.
 3. Country athletes scheme. This scheme is designed to assist talented young athletes from country areas of NSW to gain access to training, coaching and competitions similar to those enjoyed by athletes from the city.
 4. International sporting events program. This program is designed to assist in attracting and supporting new international sporting events in NSW in an effort to provide high level competition opportunities for NSW athletes, coaches and officials.
 5. Regional sports facility program. Funds are used to enhance the range, availability and quality of sport and recreational facilities throughout NSW, that meet the needs of both talented and elite athletes and the general community.
- Local Government Community Grants Schemes – most local councils provide annual grants to organisations for recreational programs which contribute to the life of the municipality. Keep an eye on the local paper or contact your local council offices

- Philanthropic Trusts – a number of philanthropic organisations provide grants for recreational activities which involve disadvantaged groups within the community.
- Service Clubs (Lions, Rotary, Apex, Freemasons etc) – these groups can often provide grant funds for equipment and can also be a source of volunteer support. It is worthwhile arranging to make a presentation to all such local groups to explain what your Branch is trying to achieve and who it will benefit.
- www.ourcommunity.com.au – is a subscription-based website which provides a database of funding organisations and philanthropic trusts along with helpful hints about preparing funding applications.
- Private Donors – there are many philanthropically minded people in the community who may have the capacity to provide funds to assist with equipment or programs. Use your combined knowledge of the local community to identify individuals who could be approached either in person or via a written request.