



Orchard | Sponsorship & Partnerships

# Your Road To Success



# Setting the scene

Sponsorship has evolved into sophisticated, multi-faceted partnerships that provide genuine returns on investment.

Modern sponsors seek more than just branding opportunities; they look for comprehensive packages that align with their objectives and deliver measurable value.

This toolkit guides clubs on securing new sponsors, maximising value from existing ones, and maintaining successful partnerships.





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# 1. Setting the Foundations of a Sponsorship Programme

## Key Elements:

- **Sponsorship Structure**  
Organise sponsor relationships using a tiered approach (e.g., main sponsor at the top, followed by Tier 2 and Tier 3 sponsors).
- **Club Assets**  
Identify and catalogue club assets (e.g., branding opportunities, event tickets, player appearances) to form the basis of sponsorship packages.
- **Understanding Sponsor Objectives**  
Determine what sponsors aim to achieve (e.g., brand awareness, community engagement) and tailor packages accordingly.

## Types of Sponsorship:

- **Cash Sponsorship:** Direct financial support.
- **Value-in-Kind (VIK):** Goods or services provided instead of cash.
- **Marketing Partnerships:** Access to marketing channels.
- **Supplier Deals:** Providing products for club use.



## 2. What to Offer a Sponsor

### Building Valuable Packages:

- **Asset Register**  
Create a detailed list of potential sponsorship assets, including branding, digital presence, access to players, and event participation.
- **Grouping Assets**  
Combine assets into comprehensive packages that deliver on multiple objectives rather than selling individual assets separately.

### Defining Objectives and Timescales:

- **Sponsor Objectives**  
Clearly define what each sponsor wants to achieve.
- **Long-Term Partnerships**  
Aim for multi-year agreements to enhance sponsorship effectiveness.



# 3. Standing Out from the Crowd

## Creating Unique Selling Points (USPs):

- **Professionalism and Preparation**  
Present your club professionally and tailor your approach to align with sponsor objectives.
- **Core USPs Examples:**
  - Association with the largest sports club in the area.
  - Direct communication with a loyal fan base.
  - Branding opportunities and hospitality at events.

## Effective Pitches:

- **Elevator Pitch Example:**  
"Our club is a pillar of the local community, with a growing fan base and a history of success. We offer high-profile branding, hospitality, and engagement opportunities. Are you interested in partnering with us?"



# 4. How to Make a Good First Impression

## Steps to Engage Sponsors:

- 1. Develop a Target List**  
Identify and research potential sponsors.
- 2. Create Sales Materials**  
Prepare a compelling introduction, a short teaser presentation, and a detailed proposal.
- 3. Initial Contact**  
Use a concise email or phone script to introduce your club and request a meeting.
- 4. Follow-Up Meetings**  
Be prepared for multiple meetings and negotiations.

## Sample Email Script:

"Dear [Sponsor],

I am writing to you regarding [Club Name]. We are the largest sports club in the area, with a loyal fan base and a growing women's and mini's division. We would love to explore the potential of you becoming an Official Partner. Our benefits include high-profile branding, tickets, hospitality, and more. Can we arrange a meeting to discuss further?"



# 5. Pricing and Managing Sponsorships

## Pricing Strategies:

- 1. Benchmarking**  
Compare with similar clubs and use market data to set realistic prices.
- 2. Tangible and Intangible Assets**  
Consider both measurable (e.g., branding) and non-measurable (e.g., brand association) assets.

## Managing Expectations:

- **Regular Communication**  
Keep sponsors informed and engaged with club activities and news.
- **Activation Plan**  
Develop a clear plan detailing how and when sponsorship assets will be delivered.
- **Renewal Conversations**  
Start discussions 6-9 months before the contract ends, showcasing the success and impact of the partnership.





## 6. Sponsorship Top Tips

- **Listen to Feedback**  
Use sponsor feedback to improve the partnership.
- **Be Professional and Organised**  
Maintain a consistent and professional approach.
- **Don't Take Rejection Personally**  
Use rejections as learning opportunities.





# 7. The Solution

We have developed a suite of materials and interactive workshops so that you can build an engaging and professional sponsorship programme:

## A Digital Sponsorship Toolkit & Guide

A +100-page interactive and step by step guide to achieving sponsorship success, covering:

- Setting sponsorship foundations and identifying sponsorship assets
- Building an engaging narrative
- Pricing a sponsorship and what to charge
- The sponsorship sales process
- Finalising deals
- Managing and keeping sponsors
- Includes sales presentation and contract templates

## A One -Day Sponsorship Workshop

Led by our experienced team, this highly interactive workshop will be tailored to suit your needs but provisional cover:

- Building a list of commercial assets
- Developing packages
- Sales hints and types, including roleplays and what to say to brands
- Negotiating deals
- Building a pricing policy
- Tactics for managing and keeping sponsors



## 8. Commercial Terms and Contact

The cost of the Toolkit and a 1-Day Interactive Sponsorship Workshop starts at £5,000 + VAT and can be tailored to suit your needs.

This price also includes post workshop monthly check-ins (for 6-months) to see how things are progressing and offer additional advice.





# We're here to help

Ready to take your club's sponsorship program to the next level? Our specialists are here to help you create winning partnerships and maximise your sponsorship potential.

We will create a tailored sponsorship strategy for you. Instead of just handing it over to you and letting it sit unused, we will guide you step-by-step to make sure you get the most out of your sponsorships.

Let's work together to achieve lasting success for your club.

Book a free consultation call with Tom  
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