



Orchard Media & Events

**Your Sponsorship &  
Partnership Dictionary**

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# Activation Plan

A detailed plan outlining how a sponsorship will be executed and promoted, including key dates, activities, and responsibilities to ensure both the rights-holder (i.e. a club, team, league, event, venue etc.) and sponsor achieve their objectives.



# Asset Register

A comprehensive list of all assets a rights holder can offer to sponsors, such as branding opportunities, event tickets, player appearances, and digital presence.



# Benchmarking

The process of comparing your sponsorship packages and pricing with similar rights holders or organisations to determine a fair and competitive value.



# Category Exclusivity

An agreement ensuring that no other competing brands within the same category or industry can become sponsors, providing the sponsor with exclusive rights in that category.



# Elevator Pitch

A concise and persuasive pitch that highlights the key benefits of partnering with you, designed to capture a sponsor's interest quickly. Roughly around 60 seconds.



# Heads of Terms

A document outlining the main terms and conditions agreed upon by both parties during sponsorship negotiations. It serves as a precursor to a formal contract, ensuring that both the rights holder and sponsor are aligned on key points before finalising the agreement.





# Intangibles Benefits

Non-physical benefits a sponsor receives, such as association with the rights holder values, prestige, and reputation, which are harder to measure but add significant value.



# Kick-Off Meeting

An initial meeting between the rights holder and sponsor to discuss the sponsorship agreement, plan activities, and set expectations for the partnership.



# Marketing Partnerships

Sponsorships where the sponsor provides marketing and promotional support rather than direct financial contributions.



# Measurables

Metrics used to evaluate the success of a sponsorship, such as media exposure, social media engagement, and attendance figures.



# Official Partner Designation

A status granted to a sponsor, allowing them to be referred to as an "Official Partner". This designation often includes exclusive branding rights and the ability to use the rights holder's logo and imagery in the sponsor's marketing materials.



# Renewal Conversations

Discussions held with a current sponsor, usually 6-9 months before the contract ends, to review the partnership's success and negotiate a new agreement.



# Return on Investment (ROI)

The measurable benefits a sponsor gains from the sponsorship, such as increased brand awareness, sales, or community engagement, relative to the cost of the sponsorship.



# Sponsorship Account Manager

The rights holder's representative responsible for managing the sponsor relationship, ensuring all agreed rights are delivered, and maintaining regular communication with the sponsor.





# Sponsorship Activation

The process of bringing the sponsorship to life through various marketing and promotional activities, ensuring the sponsor's brand is effectively integrated into the rights holders' operations.



# Sponsorship Package

A bundle of assets and benefits offered to a sponsor, tailored to meet their specific objectives and maximise the value of the partnership.



# Tangible Assets

Physical and measurable benefits a sponsor receives, such as branding on kits, perimeter boards, tickets and hospitality.



# Tiered Sponsorship Structure

A hierarchical arrangement of sponsorship levels (e.g. main sponsor, Tier 2, Tier 3), each offering different benefits and visibility based on the level of investment.



# Unique Selling Points (USPs)

Distinctive features and benefits that make a rights holder attractive to potential sponsors, helping you stand out in the competitive sponsorship marketplace.



# Value-in-Kind (VIK)

Sponsorship where the sponsor provides goods or services instead of cash, such as equipment, hospitality, or marketing support.

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If you are looking to take your sponsorships and partnerships to the next level, get in touch.

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**Thank  
You!**

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