



Work Area:	Sport Development
Revision Number:	SPD-0061.A
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Macquarie University Sport clubs are encouraged to seek sponsorship for ongoing support throughout their operation. Clubs are given the autonomy to run these negotiations within University guidelines.

Macquarie University Sport has created a sponsor information package that Sport Clubs can utilise to promote themselves within the local community. Acquiring suitable sponsors can benefit a club through the provision of funding and support for Sport Club activities. Generally, sponsorship agreements will involve a remunerations package, branding, loyalty bonus' or general goodwill in order to assist the growth and maintenance of the Sports Club. The sponsorships package provided by Macquarie University includes:

- A Sponsorship Brochure template
- Sponsor Contract
- Sponsorship Terms and Conditions

Acquiring a Sponsor

Usually sport clubs will seek support from local businesses within the community they represent, however sponsorship is not limited to this. Follow these guidelines when searching for a suitable sponsor.

- Offer an opportunity and not a problem: offer a solution to a potential sponsor's problems, such as providing a bottom line saving or profit
- Target companies with the right fit: does your target audience's demographics - psychographics and geographic location, fit with those of the company or brand to be promoted?
- Offer rights that the company can exploit: price your 'product' (sport club) to ensure your organisation will benefit from the relationship and that the sponsor will make a profit.
- Stand out from the crowd: make sure your proposal is addressed or delivered to the person who has the power to say 'yes'.
- Be professional: make sure your representatives, including volunteers, always present themselves in a professional manner and understand what is required of a commercial relationship
- Be persistent, not a pest: following up a sponsorship request is necessary, but not to the extent that you interrupt the recipient's ability to do their job. It will take time for a potential sponsor to come to grips with what you are offering and for a relationship to grow and develop

For a detailed guide to sponsorship within sport and recreation head to:

<https://sportandrecreation.nsw.gov.au/clubs/ryc/funding/sponsorship>

Sponsorship Brochure Template

A sponsorship brochure template had been drafted for use by MQU Sport Clubs in order to assist with the acquisition of appropriate sponsors. The brochure is a customisable document with MQ branding with space for sport clubs to input information about their culture and operations. Some typical items included in the brochure include



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- Presidents Address
- Outline reasons to become a partner
- Any community programs or other benefits
- Benefits of the Macquarie University brand
- Social media contacts of the Club
- Sponsorship Packages (remuneration the club is asking for)
- Contact information

1. Presidents Address

The president's address provides an opportunity for the president to give an insight into the values and operations of the sport club. The president may wish to give an overview of the successes of the club as well as the progress of the club as a whole. This introduction of the club should be used to draw in potential sponsors who align their values with the club.

2. Outline reasons to become a partner

Clubs will need to provide reasons as to why an affiliation with them will be beneficial for the sponsor. This section may outline the vision and scope of the sports club, any teams or grades that are currently competing and testimonials from supporting agencies that complement the sponsorship pitch.

3. Any community programs or other benefits

If the sports club is involved in any community programs or sport development initiatives it would be wise to include these in the sponsorship proposal to leverage the most out of an agreement. This may include any fundraisers, school sport events, indigenous rounds ect.

4. Benefits of the Macquarie University brand

The Macquarie University brand can be highly desirable for potential sponsors due the prestige and notoriety it possesses. However sports clubs must make it very clear the name of the university is not offered at part of a sponsorship agreement, rather it must include "Macquarie University (Sport Club Name) Club"

5. Social media contacts of the Club

The sports club should include any social media sights that they are presently using to promote themselves. Whether this be Facebook, Twitter, Instagram or simply a club website; this information should be present within a sponsorship information pack. Sponsors may wish to use this information to look into the club or promote themselves through these channels.

6. Sponsorship Packages (remuneration the club is asking for)

This section will outline the specifics of the sponsorship package, comprehensively identifying what the club is asking for in exchange for promotion. Clubs may wish to provide different tiers of sponsorship in order to appear more flexible to a potential partner.

7. Contact information

List any key contacts that sponsors may use to collaborate with the club.



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Sponsorship Contract

Once a sponsor has been sourced and an agreement has been settled on, both parties must sign and agree to the conditions of a contract. The contract is a legally binding document that stipulates the responsibilities of each party involved. Both parties are responsible for reading through the agreement to ensure all conditions are met. If one party is not happy with any particular section or has conflicting operations that may hinder an agreement, renegotiation may need to occur to alleviate any issues. Macquarie University Sport provides Sport Clubs with a general contract which must be used in negotiations. All Sponsorship agreements must adhere to Macquarie University guidelines.

Typically a contract will involve the following

- Details of the parties involved including, name, address and ABN
- Background of the agreement
- Clarification of terms and definitions
- Contents of the sponsorship agreement
- Signatures of both parties

Please download the sponsorship contract from <http://www.mq.edu.au/about/campus-services-and-facilities/sport-and-recreation/sport-programs/club-sport/club-executive>.