



USSPEEDSKATING

Sponsorship 101 for Clubs

SPONSORSHIP IS NOT ABOUT PHILANTHROPY

It is about connecting the ideals of one brand to another and showing a return on investment

What do Sponsors look for?

HOW DO THEY EVALUATE AN OPPORTUNITY

- Internal marketing & communications objectives
- Who is their target market and are you helping them reach it?
- Is there any risk to the sponsor?
- What are the promotional opportunities?
- What is the past record of the event?
- What is the potential for return on investment?

WHAT SHOULD YOU BE DOING?

- BE CREATIVE!
- Be realistic about the value of your event or club...what are you really worth?
- Evaluate your budget and identify areas for VIK...easier for a sponsor to do.
- Cold calls don't usually work; try to target your network of contacts.
- Under Promise and Over Deliver

WHAT SHOULD BE INCLUDED IN YOUR PITCH?

- Official designation / category
- Digital (web, email, social media, event blog, etc.)
- Event assets (signage, broadcast, webcast, PA, photos, fan interactive, medals presentations)
- Networking opportunities (with fans, parents, local businesses, etc.)

WHAT SHOULD BE INCLUDED IN YOUR PITCH?

- Signage and exposure at your event
- Return on investment
- Digital, Media & PR (releases, social media, press conferences, web site)
- Tickets & Hospitality
- Don't standardize. Understand what the sponsor is looking for and customize.

WE ARE HERE TO HELP

- We don't want to limit your ability to raise money, but we have to protect our sponsors.
- Please ask USS Marketing before pursuing specific sponsor categories.
- Send us your target list of companies in advance; we will help wherever we can.

DONOR PROGRAMS

- Don't overlook or underestimate the value of donor programs.
- Online, Email and Social Media are easy ways to solicit donations.
- Give people ability to donate during your event.
- IF YOU DON'T ASK, YOU DON'T GET.

WHY DONORS GIVE / TOP REASONS

- Financial situation is stable making possible to give
- Because non-profits have a need
- Emotional connection

KEYS TO SUCCESS

- Donors will give what you ask, not necessarily as much as they can afford.
- Low ball your initial ask to make acquisition easier.
- Try to keep your admin costs low.
- Be grateful no matter the size of the gift!
- Always say thank you in a meaningful way.

Marketing & Communication 101 For Clubs

EXTENSIVE NOT EXPENSIVE

- KISS RULE (keep it simple stupid).
- Social Media, Social Media, Social Media.
- Whatever you do, be consistent. Don't start and stop.
- Have clear objectives. What are you trying to accomplish?
- Have a way to measure the results of your efforts.
- Network in your community