**Example Asset Register**

The creation of an Asset Register should be one of the first tasks you undertake in developing a sponsorship programme. An Asset Register is a highly effective means to identity sponsorship assets and build valuable and engaging packages across a number of different levels, including Official Partners.

The table below is an example of an Asset Register template, which provides a selection of example benefits and begins to package these benefits together.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Benefit** | **Detail** | **Tier 1 – Official Partner** | **Tier 2 - Official Supplier** | **Tier 3 – Business Club** |
| **Rights of Association** | **Official Partner designation:****“Official Partner of Club”** |  |  |  |
| **Official Supplier designation:****“Official Supplier of Club” and Supplier Rights** |  |  |  |
| **Category exclusivity**  |  |  |  |
| **Partner lock-up logo** |  |  |  |
| **Access to & use of approved to <RFC> imagery & logo** |  |  |  |
| **Team Kit Branding**Think about all potential branding points across the club, and potentially group them together to create valuable packages.  | **1st Team**  | **Front of Shirt** |  | You should consider having a number of sponsors as Official Partners, between. 4 and 6 but think carefully about what branding opportunities to provide to avoid a sense of clutter and lack of value. |
| **2nd Team**  | **Front of Shirt** |  |  |
| **Women’s XV**  | **Front of Shirt** |  |  |
| **Colts**  | **Front of Shirt** |  |  |
| **Age Grade**  | **Front of Shirt** |  |  |
| **Or Individual age groups** | **Front of Shirt** |  |  |
| **Coaches’ Kit**  | **Front of Shirt** |  |  |
| **Touch Team** | **Front of Shirt** |  |  |
| **Walking Rugby** | **Front of Shirt** |  |  |
| **Ground/Club and Pitch Branding**  | **Perimeter Boards**  |  |  |  |
| **Car Park Boards** |  |  |  |
| **Club House – Accreditation Board** |  |  |  |
| **Stands**  |  |  |  |
| ***ADD MORE AS APPROPRIATE*** |  |  |  |
| **Additional Branding Opportunities** | **Website – Home page**  |  |  |  |
| **Website – Partners Page**  | **With X number word summary** | **With Y number word summary** |  |
| **Fixture Booklet – Page Ad** |  |  |  |
| **Club Stationery**  |  |  |  |
| **Club Newsletter (also see Access to Club Membership below)** |  |  |  |
| ***ADD MORE AS APPROPRIATE*** |  |  |  |
| **Activation /Promotional Space**  | **A promotional stand at each home game** |  |  |  |
| **The right to hand out promotional materials**  |  |  |  |
| **Further Promotional opportunities**  | **Leaflet drop/placement on bar etc.** |  |  |  |
| **Presence on Digital & Social Channels** | **Hyperlinks**  |  |  |  |
| **Guaranteed exposure on social media channels**  | **Once a month** | **Once every two months** |  |
| **Guaranteed retweets of appropriate stories**  |  |  |  |
| ***ADD MORE AS APPROPRIATE*** |  |  |  |
| **Media Accreditation**  | **Guaranteed in coverage in the local newspaper (through regular match-reports)** |  |  |  |
| **PA Announcements**  | **Accreditation on the PA system – pre-game, half time and post-game** |  |  |  |
| **Community Programme – Community Fund (Schools)** | **Official Partner of the Community Programme**  |  |  |  |
| **Official Supplier of the Community Programme** |  |  |  |
| **Tickets & hospitality**  | **Match day tickets (if appropriate)**  | **X per game** | **Y per game** |  |
| **Match day hospitality (if appropriate)** |  **A reserved table at each game** |  |  |
| **Tickets/Hosp to Internationals (extra cost)** |  |  |  |
| ***ADD MORE AS APPROPRIATE*** |  |  |  |
| **Match sponsor**  | **Official Sponsor of a Match**  |  **X games per season** |  |  |
| **Player sponsor** | **Official Sponsor of a Player (for the season)** |  |  |  |
| **Player access** | **Use of players for promotional purposes**  |  |  |  |
| **Money can’t buy experiences**  | **Behind the scenes access for creating content on social media channels**  |  |  |  |
| **Meet and greets with players and ex-players**  |  |  |  |
| ***ADD MORE AS APPROPRIATE*** |  |  |  |
| **Access to Club Membership (subject to GDPR)** | **Advertising in the Club Newsletter**  |  |  |  |
| **Content in the Club Newsletter**  |  |  |  |
| ***ADD MORE AS APPROPRIATE*** |  |  |  |
| **Volunteers** | **The right to provide sponsors to help on match days (for example)** |  |  |  |
| **Venue access e.g. for meetings, conferences etc** | **Access to a Meeting Room** | **X times a month** | **Y times a season** |  |
| **Use of the club for training events/workshops** |  |  |  |
| ***ADD MORE AS APPROPRIATE*** |  |  |  |
| **Club Events, for branding, tickets and potentially hosting** | **Club Lunches**  | **A table - X per season** | **A table – Y per season** |  |
| **Family Days**  | **Use of the club for sponsor’s family days X times a year**  |  |  |
| **Company Days** | **Use of the club for company AGM/Away days etc.**  |  |  |
| **Sponsors’ Lunch** | **Host and attend sponsor lunches** | **Attend sponsor lunches** |  |
| **Tours** | **Sponsor Club Tours** |  |  |