



Sponsorship Sales Templates Guide



Introduction

These templates have been developed to support the sponsorship sales process and to aid your conversations with potential sponsors.

We have developed a suite of four documents, which can be used as templates for all of your sales collateral including presentations for meetings.

As outlined in the Sponsorship Toolkit, companies engage in sponsorship for a number of reasons and business objectives. Fundamentally, these fall into two categories:

- **Business to consumer (B2C) – i.e. reaching consumers and increasing awareness and sales/customer numbers (for example). Typical sponsors in these areas will be local retailers, restaurants, coffee shops, hairdressers, gyms and pubs**
- **Business to business (B2B)– i.e. reaching businesses to increase a client base (for example). Typical sponsors include: banks/financial service providers, lawyers and accountants etc.**

Therefore, we have created four documents, as follows:

1. **A B2C Sponsorship Teaser, which can be used to make initial contact with potential sponsors and encourage them to have a further conversation or even a meeting**
2. **A B2C Sponsorship Deck, which can be used in first meetings, having sent through the teaser to secure a meeting. They can also be emailed after meetings to summarise the opportunity and introduce the club**
3. **A B2B Sponsorship Teaser, which can be used to make initial contact with potential sponsors and encourage them to have a further conversation or even a meeting**
4. **A B2B Sponsorship Deck, which can be used in first meetings, having sent through the teaser to secure a meeting. They can also be emailed after meetings to summarise the opportunity and introduce the club**



Teaser - General Considerations

N.B. These recommendations apply to both B2C and B2B teasers.

A Teaser (or brief introductory document) should be short, concise and encourage potential sponsors into wanting to engage in further conversations with you. They are not intended to provide chapter and verse of the club and the sponsorship opportunity – successful sponsorships need the input from potential sponsors to ensure that their objectives are met.

The comments in the light-blue in boxes provide further information on constructing the perfect teaser.

Key Recommendations:

- The teaser should be visually stimulating, so use the best appropriate photos of the club that you have (see below). If you don't have good ones, perhaps you can get a volunteer to take some on matchday
- It should summarise the opportunity and provide headline information on the club i.e. an outline your elevator pitch

- It shouldn't be longer than 10 slides – ideally fewer – and not too copy heavy – use the template as example for word count. If you wish, you can reduce the number of slides by combining slides 2 to 7 (on the template)
- There should be a clear call to action i.e. organise a meeting or call to discuss this further

Further Considerations – Image and Font Selection

- As per the template, you should use impactful images that represent the club in a positive light, so think about:
 - Using high-resolution images that aren't blurry
 - Adapt the documents, so that they fit with your club's colours
 - Capture the best of the club's facilities
 - Where possible, consider photos that include a number of people (demonstrating the popularity of the club) i.e. from matchdays, minis trainings and/or club events/socials
- The font you use should be consistent across all of your materials. If you have a club 'house font' use that but if not you can use the one included in the template. We have selected Montserrat, which is free to download here: <https://fonts.google.com/specimen/Montserrat>



Sales Decks - General Considerations

N.B. These recommendations apply to both B2C and B2B decks.

Once you have secured a meeting with a potential sponsor it will be necessary to create an introductory presentation (Sales Deck), which should be more detailed than a teaser and provide clear information about your club and the opportunity.

Whilst more detailed than a teaser, as per the Sponsorship Toolkit, the first meeting should be used to listen to the potential sponsor as well as tell them more, so don't pack the presentation with too much information – use the template to get the right balance!

The comments in the light-blue in boxes provide further information what to think about in creating a deck.

Key Recommendations:

- **The template has been created for you to pick appropriate slides from a board base and, ideally, a sales deck should not be any longer than 15 slides – so delete the slides that are not appropriate to your club to get the numbers down**
- **As with the teaser the decks should still be visually stimulating, even if there are more slides and more information included, so think carefully about the use of appropriate imagery (see previous slide)**
- **You can use the deck as a guide/agenda for the meeting – you don't need to ram it full of copy and just read it to the potential sponsor, so...**
- **Practice presenting the deck so you get used to it and ensure that you clearly and concisely get your messages across**
- **Use the Sponsorship Toolkit as a guide to how to make first meetings effective**
- **In the meeting, allow for time to ask the potential sponsor about the objectives, so that you can build a highly relevant package of benefits**
- **At this stage, you don't need to the fee but be prepared to verbally give a ballpark. The final fee will be based on the final package of benefits, which will be based on the objectives of the sponsor**