



## 2. What to offer to a sponsor



# What's covered in this chapter

In most cases, successful rugby club sponsorships are based on grouping your assets together to create packages that can deliver against a number of corporate objectives, rather than selling off assets (such as branding locations) individually.

This chapter focuses on what you can deliver to brands through sponsorship, how you can use your assets to build valuable & engaging sponsorship packages and ultimately how you can enhance your current sponsorship offering.



# Sponsorship deliverables

Rugby sponsorships, as with a number of sports sponsorships, can deliver against many objectives for brands, beyond just brand awareness and staff and client entertainment (whilst these remain important in most sponsorships).

Some examples below of reasons why a brand may look to sponsor a rugby club:

- Raise brand awareness
- Positive image enhancement
- Lifestyle association
- Increase customer loyalty
- Change brand perception
- Use of players as brand ambassadors
- Staff motivation and recruitment
- Entertaining clients or potential clients
- Change purchasing patterns
- Social Responsibility e.g., supporting the local community
- Sales
- Product showcasing
- Collecting data
- Trade incentives
- Online and social media benefits





# Establishing key assets

With the increased sophistication of sponsorship, brands expect a multifaceted and far reaching package of benefits. As such you should look to build a register of your key assets, which can then be developed into sponsorship packages. **The key assets you should consider are as follows:**

**Playing shirts and training apparel**

**Perimeter boards and stadium**

**Stands**

**Scoreboards**

**Ticket box office areas**

**Reception/office areas**

**Matchday programmes and tickets**

**Bar areas - hospitality boxes/areas**

**Website and social media channels**

**Player sponsorship**

**The pitch/training ground**

**Events, including End of Season Dinners and Networking events**

**Marketing materials, including newsletters, stationary etc.**

**Products (for licensing and merchandise)**

**Database**

**Vehicles**

**Offices and meeting rooms**



# Enhancing your assets and developing new ones

Most clubs will be able to build engaging packages through their existing assets and grouping them together. However, subject to resource and in some cases finances, there might well be an opportunity to create new assets, which can form part a sponsorship package.

**The easiest (and cheapest) way of creating new assets is often to do so using social and digital media, with the objective of increasing or enhancing engagement levels:**

- Behind the scenes access, such as match day diaries
- Training videos and/or health & wellbeing guides
- Co-developed content, such as workshops promoting sponsor products
- Online competitions with sponsors and the club providing prizes.

**Other benefits that should be straight forward to implement and could be considered:**

- Providing pitch access to sponsors so that they can have a corporate Touch Game (for example)
- Sponsors to have seats on the bench (or nearby) on matchdays, possibly joined by an ex-player or coach.



# Example: Asset register

Benefit	Detail
Rights of Association:	Official Partner designation:
	"Official Partner of <Club Name>"
	Official Supplier designation:
	"Official Supplier of <Club Name>"
	Category exclusivity i.e. exclusive rights to be the only company in your industry as a sponsor
	Partner lock-up logo (placing yours and the sponsor logo next to each other)
Naming Rights of Assets	Access to & use of approved Club imagery & logo
	Ground – i.e. The <Sponsor Name> Ground
	Stand – i.e. The <Sponsor Name> Stand
	Player of the Match Award
	Ball Sponsor
Team Kit Branding	Front of men's playing shirt (Home and away)
	Rear of men's playing shirt (Home and away)
	Rear of men's playing shorts (Home and away)
	Sleeve of men's playing shirt (Home and away)
	Front of men's training kit
	Front of women's playing shirt (Home and away)
	Rear of women's playing shirt (Home and away)
	Rear of women's playing shorts (Home and away)
	Front of women's training kit
Ground Branding	Stand (exterior) – at all fixtures
	Stand (interior) – at all fixtures
	Stand (interior) – at all domestic fixtures
	Perimeter Boards LED (by minutes)
	Post protectors
	Pitch (i.e. painted logo)
	Accreditation Boards – (placed) in the car park
	Scoreboards
	Big screen (static branding next to and also logo placement on screens)

A downloadable  
Asset Register  
Template is  
available here:  
<https://www.englandrugby.com/participation/running-your-club/funding/sponsorship>



# Grouping assets to build valuable packages

As previously indicated, assets should be grouped together to form engaging and multi-faceted propositions that include a number of different rights. Such an approach will provide a more valuable sponsorship opportunity.

The Asset Register on the previous page, provides an example of what an Official Partner package could encompass.

As you will see (ideally), smaller assets, such as Match Sponsor or Player of the Match opportunities should be included as a benefit in a larger package (as an Official Partner), not a standalone sponsorship.

Building sponsorship packages that have a number of benefits will increase revenue and also be far easier to manage.



# Task: Build your own sponsorship package

Build your own package of benefits together based on your assets.

Things to consider:	
Think about your sponsorship model and where this package would fit in that structure, for example is an Official Sponsor Package or Minis Sponsor or Naming Rights for the Stadium etc.	What can you offer for branding or logo placement without causing too much clutter and still ensure your sponsor’s brand ‘cuts through’?
What ‘money can’t buy’ elements can you offer – such as watching a training session, possibly taking part in a training session, a touch-game with your sponsor’s staff vs 1st XV players?	Hospitality – what cost effective elements can you add into the offering? E.g. meet a player after the game? Sit next to an injured or ex-player during the game?





# Chapter takeaways and top tips

This chapter looks at building valuable packages for sponsors through efficient use of your existing assets, but also looking at ways that you can enhance these and build appropriate new assets.

The key recommendations of the process are:

Develop an asset register to identify everything you have	Group these assets together to form valuable packages
Whilst you need to develop packages, you should allow for flexibility to cater for sponsor’s objectives and wishes – so listen to feedback and be prepared to amend packages to fit the sponsor’s objectives	
Consider developing new assets to help enhance the proposition and reach etc. – be creative!	Stick to your strategy and your tiered hierarchal structure

