

START HERE WITH SPONSORSHIP

Know your Offering

- My Tennis
- What your demographic?
- How many members?
- Attendance figures?
- Food & Beverage sales?
- Understand exposure at events
- Where is your opportunity for growth?
- What could you do better with support?
- How can you create a win/win for you and your prospective sponsor?

Unlock the Value

- Create supplier rights – food, beverage etc
- Is there a high traffic area where you could sell advertising?
- Co-branded merchandise
- Uniform sponsors
- Award night sponsors – individual award sponsors
- Tournament naming rights
- Official suppliers
- Database access
- Promotions/Raffles/Giveaways

Source Locally

- Talk to your members – find out what they do? Can they sponsor?
- Who are your local retailers?
- Is there a local supermarket?
- Who are your local tradies?
- What brands currently support Tennis and will they support at a local level

Servicing the Sponsorship

- Host each sponsor with an annual review
- Continually discuss ways of working together and achieving win/win
- Keep them up to date or let them know club news first
- Invite them along to open days/events/awards nights
- Host a sponsor Forum with a free tennis component
- Under promise and over deliver