

# NEWTON JAGUARS NETBALL CLUB



Fund raising presentation – 2.30pm Sunday 30 May  
Facilitator – Jeff Dry – [jeff@180sls.com.au](mailto:jeff@180sls.com.au)

# The Club



- Club Formed in 1986 – Based at Windsor Gardens
- Club competes in State League, AMND and Summer Night Competitions (12 months per year commitment)
- In 2010 – the Club Supports 26 Teams
  - State League & Reserves
  - Senior Teams
  - Under age teams
  - 1 intellectually handicapped team

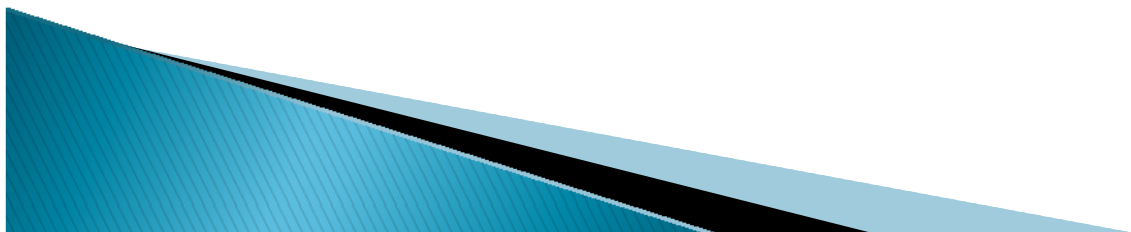


# Membership



The Jaguars Family – 675 approx.

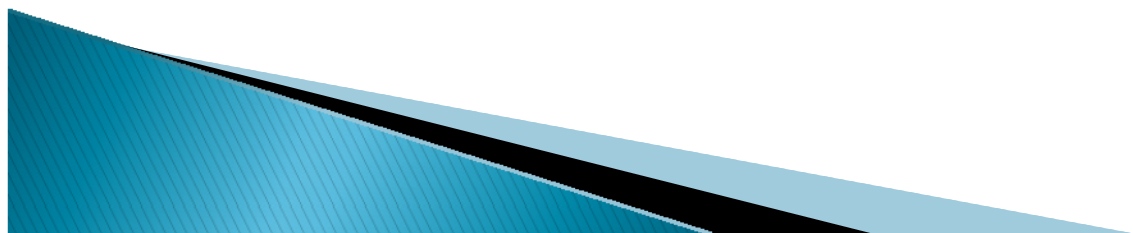
- 220 Players
  - 380 Parents
  - 40 volunteers (coaches / managers / administrators)
  - 20 Umpires
- ▶ Supported by Twenty Five sponsors





# Income Streams

- ▶ Player Fees 40%
- ▶ Fundraising activities 20%
- ▶ Sponsorship 40%



# Our approach to sponsorship

- ▶ **Planned approach:** Budget set and sponsorship package finalised.
- ▶ **Targeted approach:** Use the first 3 months after the current season to lock in existing sponsors and approach new sponsors for next season. (stay away from conflicting sponsorships)
- ▶ **Dedicated group:** sponsorship sub-committee. There is always someone in a club who knows lots of people and can talk the talk.
- ▶ **Documented:** Make sure the talker is supported by someone who can document what is agreed.
- ▶ **Professional:** Sponsors are increasingly expecting total professionalism rather than emotional involvement.
- ▶ **Delivery:** Sponsors receive the benefits they are paying for



# When targeting sponsors....

► Our principles are:

- Determine why they are interested (*What's in it for them*)
- Place a value on what the club has to offer
  - access to families and particularly key decision makers in families
- Determine what the offer will cost the sponsor
  - Try for multi year deals
  - Assists with budgeting long term
- Close the deal in writing
- Ensure the sponsor receives the benefits
- Follow up continually to ensure the club over services the sponsor
- Under promise and over deliver to sponsors



# Sponsorship

- ▶ Jags has an annual budget with a specified income stream to be achieved through sponsorship.
- ▶ A dedicated Sub Committee of the Management Committee has responsibility to raise sponsorship and manage the sponsors. Consists of 2 committee members and 2 club members who meet **monthly**.
- ▶ Report to each Management Committee Meeting on progress against the budget



# Sponsorship continued.

- ▶ Standard sponsorship package
- ▶ Sponsor receives a copy

- |                               |                       |
|-------------------------------|-----------------------|
| ◦ Club Sponsor                | Top level and only 1  |
| ◦ Main Sponsor                | Second level & only 3 |
| ◦ Gold Sponsor                | Third level           |
| ◦ Silver Sponsor              | Fourth Level          |
| ◦ Bronze Sponsor              | Fifth level           |
| ◦ Team Sponsor                | Set fee per team      |
| ◦ State League Player Sponsor | Set fee per player    |





# How marketing helps attract sponsors

- ▶ Exposure on club website
- ▶ Link with Norwood Football Club – 100TEN project
- ▶ Major events
  - Going to the Dogs
- ▶ Support national and state initiatives
  - Beyond Blue
  - Thunderbirds Beachouse holiday clinics
  - Super Day
- ▶ Club documentation
  - Powerpoint presentation for every coach
  - Player's handbook
  - Team Manager's handbook



# Why it works?

- ▶ Family focus
- ▶ Sponsorship supports families
- ▶ Significant income reliance needs professional approach
- ▶ 2 people approach
- ▶ Connections – club/external
- ▶ Club commitment
- ▶ Involvement of both parties
- ▶ Marketing a major selling point
- ▶ Club people are best marketers



For more details contact:

Newton Jaguars Sponsorship Co-ordinators

- Theo Van DenMunckhof on 0400 582595
- Richard Moeller on 0409 027606

