



**BUNBURY  
RUNNERS  
CLUB**

# **SPONSORSHIP GUIDELINES**

<b>Approval date</b>	<b>3 February 2021</b>
<b>Approved by</b>	<b>2020 – 2021 Bunbury Runners Club Committee</b>
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<b>Owner</b>	<b>BRC Committee</b>
<b>Version</b>	<b>3 February 2021</b>

## **1 PURPOSE**

The aim of The Bunbury Runners Club's (BRC) Sponsorship Guideline is to:

- Coordinate the club's overarching sponsorship activities;
- Ensure the suitability of the sponsor & sponsorship activity,
- Create consistent expectations for event committees to reference when engaging sponsors on behalf of the BRC, and
- Highlight the relationship and dependencies between BRC events and the limited pool of sponsorship opportunities available in Bunbury and surrounds.

## **2 SCOPE**

These guidelines relate to all club members, committees or any persons acting on behalf of the BRC, and all areas of the BRC participating in sponsorship activities.

## **3 WHAT CONSTITUTES SPONSORSHIP**

Sponsorship is when a business or individual provides funds, resources or services to the club or event, in return for some form of rights and/or associations with the club or event that may be used to help the business commercially. It is preferred that sponsorship is directly quantifiable i.e. a dollar value can be directly attributed to the proposed produce/service offered in lieu of cash.

## **4 SPONSORSHIP V DONATION**

It is important to remember that sponsorships are not a donation. A donation is a one-off contribution whereas sponsorship offers monetary support to an individual or organisation in return for an agreed benefit or list of benefits from that organisation or individual. An example of this may be low value vouchers, discounts and items that are donated by individuals or organisations for use in spot prizes or giveaways.

## **5 SUITABLE SPONSORS**

Sponsorships should possess the following criteria:

- are consistent with the club's strategic direction and core values
- provides mutually beneficial outcomes
- contributes towards enhancing the participant's experience.
- enhances the events reputation
- are entered with socially responsible organisations or individuals, and
- are free of any undeclared interest with a BRC member or affiliate.

## 6 WHAT ARE SPONSORS LOOKING FOR

- Increasing market share – getting more business from a targeted group
- Enhancing the sponsor's reputation to show that they support the local community and/or support young people's involvement in sport.
- Enhancing the business "image" in the broader community by an "association/relationship" with the club.
- Furthering the owners or decision makers of the business interests. Some business people may simply love and enjoy the sport the club is involved in. They may have contemporary family connections with the club or have a history of participation in the club.
- The promotion of lifestyle messages that can lead to the changing of behaviours within the community.
- Sponsors will be looking to see that sponsoring our club will be more effective than spending money on some other form of promotion or advertising.

## 6 SPONSORSHIP VALUE

Decide what your sponsorship properties are worth both as a package and individually. Keep in mind that the value of certain assets can change depending on number of competitors and the duration of events.

Price your sponsorship packages realistically. Price the package at what it is worth and make sure the company is being approached can afford the sponsorship.

Consider limiting the number of sponsors to;

- Tiers - Gold, Silver, Bronze;
- Functions – Naming Rights, Major, Minor or Spot Prize

Furthermore, where the value of the sponsorship exceeds \$2,500 the club requests that the agreement is formalised using the BRC Sponsorship Deed to ensure both parties to the agreement have clear expectations of each other.

## 7 NUMBER OF SPONSORS

Beware of overselling your Event and as a result diluting the value of each sponsor. Too many sponsors can lead to cannibalisation or competing logos and the messages of individual sponsors can get confused which may lead to the sponsor not achieving their objectives. It is better to target fewer large sponsors, rather than have many low-end sponsors.

## 8 KEEPING SPONSORS HAPPY

A sponsorship is an ongoing partnership and you need to provide the necessary resources to manage this relationship (i.e. regular updates, meetings and invites to social functions etc).

Complimentary entry to events and BRC functions is an established practice of providing value to sponsors but should only be done so where the value/benefit of the sponsorship allows i.e. Should not be worth more than what is being contributed. The club considers that this benefit is reserved only for Gold/Naming Rights and Silver/Major Sponsors and is with the approval of the Race Director.

It is also important that all our BRC members are aware of the sponsorship and the value it brings to our Club. They need to appreciate and respect the sponsorship and where possible support our sponsor's business. You should also consider servicing the partner throughout the term of the agreement. Here are some ways to ensure a successful sponsor relationship:

- Promote the sponsor at every opportunity
- Acknowledge the sponsor in every media story you release pertinent to that sponsors relationship to the event/sub-event.
- Communicate with your members to ensure they look after sponsor's rights
- Invite the sponsor to events and to give prizes at awards nights
- Establish more than one key contact in case the main contact moves on
- Before signing a new sponsor, give existing sponsors the opportunity to address any concerns they may have and an opportunity to recommit.
- All social media posts (Instagram, Facebook etc.) where "quote" are attributed to a sponsor, MUST be authorised by the sponsor prior to posting.
- If you have SOLE naming rights, you must acknowledge them in everything you say, and do. You must also ensure that the media are aware and adhere to the naming rights.

**Appendix 1. Bunbury Runners Cub Partnership Deed**

**PARTNERSHIP DEED**

**Date 10 November 2020**

**BUNBURY RUNNERS CLUB (64 230 691 331)**

**AND**

**ABC ORGANISATION (ABN)**

## 1. PARTIES

Between:

**Bunbury Runners Club** (ABN 64 230 691 331) of

1 Ocean Drive, Bunbury. Western Australia, 6230.

and

**Sponsors Name** (ABN XX XXX XXX XXX) of

(insert Sponsor Address).

**ABC Company** has agreed to sponsor Bunbury Runners Club on the terms contained in this Deed

## 2. SPONSORSHIP FEE

ABC agrees to pay Bunbury Runners Club the Sponsorship Fee in consideration for Bunbury Runners Club providing the Sponsor Benefits. The Sponsorship Fee is supportive of a collaborative partnership to drive the objectives and achieve mutual benefit and reward.

The Sponsorship Fee is per the below:

**\$X cash (plus gst)**

**\$Y Value in Kind (VIK) (if relevant)**

**(define payment terms, instalments, due dates etc.)**

## 3. TERM

This deed shall be for a (x) year term commencing on (date) and concluding on (date) but may be renegotiated for an extended term with the agreement of both (or all) parties.

## 4. SPONSORSHIP BENEFITS

In return for the Sponsorship Fee above, Bunbury Runners Club agrees to the following sponsorship commitment:

● **(List sponsor benefits as agreed upon)**

## 5. CONFIDENTIALITY

Both parties agree to treat this agreement as confidential and not to disclose, duplicate or use, any information contained in or is the subject of, this agreement. Where in the normal course of an open and positive partnership, discussion is held in relation to marketing strategies or other commercially sensitive information; this same information shall be treated as confidential by both

parties.

6. EXECUTED AS A DEED

SIGNED for and on behalf of Bunbury Runners Club by its duly authorised delegate in the presence of:

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Signature of authorised delegate

\_\_\_\_\_  
Name of witness

\_\_\_\_\_  
Name of authorised delegate

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

SIGNED for and on behalf of **ABC COMPANY** by its duly authorised delegate in the presence of:

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Signature of authorised delegate

\_\_\_\_\_  
Name of witness

\_\_\_\_\_  
Name of authorised delegate

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

## Appendix 2. Bunbury Runners Cub Sponsorship Letter



BUNBURY  
RUNNERS  
CLUB

Bunbury Runners Club  
1 Ocean Drive,  
Bunbury, WA, 6230

Dear (name)

RE: (event) — Bunbury Runners Club

Further to our recent discussions I invite (company name) to join with the Bunbury Runners Club as (level of sponsorship) sponsor for our (name of event or race) to be held on (date of event or race).

The Bunbury Runners Club's objective is to provide members and the community at large with regular opportunities to improve their health and social wellbeing through organised road, track and trail running and walking activities and events.

Our (event or race name) furthers these objectives and attracts xxxxx participants annually. Our partnership on this would be a mutually beneficial sponsorship program, as per the attached list of sponsorship levels

Should you have any further queries regarding this, please do not hesitate to contact me.

Kind regards

Name

Title

Bunbury Runners Club

Phone

E-mail

Date

### Schedule of Sponsorship Levels

In return for the GOLD/MAJOR/EVENT NAMING RIGHTS SPONSORSHIP we will provide,

- Naming rights for EVENT NAME
- Priority placement on the race schedule, posters, flyers and all related advertising.
- The opportunity to present to the Runner's Club members on a Thursday night prior to the event
- Online sponsorship through our EVENT FACEBOOK GROUP
- XX complimentary entries for staff and family and friends. \$ Value
- A stall at the Club rooms on the days of registration and the event or race where you are able to retail your products or present your services.
- Recognition at the presentation ceremony and on event day via MC announcements.



- Finishing line and surrounds branding.
- ?

#### LEVEL OF SPONSORSHIP INVESTMENT

- \$ CASH
- \$ VALUE STOCK/COMPETITOR PRIZES

In return for the **SILVER/RACE NAMING RIGHTS SPONSORSHIP** we will provide,

- Naming rights for **INSERT RACE NAME**
- Placement on the race schedule, posters, flyers and all related advertising.
- The opportunity to present to the Runner's Club members on a Thursday night prior to the event
- X complimentary entries for staff and family and friends. \$ Value
- Online sponsorship through our **EVENT FACEBOOK GROUP**
- A stall at the Club rooms on the days of registration and the race where you are able to retail your products or present your services.
- Recognition at the presentation ceremony and on event day via MC announcements.
- Finishing line and surrounds branding.
- ?

#### LEVEL OF SPONSORSHIP INVESTMENT

\$ CASH

\$ VALUE STOCK/COMPETITOR PRIZES

In return for the **BRONZE/MINOR LEVEL SPONSORSHIP** we will provide,

- Placement on the race schedule, posters, flyers and all related advertising.
- Online sponsorship through our **EVENT FACEBOOK GROUP**
- Recognition at the presentation ceremony.
- ?

#### LEVEL OF SPONSORSHIP INVESTMENT

- \$ CASH
- \$ VALUE STOCK/COMPETITOR PRIZES