



netball
QUEENSLAND

**Tips on Sponsorship, Marketing and
Media Engagement**

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Marketing & Sponsorship

Key things to remember:

- Always maintain a strong brand – through consistency and high quality delivery
- Promote your product at every opportunity
- Communication – verbal, electronic, media
- Consistency – with all messages
- Portray a professional image
- Planning – all events are an opportunity to market your brand and attract sponsors
- Networking – at every opportunity

Sponsorship

Sponsorship provides the opportunity for support – this can come in two key ways through a cash or contra partnership. A sponsor's key objective is to promote their product or service to your audience.

What do I have to offer?

You have the *product* which is your sport (for attracting people/participants) and *audience* (for attracting sponsors and formal affiliations).

- Branding – Uniform, signage, equipment, promotional material, programs
- Communication – Express a key message through website/newsletters/social media
- Key Target Market – Females Ages 5+
- Support – Encourage your membership base to use their product i.e. local gym, etc

How to identify a sponsor?

1. Think of links between your organisation and local business' services and products. Would your organisation be able to support and promote their business? i.e. local restaurant to hold team gatherings at, coffee supplier to sell through your canteen, signage/billboard company to
2. Determine whether you are seeking a sponsorship or a donation
3. Determine how the partnership will benefit everyone involved

*Use any existing relationships to their full potential i.e. internal human resources or referrals

**Be aware of new opportunities and don't be afraid to be creative in what you provide

Once you start to identify these key items, you can look further to creating a sponsorship proposal. Likewise if you are approached by an organisation, you will need to prepare written documentation which will clearly communicate the expectations from each party and expected mutual gains.

Creating a Sponsorship Proposal

Key Points

- Group together with other people who will be involved in managing the sponsorship agreement and create a proposal – discuss what will be involved for all parties and think about any concessions you would be willing to make and additional ideas which can value-add to their business if they are reluctant to take on the sponsorship agreement. Ensure your group is on the same page and are wanting the same things
- Create a plan as to how you would manage the sponsorship and who would be responsible for doing so
- Make a clear outline about how you will pitch this to your prospective sponsor (using a template or basic headings)
- Organise a meeting with the potential sponsor to discuss the proposal
- Get it in writing

Proposal Inclusions

The following headings should be used as a basis for your sponsorship proposal. Be concise and avoid complicated words, whilst clearly stating the purpose and ongoing management required in this agreement. This can be a written document and supported by a slideshow presentation.

- Title page

X Association
Sponsorship Proposal

Presented to
Contact Name
Position Title
Company Name
Date

- Netball Snapshot
 - Netball in Queensland – background and organisational structure, explaining where your organisation fits
 - Your Netball Organisation – background, relationship with the community, current services, programs and teams (this can be conveyed through a diagram and figures – see below)



12 athletes



7 regional
teams



12 regional
teams

- Netball calendar and key dates in the netball community (i.e. what opportunities they would have to promote their brand – don't include events/information that will not affect the sponsor)
- Properties – what you have to offer and why it is a good fit for the proposed sponsor (i.e. local restaurant can be host of team dinners/trophy nights). This can also be shown in pictures (i.e. logos on apparel, goal padding, marquees, etc)
- Sponsor benefits

List benefits of being a sponsor and what they will receive (tangible i.e. logo on uniforms, signage, event tickets, naming rights, and intangible i.e. positive image through supporting sport and recreation in the area)

- Detail what you want to get out of the sponsorship (note: you don't have to specify the value in the initial proposal- sometimes it's good to know which properties and events are of interest to the sponsor and then come back with a specific value for that. You may want a mixture of cash and contra support)
- Provide contact details to discuss opportunities further (provide name, position title, phone and email address for two (2) key individuals in your organisation)

For more Help and Advice

Netball Queensland has a sponsorship template for Member Organisations to use. For a copy of this template, please contact our Sponsorship Department on (07) 3848 6330.

Media

How to Attract Media

STEP 1

Create a media contact list: get the name and contact details of the sports reporter for your local newspaper, radio station or TV station. This may take some phoning around and emailing, but will prove beneficial long-term once these relationships have been created.

STEP 2

Write up a press release about your story or event:

- Include quotes from relevant spokesperson
- Provide a good quality photo to go with the story
- Include the name and phone number of who they can contact for more information
- Make the story interesting and relate it to the local area as much as possible

STEP 3

Make a quick call to who you're sending the press release to: 'Hello, I'm *[name]* from *[organisation]*, could I send you through details about one of our local girls who was selected in the Ergon Energy Netball Academy? What's your best email address?'

Alternatively...

If you want your local media to come out and cover an event, go through the same process but send a media call providing them with all the relevant details for the event.

Key Notes

- Consistency is crucial! By sending through regular story ideas and keeping your local reporter up-to-date with what your Netball Association/Club is doing, the media will begin to view you as a proactive organisation and acknowledge your community presence by attending your events or covering them in publications.
- It's important to have a clear strategy: create a plan of the events you'd like to receive media coverage for in the year, decide who would be the best media contact for the club and be consistent in your approach so you can get to know your local reporter and build a relationship

Tips to writing a media release

- Make sentences short and sharp (no more than 25 words for the first paragraph).
- The first paragraph should contain the most important and relevant information including the five Ws (who, what, where, when and why). It should make people want to read on.
- Create an angle for the story you think will be relevant to the media and the public
 - Community papers crave LOCAL material with LOCAL players and achievements. i.e. Jimboomba Times doesn't care about other athletes in the region, they only care about Jimboomba players. Also if you have a player who lives in a different region to where they play... send it to the local paper where they LIVE and where they PLAY... you will usually get double coverage then
 - Look for a celebrity/famous connection – If someone has a famous relative or friend, they are more likely to be featured in the paper
 - Is it unusual or uncanny? Unusual stories usually attract media attention. I.e. Darling Downs Ergon Energy Netball Academy had twins who ruptured their ACL one week apart... the local paper was contacted and the story was given the full back page of sport
 - Events – Papers love events, it's a great opportunity to get lots of photos and source lots of story ideas... make sure you promote your events, whether small or large
 - Rep players – ALWAYS promote your rep players, papers love to cover locals making it big. Even if it's sending a team to State Age Championships... If it's a local team, no matter what the division, the paper will cover the event. But make sure you **FOLLOW UP** after the event and let them know how you went. Another opportunity for double coverage
 - NetSetGO! Cute kids learning to play netball always makes a good photo story
- Send the release to the most relevant media outlets in your area. Include all local media that covers the area where the story has come from as well as state-wide press such as the Courier Mail. Community radio and publications are also a good way to reach the local audience.
- It helps to call the radio or publication directly and find out the name of the journalist/editor in charge and email/send it directly to them.
- When possible send photos with the media release or make it clear that a photo opportunity is possible on request. Papers are more likely to publish something with a photo and great photos will make a story more appealing to publish
- Use simple language. Avoid too many adjectives and jargon. Press releases very rarely get published word for word so keep it simple... if a journalist wants dress it up, they can.
- Proofread your media release for spelling and grammatical errors
- Make it easy for the media to contact you – provide as much detail as you can and include two contacts. Include mobile numbers, email addresses and websites.
- It is a good idea to call the journalist to make them aware you will be sending the release through. Follow it up the next day with a phone call or email to confirm they received it or thank them if they published an article from the release.

How to take great photos...

- Sometimes a story will be run based on the photo, so a good photo is important
- When sending a photo into a newspaper, ensure you include the names and positions of all people featured
- Ensure the photo is NO LESS than 1MB. 2MB is around the standard size to be print ready and it should be around 300 dpi
- Avoid a lot of 'dead space' in your photo... get as close as the subject(s) as possible without cutting off their feet/heads
- Always think about sponsors... how can we include our sponsor's logos/products in the photo... when posing with a netball, always ensure the brand can be read. NQ relies on the support of our sponsors to help deliver services, so this is one way to keep them happy.
- Have all new members sign a photo-release form when they sign up to cover your organisation

How to get started and useful tips....

- Ask parents of your players what they do for a living as part of your signing up process. As you will inevitably have the children of media professionals or photographers or PR Firms in your own ranks...make use of their contacts and expertise where possible
- Not confident writing a press release? No worries... call the paper directly or have a look at the templates in this guide for assistance or fill in a News Information Form and send it to Netball Queensland's Media and Communications Manager for assistance
- Be Positive... you might feel frustrated at a lack of coverage/inappropriate coverage/inaccurate coverage/controversial coverage, ALWAYS approach your media contacts in a positive, friendly and professional way to keep the relationship strong
- Remember, the media don't OWE you coverage – you need them more than they need you
- Be Proactive... approach the journalist with ideas/angles/contacts, especially in the off season... remember if you find it interesting, most likely the journalist/paper will as well. In slow news periods a journalist can make a story out of nothing
- Appeal to emotions – Comebacks, triumph over adversity, historical statistics, family connections, etc
- NEVER Assume anything... if you want your association/region/club mentioned, make sure you mention it...journalists are not mind-readers. They don't know that a local player is also a rep player or that Netball Academy player is also from the local Association. If you don't tell them, they don't know.
- Always think about sponsors...when talking about the Academies, ALWAYS refer to them by their full title i.e. Academy = Ergon Energy Netball Academy, State League = Holden Cruze Cup, Firebirds = Mission Queensland Firebirds. Keep the sponsors happy and also encourage ALL players and staff to refer to things by their proper names, even in interviews. This way the journalist is more likely to print it by this title
- Keep releases to ONE PAGE if possible and write MEDIA RELEASE at top centre of the page along with the date, include the name of your organisation early

Further Assistance

If you need further assistance or advice with anything in this document, do not hesitate to contact Netball Queensland on (07) 3848 6330 or info@netballq.org.au.