

# TIPS TO INCREASE SPONSORSHIP REVENUE AT YOUR CURLING CLUB

**Remember:** Businesses and individuals who are sponsors at your club expect to receive results and good value for the money they spend.

1. Identify ALL potential 'activities' at your club where advertising could take place.

Some of these include:

- Curling Bonspiels
- Curling Leagues
- Curling Rocks
- Curling Teams
- Instruction Clinics
- Brochures
- Equipment
- Club Social Events

2. Determine a rate(s) for every 'activity'.

**Note** - This is best done by consulting with club members who already sponsor, and finding out the rates charged in other local sports associations.

3. Ensure that every sponsor is charged the same rate for similar benefits.

Example - it can be a problem if one sponsor pays \$100 to sponsor a bonspiel and receives the same benefits as another sponsor who pays \$300 to sponsor a similar bonspiel.

4. Identify the benefits (including recognition) to businesses and individuals who are sponsors at your club.

**Note** - Benefits may vary according to the amount of money paid by the sponsor.

Some of these include:

- 'Thank You' letter
- Recognition in club newsletter(s)
- Recognition on the club website
- Sign on the bulletin board
- Invitation to the bonspiel or league closing dinner/luncheon
- Invitation to sponsors social
- Opportunity to display products/services in the club
- Opportunity for free ice rental (predetermine the maximum number of people, time slot etc. The club can provide instruction, equipment, hosts etc.)

5. Develop a list of potential sponsorrss.  
**Note** - Be sure to list suppliers of products & services to your club, and involve as many club members as possible in the process.
  
6. Develop a plan to contact potential sponsors.  
**Note** - Make the contact as personal as possible.
  
7. Develop a brochure or rate sheet that identifies:
  - your curling club
  - ways to contact your club
  - sponsorship rates (from #2 above)
  - benefits of sponsoring at your club (from #4 above)
  - information regarding your club and it's activities
  
8. Ensure that representatives of your club do not approach potential sponsors repeatedly over the course of the season.  
**Note** - Nothing is worse than a potential sponsor being approached over and over again by representatives of different bonspiels and leagues from the same club.
  
9. Encourage your club members to support businesses who sponsor activities at your club.  
**Note** - Ask club members to mention the curling club when they use these businesses. They need to see that sponsorship at your club works for them.
  
10. Ask for feedback from businesses that sponsor at your club – DO NOT take their support for granted.
  
11. Your club's objective should be to give sponsors at your club more value for their money than they would receive anywhere else.