

Sponsorship and Partnership Strategies for Surf Clubs



1 Research and Preparation

- **Know your potential partners:** Understand if they are already involved in community support or aligned with similar causes.
- **Do your homework:** Show businesses you've done your research and found common ground, e.g., a shared partner or community interest.
- **Create a professional sponsorship document:** Make it eye-catching, clear, and concise — highlight what their investment will deliver.

2 Structured Sponsorship Tiers

- Offer clear sponsorship levels such as **Platinum, Gold, Silver, Bronze** with defined deliverables for each.
- Examples of deliverables:
 - Signage at events like quarterly BBQs.
 - Social media posts promoting their support.
 - Branding on shirts, hats, equipment, or beach gear.

3 Understanding Business Support

- Recognize that businesses often receive many support requests.
- **Reciprocate support:** Proactively promote and refer business sponsors to others to add value.
- Regularly check in with sponsors to maintain a strong relationship and show appreciation.

4 Aligning Club Needs with Business Interests

- Identify what your club needs support with — e.g., nippers, surf sports, IRB boats, beach gear.
- Match these needs with local businesses who can provide relevant support, e.g., boat builders for IRBs.
- Use this alignment as a conversation starter and partnership foundation.

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Communication & Relationship Management

- Keep communication simple, clear, and ongoing.
- Establish a rapport so you can easily check in and update sponsors.
- Offer opportunities for sponsors to be visibly involved – invite them to events, dinners, or awards presentations.
- Engage sponsors through club media exposure (local media, social media channels, event sponsorship).

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Leveraging Social & Corporate Responsibility Platforms

- Use platforms like LinkedIn to research potential sponsors' corporate social responsibility (CSR) initiatives.
- Align your club's sponsorship proposal to fit within their CSR objectives.

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Delivering Value & Return on Investment (ROI)

- Know your club's brand and the value you bring to sponsors.
- Make sure the sponsorship package reflects equitable return on investment.
- Provide visible benefits for large contributions, such as branding opportunities and invitations to key events.

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Long-Term Partnership Strategy

- Sponsorship is easier to start than to maintain – plan for long-term relationships.
- Think creatively about new opportunities for sponsors throughout the year.
- Regularly review and report on deliverables and ROI.
- Use year-end reviews to propose increases in sponsorship with added value.

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Handling Challenges & Mistakes

- Mistakes happen – own them and communicate openly with sponsors.
- Apologize and offer ways to make up for missed deliverables.
- Maintain honest, upfront communication to avoid misunderstandings.
- Address any sponsor-brand misalignment quickly and professionally.

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Monitoring & Adaptation

- Keep aware of changes in your sponsors' business direction or capacity.
- Look for opportunities where sponsors can increase support or shift focus.
- Adapt your approach based on sponsor feedback and club needs.