



# **SPORTS BUSINESS PROGRAM STUDENT ACTIVITY GUIDE: SPONSORSHIP**



STUDENT ACTIVITIES GUIDE: SBP SPONSORSHIP

# ACTIVITIES GUIDE

## SPONSORSHIP TEAM

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# SPONSORSHIP

## *Sponsorship Activity #1*



### **INVENTORY: EVENT PROMOTIONS**

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Sponsorship is a form of marketing in which a specific company (such as a local restaurant) will attach their name or logo (or link in some other form) to an event (such as a school charity golf tournament). Most often, a business becomes a sponsor in hopes that a connection with the event will help increase sales. A sponsorship provides a partnership between two parties. In the case of the Sports Business Program, your group will solicit partnerships with local businesses who want to affiliate their company with your school sports and entertainment.

However, before we can even begin to explore potential sponsorship opportunities, it is important to recognize where your program can provide benefits to your corporate partners. Your sponsorship group will begin the process by identifying inventory. Inventory is essentially your program's assets that could provide a value to a potential sponsor.

Inventory could include:

- Game/event promotions (giveaways, entertainment, contests, etc.)
- Print advertising (posters, schedules, newsletters, game/event program ads and inserts, couponing) • Signage
- Digital / online advertising
- School/community television or radio broadcasts
- Special events (specific games, golf tournaments, etc.)
- Tickets and hospitality
- PA announcements at home games or at your event

**Step 1: In the space below, make a list of at least five contests and/or promotions you could potentially host at your sporting events. Include descriptions, contest rules, possible prizes etc.**

- ❖ *Example:* Stage a “Dizzy Bat Race” contest during a timeout in a basketball game that involves several contestants placing their foreheads on the end of a baseball bat, spinning around in circles several times, and then racing to the other end of the court with a basketball and trying to make a shot. The first one to get the ball in the hoop is declared the winner.

Example #1: \_\_\_\_\_

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Example #2: \_\_\_\_\_

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Example #3: \_\_\_\_\_

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Example #4: \_\_\_\_\_

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Example #5: \_\_\_\_\_

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# SPONSORSHIP

## *Sponsorship Activity #2*



### INVENTORY: PRINT ADVERTISING

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Print advertising is a wonderful piece of inventory to work with for your sponsorship group. An ad for a business can be placed in several different forms: game schedules, team posters, newsletters, pocket schedules, program inserts and couponing. Keep in mind that

the ad size can be customized to meet the needs and price range of the sponsor.

Selling print ads can provide a very lucrative revenue stream for your event or events, so be sure to develop a thorough and comprehensive inventory list while brainstorming as many businesses as possible who would benefit from aligning their brand with your program.

**Step 1: In the space below, create a list of potential print advertising opportunities (like a team poster or game programs) for any and all events your sponsorship team will be involved with. Be sure to indicate which sport or event is associated with each type of print (poster etc.).**

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**Step 2: In the space below, list as many businesses, boosters, parents etc. as possible who might benefit from showing their support of your program through an advertisement, including providing coupons at events, advertising (or inserts) in your game/event program, or exposure on your team posters, schedules, or any other event promotional and marketing material.**

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# SPONSORSHIP

## *Sponsorship Activity #3*



### INVENTORY: PROGRAM ADVERTISING

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This exercise will assist your sponsorship team in developing your school's game/event programs and help guide you in identifying the advertising inventory you will offer to potential sponsors.

You will begin working on a game or event “program” and identify advertising opportunities available to potential sponsors. If your athletics department already offers a game program, see if you can help by selling more ads to sponsors. If not, or you are creating your own event, you will want to consider developing a program or something similar to hand out (or sell). This will provide one of the best opportunities for you to generate revenue for your program.

*\* TIP - This could be a great opportunity to get your art or computer design students involved as a collaborative learning opportunity.*

**Step 1: Decide on the size of the program ads you will offer using the checklist provided below.**



**GAME / EVENT PROGRAM**

**ADVERTISING  
INVENTORY**

- ☐ Full Page Ad
- ☐ 1/2 Page Ad
- ☐ 1/4 Page Ad
- ☐ Business Card Size Ad
- ☐ Sponsored Content Page
- ☐ Program Insert / Coupon
- ☐ Insider Cover
- ☐ Other \_\_\_\_\_

\_\_\_\_\_

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## **Step 2: Design a template for your game or event program.**

Begin by stapling together 10 pages of blank paper. Then, design a cover page, followed by a sample ad on the inside cover. Then create an index of what will be included in the program. Use separate pages of paper, sketch out the various size ads and design sample ads in addition to the information included in the index.

## **Step 3: In the space below, list any ideas for “sponsored” content that might offer a good fit for your game or event program sponsor.**

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# SPONSORSHIP

## *Sponsorship Activity #4*



### **INVENTORY: EVENT SIGNAGE**

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Event signage might be your most valuable piece of inventory in sponsorship sales. Signage uses areas of the playing field or arena to provide visual exposure for a business hoping to promote their products or services to your fans. No doubt you have seen advertising on signs, scoreboards, and

screens at professional sporting events. There is no reason you can't provide a similar value for area businesses by providing the opportunity to invest in signage at your event.

In this activity, your sponsorship team will establish an inventory list for your event. Consider all the areas of your event venue that could feature signage but be sure to evaluate whether those areas offer enough visibility to provide value for your corporate partners. It is okay to get creative, your sponsors might like to hear about unique ways to get their brand in front of your fans!

Examples could include:

- Signage on outfield wall at softball or baseball games
- Signage on the tee boxes at a charity golf event
- Branded boards at a community cornhole competition
- Signage above VIP areas at a basketball game (like a local furniture company sponsoring a row of recliners in an area near the court)

**Using the worksheet below, list every possible place at your event where a sponsor might benefit from signage.**




# SPONSORSHIP

## *Sponsorship Activity #5*



### INVENTORY: DIGITAL & ONLINE ADVERTISING

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Assuming your marketing group has created a branded website and social media accounts (and your PR group is maintaining consistent updates), advertising on this space may be just what one of your sponsorship prospects is looking for.

Communicate to the prospect the various promotional methods you currently have in place to drive traffic to the site. If possible, track the number of hits the site has received as any potential business partner will want to have that information prior to making any kind of investment decision. You will want to capture as much user information as possible (name, e-mail address) with an "opt-in" feature that would allow for you to follow up with each visitor with information relating to your Sports Business Program events. Most template building programs like Wix, Weebly, WordPress etc. offer these features. Some domain host companies like GoDaddy also offer free website builders when you purchase your domain from them. In addition to your website (or websites), be sure to consider how you could leverage your social media accounts and/or any other digital platforms as opportunities for a sponsor to engage your fan base.

There are a variety of ways to create these opportunities. Spend some time visiting the websites and social media accounts of your favorite sports teams. Where do you see advertisements? Which of these digital advertising opportunities might also provide a good fit for your program's sponsors?

Examples could include:

- Banner ad
- Pop-up
- Sponsored content
- In-app features
- Social media ads or coupons
- Social media posts promoting an event at local businesses (post-game pizza party at a local restaurant)
- Drone delivery sponsored by...

**In the space below, list any digital advertising opportunities you might offer to potential sponsors of your program.**

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# SPONSORSHIP

## *Sponsorship Activity #6*



### SPONSORSHIP PRICING (THE RATE CARD)

A rate card is, by definition, a published price list for purchasing advertising time or space. In the sports, events and entertainment industry, a rate card typically refers to a list of prices associated with various pieces of inventory.

## SCC High School Barracudas

### Athletics Advertising Opportunities



#### Game Program Rates

SIZE	B&W	COLOR
1/8 page	\$400	\$550
1/4 page	\$650	\$800
1/2 page	\$1,000	\$1,300
Full Page	\$1,500	\$2,000
Inside front cover		\$2,500
Inside back cover		\$2,500
Back cover		\$3,250

- More than 85 total games
- 10,000 programs distributed

Distributed at boy's and girl's basketball & lacrosse games, wrestling meets, girl's softball & volleyball games and boy's hockey games

#### Additional Print Advertising

##### BARRACUDAS POCKET SCHEDULE

A sure way to get your message across to Sharks' fans. Over 40,000 of these glossy, four-color schedule cards are produced and distributed throughout the community each year. You can even distribute them at your place of business!

Cost: \$1,000 per panel / \$1,250 for back panel

##### BARRACUDA BUCKS

Here's your chance to reach over 3,000 Sharks fans. Ideally suited for coupon specials, Barracuda Bucks are redeemable at all high school sports home games and are included with all correspondence with fans, including game programs and game tickets.

Cost: \$200

**Step 1: In the space below, list all of your event sponsorship inventory.**

EVENT PROMOTIONS INVENTORY


PRINT ADVERTISING INVENTORY


### GAME/EVENT PROGRAM ADVERTISING INVENTORY


### EVENT SIGNAGE INVENTORY


## DIGITAL / ONLINE ADVERTISING INVENTORY


## ADDITIONAL INVENTORY


**Step 2: Assign a price to your event sponsorship inventory.**

**EVENT PROMOTIONS INVENTORY**


**PRINT ADVERTISING INVENTORY**


### GAME/EVENT PROGRAM ADVERTISING INVENTORY


### EVENT SIGNAGE INVENTORY


## DIGITAL / ONLINE ADVERTISING INVENTORY


## ADDITIONAL INVENTORY


**Step 3: In the space below, build your rate card. Use additional paper if necessary and consider asking art or graphic design students to help create a “sponsorship deck” or presentation to share with potential sponsors.**





# SPONSORSHIP

## *Sponsorship Activity #7*



### SPONSORSHIP PACKAGES & PROPOSALS

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The first step in developing relationships with local businesses in your community is to spend some time discussing their business needs to determine how you and your Sports Business Program can help.

When the time is right to present a proposal to your prospective sponsor, make sure you have carefully customized a package that helps meet the needs of each business. For example, if they have revealed that they don't plan to attend any school sporting events and don't have an interest in providing tickets for employees or customers, don't include tickets and hospitality in the partnership proposal. If they have indicated a desire to promote products and services to the student body, be sure to develop the proposal accordingly. The key is determining what your program can offer a business in a way that the company or brand will benefit.

As sponsorship team members prepare to meet with businesses, you want to be sure to thoroughly review the rate card and a firm understanding of all the sponsorship inventory available to your potential corporate partners.

Before actually setting up any appointments or sales calls, be sure to practice the sales process using the sponsorship team role play provided in the next activity. You may also want to review the sales tips provided in the “tip sheets” documentation.

**Step 1: Review the sample sponsorship proposal below to gain an understanding of how packages can be customized to meet the needs of each individual sponsor. Understanding the type of business, and their needs, will go a long way in helping your program to find success selling sponsorships.**

<p><b>NORTH HIGH SCHOOL TIGER SPORTS &amp; ENTERTAINMENT</b></p> <p>Prepared by: North High Sponsorship Team</p> <p>Prepared for: Camping World</p>	 <p><b>SPONSORSHIP PROPOSAL</b></p>
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<b>TICKETS&amp; HOSPITALITY</b>	
A. Four (4) "ALL-SPORT" Season VIP passes @ \$220 each .....	\$880
B. Two (2) Coach's Club Memberships @ \$100 each .....	\$200
<b>TOTAL Tickets &amp; Hospitality</b> .....	<b>\$1,080</b>

  

<b>ADVERTISING</b>	
A. Four (4) "ALL-SPORT" Season VIP passes @ \$220 each .....	\$880
B. Two (2) Coach's Club Memberships @ \$100 each .....	\$200
<b>TOTAL Tickets &amp; Hospitality</b> .....	<b>\$1,080</b>

  

<b>PROMOTION</b>	
A. Sponsorship of "Camping World" Night for one (1) boys & girls basketball game, including sponsorship of Waders vs. Blaze Orange 3-on-3 Halftime Show .....	\$3,000
<b>TOTAL Promotion Value</b> .....	<b>\$3,000</b>

  

<b>PACKAGE PRICE</b>	
Total Sponsorship Value: .....	\$7,280
Community Support Discount: .....	(\$2,280)
<b>TOTAL PACKAGE PRICE:</b> .....	<b>\$5,000</b>

  

<a href="http://WWW.SPORTSCAREERCONSULTING.COM" style="color: white; text-decoration: none;">WWW.SPORTSCAREERCONSULTING.COM</a>
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**Step 2: Using a separate sheet of paper, customize a package that you can offer as a proposal to a local business using the following criteria:**

- 1) The business has indicated a desire to support your high school baseball team
- 2) The business has several employees with parents of student-athletes who play football, softball, and baseball
- 3) The business is a local sporting goods store who benefits from high school sports in the area
- 4) The business has indicated that it often entertains vendors at sporting events
- 5) The business has indicated it has a budget of around \$1,000



# SPONSORSHIP

## *Sponsorship Activity #8*

### **SBP SPONSORSHIP**



### **\$SALES\$**

### **SPONSORSHIP SALES “TRAINING”**

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Building a strong sales team is an essential component to the success of any sports team’s off-the-field success. The same goes for your school Sports Business Program.

While it takes time, practice, and training to become a polished sales

professional, this activity will help your sponsorship team begin to build the sales skills necessary to secure corporate partners for your event. Like any endeavor, practice makes perfect so be sure to work through several role plays provided in the next activity.

#### **Step One: Understand the product or service being sold.**

On a sheet of paper, identify exactly what it is that you’re selling, being as descriptive as possible. Then, address the following questions:

- What inventory (advertising, signage etc.) is available to be sold?
- How much will the various components cost (review your rate card)?
- What are the features and benefits to your product or service?
- Do you have a sponsorship “deck” or presentation you can share or leave with a potential sponsor?

## **Step Two: Identify prospective customers and develop leads.**

Leads or prospects are the names of individuals and companies who could become future customers. Identify one or two businesses that you would approach as a prospective sponsor. If you have already created a list using previous activities, select from those lists. In sales, this step is referred to as “prospecting”.

## **Step Three: Qualify and gather information about the prospective customers.**

Learn as much about each company as you possibly can. This is part of the prospecting process. Understanding what makes a company tick is crucial to the sales process and will help you determine which companies are strong candidates for a sponsorship. If you have a fundamental understanding of how each company functions, you’ll have an easier time determining how a sponsorship can help them to achieve their organizational goals. On another sheet of paper, record as much information as you can about each of the prospects you’ve identified.

You will also need to determine who the decision maker is. Which individual at the company is in a position to decide whether to sign on the dotted line for a sponsorship program? Do they have experience with your team, venue, or event? If they are not a key decision maker, what influence (if any) do they have over the purchasing decision?

## **Step Four: Contact prospective customers (the sales call).**

The sales call is the initial form of communication in which the salesperson makes contact with the prospective customer and can take place via telephone, e-mail or in person. Your first approach should be to make a phone call to the decision maker in an attempt to secure a face-to-face meeting. If you are unable to reach the individual, you will want to draft a cover (sales) letter and proposal.

The letter should be addressed to the decision maker at the business you have chosen. In the first paragraph of your letter identify yourself to the reader and explain why you are sending this proposal. In the second paragraph, explain and highlight key details of the sponsorship proposal.

The key is accentuating the components you think the sponsor will be most interested in and explain how their involvement will be beneficial to their business. In the last paragraph thank them for their time and tell them you will follow up with a phone call to determine a convenient time to meet.

**Step Five: Establish credibility, rapport, and a reason to communicate.**

This is a step that will prove to be far easier in person than via email, mail or telephone. In an ideal scenario, you will already have a connection in some way, shape or form with the prospect. It could be the parent of a classmate, a booster, or a community activist. Ultimately, it will be the face-to-face appointment provides the best opportunity for the sales professional to build rapport and establish a relationship with the potential customer.

**Step Six: Identify and confirm a customer's needs.**

In this step of the process, you will identify and confirm the potential customer's needs. The key is to ask the prospect as many questions as possible. The best salespeople are great listeners. Try to learn about challenges the company faces. Who are their target customers? Do they have any upcoming promotions? How are they communicating with the community? After you've established the prospect's strategic approach to marketing and sales and uncovered "needs", you'll be able to customize a proposal that meets those needs.

**Step Seven: Presentation and proposal.**

A proposal is a written recommendation of products or services his or her organization may offer to meet those customer needs uncovered in the needs analysis. Each proposal is customized to meet specific customer needs based on information uncovered in step six.

Think about how you plan to present the proposal to the prospect.

- Will a sales “deck” help to enhance the presentation?
- Do you have any statistics or other valid information that will accompany the proposal as part of the presentation?
- Do you have any visuals, videos or graphics to share?

### **Step Eight: Ask for an action on an interest in company products or services.**

In this step, you will be asking for acceptance of the proposal or for a purchase decision.

Typically, the prospect will have some questions, concerns, or hesitations regarding the information you have presented and your proposal.

### **Step Nine: Handle objections.**

Objections are a prospective customer’s concerns or hesitations in making a purchase decision. It is the responsibility of the sales professional to uncover and overcome each objection to the customer’s satisfaction. Potential objections could include statements like:

- “I’m not interested”
- “I’m too busy right now...”
- “That isn’t in the budget...”
- “I need to discuss this with my boss...”
- “I can get the same results for less money by doing something else...”

### **Step Ten: The “Close”**

The close is the stage of the sales cycle where the prospective customer and the sale professional come to an agreement on pricing and services, in which the customer typically commits to a purchase of some kind. This is the step when the prospective customer becomes an official customer. However, many sales professionals often make the mistake of thinking this is the last step of the sales process!

### **Step Eleven: Follow Up**

The follow up stage is critical to ensure a satisfied and happy customer. The organization is responsible for ensuring all services agreed upon throughout the sales process are fulfilled, particularly since a lot of new business comes from existing business.

### **Step Twelve: Fulfillment/Service**

Fulfillment is the process of following through and delivering on all promised services to the customer. Meeting and exceeding customer expectations is integral to retaining their business in the future. Renewal is the agreement between the organization and customer to continue the business relationship for a pre-determined, often times contractual, period of time. Providing exemplary customer service is incredibly important. The obvious byproduct of excellent customer service is the ability to keep existing customers. However, providing great service can result in new business via referral and by differentiating your products/services from the competition.

### **Step Thirteen: Evaluation**

Measuring the results of a promotional investment (sponsorships) help an organization determine its effectiveness. Evaluations are typically objective (sales fluctuations) but can also be subjective (increased media attention or public awareness). It is important for the sales professional to be involved in this step of the process to gain a better understanding of whether or not they are meeting client needs.





# SPONSORSHIP

## *Sponsorship Activity #9*

### **SBP SPONSORSHIP**



**\$SALES**

### **SPONSORSHIP SALES ROLE PLAYS**

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While it takes time, practice, and training to become a polished sales professional, this activity will help your sponsorship team begin to build the sales skills necessary to secure corporate partners for your event. Like any endeavor, practice makes perfect so be sure to work through

the role plays provided below.

The role plays can be practiced either as a group or in one-on-one scenarios. In either case, be sure the salesperson follows the sales process outlined in the previous activity to the best of his or her ability, and the “business” adequately shares information about the business and offers at least one objection in each role play practice round. After one group of students plays the role of salesperson, be sure to switch roles and work through the scenario again. In the second instance, be sure to suggest a different sales objection.

As you review the scenarios provided below, feel free to adapt each to a situation that is realistic in your community. For example, if you don’t have a local sandwich shop but your community has a pizza restaurant, make the adjustment accordingly.

### **Scenario #1: The Local Sandwich Shop (Business Overview)**

- 6) The business already advertises in the school football program
- 7) The business has seen a decline in patrons in the last year, especially in the winter months
- 8) The business would like to sell its sandwiches at high school sporting events
- 9) The business has indicated it has a budget of around \$1,000

#### **Potential Objections:**

- “Our budget is too low for that...”
- “In the past, our ads in the football program haven’t resulted in more business...”
- “High school students don’t come to our place of business...”
- “I need to discuss this with my boss...”
- “I can get the same results for less money by doing something else...”

### **Scenario #2: The Local Furniture Store (Business Overview)**

- 1) The business is a current sponsor of a college football program
- 2) The business has several employees with parents of student-athletes who play football, softball, soccer, and baseball
- 3) The business has indicated that it often entertains vendors at college sporting events
- 4) The business has indicated it spends about \$50,000 per year on its college football sponsorship

#### **Potential Objections:**

- “I’m not interested”
- “I don’t like high school sports...”
- “That isn’t in the budget...”
- “I only like football...”
- “High school students don’t come to our place of business...”

### **Scenario #3: The Local Car Dealership (Business Overview)**

- 1) The business already has signage on the outfield fence of the school baseball and softball fields
- 2) The business would like to sponsor home basketball games this season but would like ideas on promotions that would engage the fans
- 3) The business would like to get as much visibility as possible during basketball games
- 4) The business has indicated it has a budget of around \$3,000

#### **Potential Objections:**

- “We want go get the best bang for our buck...”
- “High school students don’t buy new cars...”
- “I need to talk to the owner of the company before we decide...”
- “Another high school in the area approached us with a similar opportunity but was asking for less money...”

### **Scenario #4: The Local Sporting Goods Store (Business Overview)**

- 1) The business has indicated a desire to support all high school sports
- 2) The business has also indicated a desire to sponsor a charity event but is looking for suggestions on what that event might be
- 3) The business has indicated that it is looking for ways to encourage more local student-athletes and their parents to visit the store
- 4) The business has indicated it has a budget of around \$750

#### **Potential Objections:**

- “It sounds like too much work...”
- “We don’t have enough employees...”
- “We don’t have the budget...”
- “This wouldn’t reach enough people to make it a wise investment for our business...”
- “I don’t see how this would help us to get more people in the store...”