

Effective Sponsorship Delivery at Grassroots a Hot Topic

Subjects

- Grassroot sport sponsorships
- Monitor and improve your sponsorship performance
- Educate grassroot level sport clubs on sponsors requirements



Sponsorium is witnessing amongst our workshop attendees and subscribers an increasing trend towards Brands investing in grassroots sports sponsorship.

With this trend comes the challenge of working with people on a localised level, often across hundreds of Clubs on a day to day basis. Contacts at local level are generally not experienced dealing with a Brand's communication needs and the implementation and fulfilment of a major sponsorship programme.

Successful activation at grassroots level is critical to meeting sponsors objectives, so how can the Brand and Sports Property ensure effective delivery?

At Sponsorium our online management tool PerforMindTM is being used to help educate, monitor and improve the performance of delivering sponsors grassroots requirements. The process is simple:

1. An online Questionnaire is sent to every Commercial Club contact. Questions are weighted and relate to the fulfilment of sponsorship commitments such as on-site or team branding, published materials, sales promotions or offers to Members. Clubs are also encouraged to add comments and even ideas to improve the sponsorship experience.
2. The online Questionnaire provides guidance to each Club whilst educating them about the contractual sponsorship requirements and obligations.
3. The online Questionnaire is then submitted by the Club and automatically filed on the system. Each file contains contact information, Club feedback and a score based upon the weighting of the answer.
4. Having analysed the feedback and scores Sponsorship Managers can not only monitor delivery, but also identify where each Club can improve.
5. The PerforMindTM system also produces management reports and reviews.

Sponsorium's experiences to date suggest that Clubs at grassroots level are keen to interact with sponsors. PerforMindTM simply provides the process, structure and discipline to deliver effective results.

About Sponsorium

Sponsorium International Inc. provides sponsorship management tools that allow corporations to objectively, efficiently evaluate current partnerships as well as the potential of incoming proposals. Based in Montreal, Sponsorium has clients worldwide and offices in Europe, the United States, Mexico, South America, and Australia.

For more information about how to weight your Sponsorship Criteria and ROO, go to: <http://sponsor.com/home.jsf> or please contact Mark Cornish at mark@sponsor.com