



SPONSORSHIP READY

THE SPONSORSHIP CONTINUUM



HOW THE PUBLIC SEE THE BRAND

To the general population, SLSQ is all about its **dedicated volunteers**. **Brave heroes** who help the community by **saving lives**. In fact, volunteers are often the first aspect people will think of when thinking of SLSQ.

SLSQ is also seen as **necessary** and **essential**.

As expected, the **beach** is synonymous with SLSQ.



SPONSORSHIP STRUCTURE

- Development of appropriate sponsorship levels is critical
- Creation of a unique IP for each to protect integrity of sponsorship hierarchy
- Pricing determined based on inventory analysis
- Preferred Suppliers – definition
- Incumbent contracts need examining

Terry Johnston - Director
 Brand Ambassadors Pty Ltd
 P. 0419 757 896
 E. tj@brandambassadors.net.au
 www.brandambassadors.net.au





SPONSORSHIP READY - SCOPE

- Review of incumbent sponsor contracts
- Inventory analysis/workshop
- Provision of a recommended Sponsorship strategy & structure
- Provision of a recommended intellectual property policy
- Development of a capability statement
- Development of baseline sponsorship packages
- Recommendations on a go to market strategy



REMEMBER TO THINK OBJECTIVES NOT BENEFITS WHEN SELLING

- Impact Brand image, visibility and awareness
- Access to talent/ambassadors
- Stimulate sales/trial/usage
- Delivering foot traffic to your business
- Delivering online traffic to your website
- Entertaining clients
- Money Can't buy experiences for customers or consumers
- Motivating employees
- Showcasing community and social responsibility
- Product display/demonstration
- Networking with co-sponsors
- Online/digital/social media campaigns
- Media equivalency

TESTIMONIALS

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Brand Ambassadors have added significant value to Southport SLSC's sponsorship strategy, in a number of ways. Most notably in providing a clear definition of the club's assets to present to potential sponsors with distinct sponsorship packages, and a correlated value to the club such that both parties are aligned appropriately, and highlighting untapped revenue streams locked within the club.

Also, the education of the management committee, and then the members, about the process and that assets are not to be 'sold' individually, like for a new boat or sign or vehicle, but rather within the afore mentioned packages has transformed their expectations, as well as the very discussion regarding sponsors and their role within the club.

Further, sponsors expectations have changed over the years such that they need to be able to demonstrate to their stakeholders value for their 'investment'. The combination of the Capability Statement and the clearly defined Sponsorship Packages presents a very professional approach by the club to them, and gives them confidence in their decision and their association.

Bill Gordon-Thomson
President
 Southport Surf Life Saving Club

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Working with Brand Ambassadors has assisted us build a professional and compelling sponsorship proposition to take to market. With his help we are better prepared to articulate the real value of supporting a surf lifesaving organisation.

Dennis DiBartolo
Junior Activities Chairperson
 Picnic Bay Surf Life Saving Club