



**SOUTHPORT**  
SURF LIFE SAVING CLUB  
EST. 1924

## CHALLENGE



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.

Sponsors expectations have changed over the years such that they need to be able to demonstrate to their stakeholders value for their 'investment'.



## SOLUTION



Training and coaching provided to senior team members to shift perceptions about selling techniques and encourage a change in sales culture.

Developed new sponsorship structure, intellectual property policy and selling tools to take to market



## RESULTS

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.

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.