

Reporting tips to maintain and increase sponsorship

Your sponsors support your club for a variety of reasons, from being passionate about the game of tennis to simply wanting to promote their organisation. Regardless of the reasons, you have promised them benefits in return from their sponsorship.

To ensure a long lasting relationship you **really** need to follow up by reporting on your promises. This usually takes place annually as the sponsorship year comes around, and in plenty of time before proposing ongoing sponsorship. Let them see what you have done for their business before you put your hand out again.

Below is an example of the benefits that could be offered to a major sponsor, regardless of the size of the sponsor ask, yours could be way smaller than the example shown, use the benefits you promised as a guide to your reporting.

The items in [blue](#), provides you with an example proof of benefit in the form of a photo, social media insert, web link, newspaper article, letter head etc. Provide the information in [blue](#) in an email (and/or hardcopy if you wish) to create your report, send this to your sponsor one to two months prior to you asking for further sponsor support. Round off your report by letting them know that you are looking forward to contacting them shortly to discuss how the sponsor year has gone for them and future relations with their business.

Benefits

(Business Name) will be associated with:

- Fostering the game of tennis [\(Business Name\) is visible to our tennis community and celebrated as our major sponsor](#)
- The best tennis players in the region/club [\(Business Name\) is acknowledged at tournaments & competitions](#)
- Developing up and coming juniors [\(Business Name\) is acknowledged at all junior participation and competitive play](#)

Branding (Business names) name and logo as principal sponsor of tennis in (club or region) appears on:

- Website [Link to website](#)
- Letterhead [Example of letterhead use, e.g., policies, formats of play](#)
- Emails [Visible in the reporting communication](#)

Advertising:

- Acknowledged as principal sponsor in pre-event article in community paper [Copy of editorial in community press](#)
- Acknowledged as principal sponsor in post event results article [Copy of editorial in community press](#)
- Radio promotion in the lead up to the tournament [Name radio station and dates/times](#)

- Promotion and recognition in (number of) newsletters leading up to events/competitions [Copy of newsletters \(you should add your sponsor to your newsletter mailing list too\)](#)
- Facebook/Social Media post pre and post event, minimum 3 inserts per event/competition [Report on the reach of your posts, link to Facebook](#)
- Logo displayed on club website plus all promotional club material for event, entry form and fact sheet, website, newsletter, score sheets, posters.

Opportunity for brand recognition in media coverage, pre and post event/competition:

- Banners [Photos of winners presented with banner clearly visible, on court photos with banner in the background](#)
- Fliers [Visible at events and competition, copy to report](#)
- Posters [Visible at events and competition, copy to report](#)
- Product display [Onsite at events](#)

Business exposure at event/competition:

- Opportunity for business representative to briefly address the audience at tournaments/open events
- Opportunity for business representative to present the awards at the prize giving [Photos to commemorate](#)
- Photos of business representative and winner of tennis tournament/groups at event available for own purposes [Send photo digitally or print and present for business use](#)

Source: Tennis NZ