



COMMITTEE.com.au

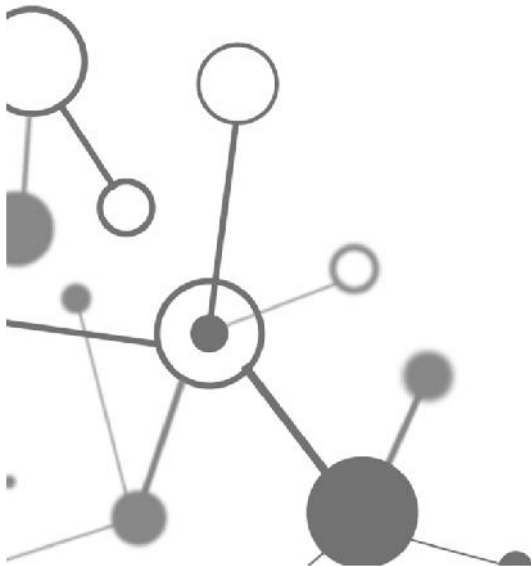
“successful committees - thriving clubs”



ldonlan@rotationalmoulding.com.au

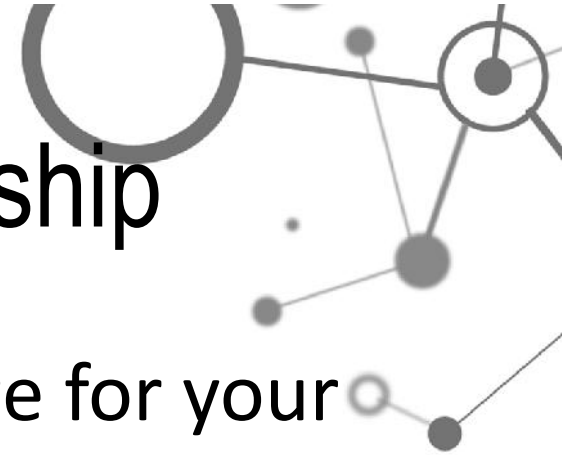
Leisa Donlan FSAE

Marketing, Media, Sponsorship & Events!





Marketing Vs Sponsorship



- Marketing : Building a public image for your club, it's culture & it's members.
- Sponsorship: Using your marketing to build financial support relationships with business.
- Marketing is a vital first step in gaining sponsorship!

Slide 2



COMMITTEE.com.au
"successful committees - thriving clubs"



Fraser Coast
REGIONAL COUNCIL

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Marketing Your Club



- Marketing may change depending on which market you approach.
- Remember your club's reputation is going to affect marketing success ... get it right!
- Include demographic information about your members!



COMMITTEE.com.au
"successful committees - thriving clubs"

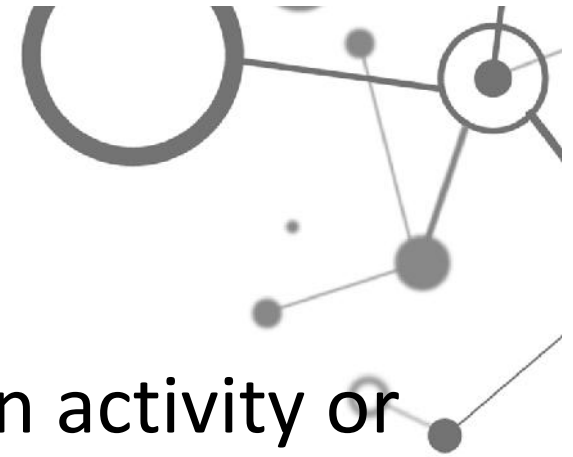


Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 3



Creating A Brand



- You may choose your club itself, an activity or team as your brand
- Ensure the marketing is professional and tells the story of your club
- All marketing should include your branding!



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 4



Increasing Membership



- Telling people you exist
 - Banners, signs & brochures at local shopping centres
 - Booths or exhibitions
 - Host a special event
 - Focus on What's In It For Me
- Asking them to be involved
- Pledging money or help



COMMITTEE.com.au
"successful committees - thriving clubs"

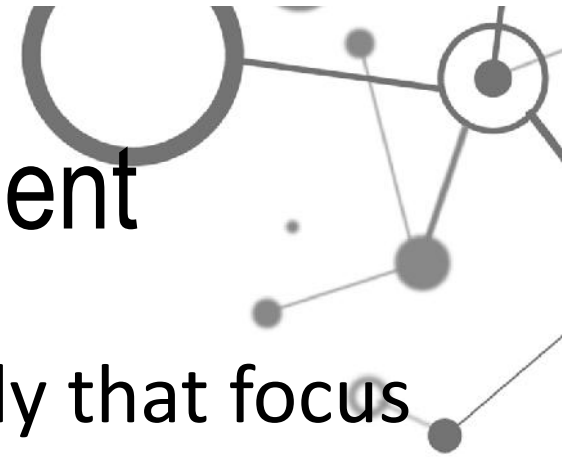


Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 5



Membership Recruitment



- Prepare marketing campaigns early that focus on fun & profile to attract people
- Consider having contracts for players in elite teams that discuss attendance at training etc
- Utilize Active After School programs where possible
- Consider early “sign on” at the end of the season



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 6



Marketing Tools



- Internal
 - Newsletter
 - Buildings / Fields
 - Website
 - Members
- External
 - Newspapers, radio & television
 - Other Venues
 - Linked Sites



COMMITTEE.com.au
“successful committees - thriving clubs”

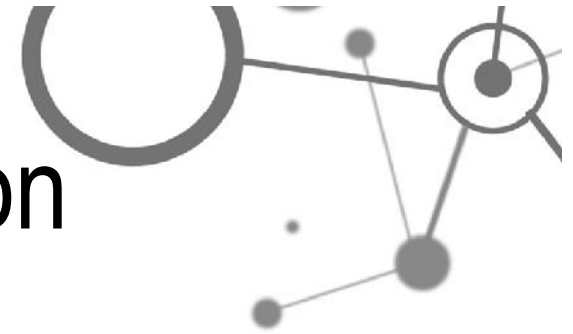


Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 7



Great Communication



besiktas j.k. 1.7 million fans



COMMITTEE.com.au
"successful committees - thriving clubs"

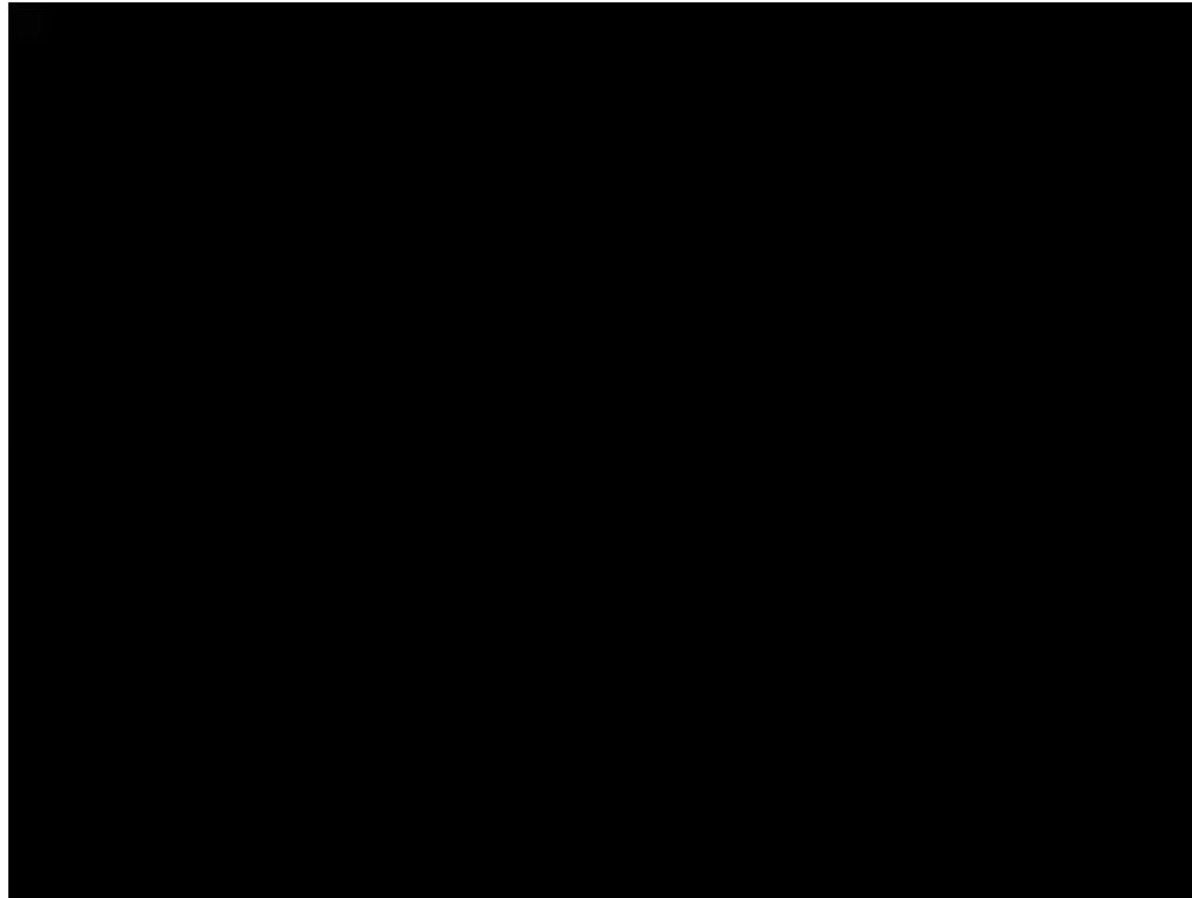


Slide 8

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Flash Mobs



COMMITTEE.com.au
"successful committees - thriving clubs"

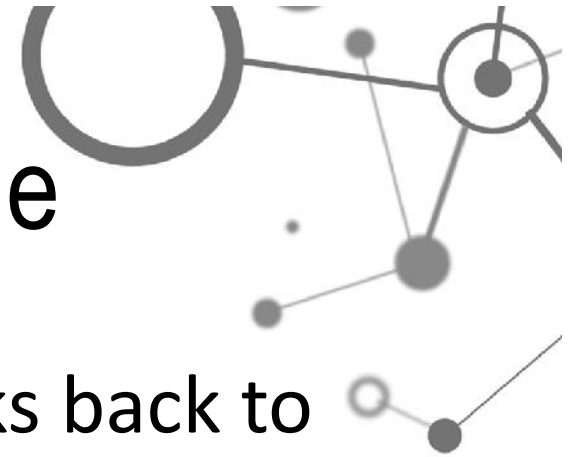


Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 9



Control The Message



- Make sure any viral marketing links back to your club or organisation!
- If you are working with viral marketing, prepare for success, it could get big quickly.
- Online conversations can be contentious and every club needs policies around online behaviour for their members that relate to the club, their name and their members.

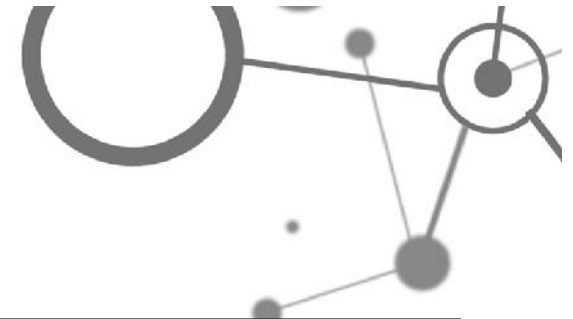


COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 10



Manly Dragon Boat Club

HOME **OUR CLUB** **TRAINING** **JOIN UP** **CONTACTS** **MEMBERS ONLY**

CLUB NEWS
GALLERY
CALENDAR
SPONSORS
LINKS
MEMBERS SERVICES

[Click here to read the latest QDBF Newsletter](#)

Manly Dragon Boat Club
 welcomes you to the home of one of
Queensland's newest dragon boat clubs.
 Explore our site to find out all about our club with up to date training times, membership information and application forms, upcoming events and the latest news.
 Whether you are interested in paddling on a social level or increasing your fitness levels to compete in regatta and State Title events we want to hear from you.
Email us now for more information.

NEWSLETTER
 MDBC Newsletter is issued bi-monthly and provides news about the Club.

LOCATION
 Wynnum Manly Yacht Club

Slide 11



COMMITTEE.com.au
 "successful committees - thriving clubs"



Leisa Donlan FSAE
 ldonlan@rotationalmoulding.com.au





Highfields football club



★ Hot news ★

- All welcome to attend the Club

[Home](#) [News](#) [Club](#) [Outdoor](#) [Indoor](#) [Sponsors](#) [Merchandise](#) [Contact Us](#)



Slide 12



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



gotta love the game!

Academy Basketball

Home About Us Videos Forum Schools Events Draws Results Training Drills & Skills

Arcade Games

→ WEB CONFERENCE
→ Academy Downlands
→ Academy Goondiwindi
→ Academy Hervey Bay
→ Academy Highfields
→ Academy Stanthorpe
→ Academy Tenterfield
→ Registration Fees
→ Forms & Documents
→ Merchandise
→ Our Sponsors

Junior Regional Basketball Season
15th May Regional Carnival 1
12th June Regional Carnival 2
23-24 July Regional Classics
Nominations Now Open!
Phone 07 4642 1834

Basketball
everyone's game
Sponsorship Enquiries
Ph 07 4642 1834 BH

LATEST NEWS
Day 1 Dribble at the Under 18 Junior State Championships

HIGHFIELDS JUNIOR MUSTER
Saturday 7th May Highfields Fitness & Rec Centre
Beginners Session
9:00am to 10:00am Shooting Stars for Beginners aged 5-10 years
Please bring a basketball if you have one with your name clearly marked on it.

Slide 13



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Excellent Club Committee

Home

Announcements
Roster and Stats
Schedules
Match Stats
Photo Gallery
Team Sponsors
Team Information
Contact Us

Player of the Week

Image One

TEAM NAME HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tristique tincidunt purus ac placerat. Ut eros nunc, pellentesque non tincidunt sed, interdum nec sapien. In dignissim metus eu risus sodales varius. In quis eros et neque ultricies aliquet vehicula in felis. In ut velit lorem.

Tip: [How to post an announcement](#)

Recent Announcements



John Doe Voted MVP Of Last Game Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tristique tincidunt purus ac placerat. Ut eros nunc, pellentesque non tincidunt sed, interdum nec sapien. In dignissim metus eu risus sodales ...

Posted May 3, 2011 5:42 PM by Leisa Donlan

Practice Field Down for Maintenance Lorem ipsum



Tip: [How to replace these images with your own.](#)

Tip: [How to replace this calendar with your own](#)

Sample calendar

Today





Get started

- Wall
- Info
- Photos
- Edit

About [Edit](#)
Template for committees who want a facebook page

0
people like this

Share



Confirm your page category

Your page's category is now featured at the top of your page. Please check it for accuracy.

Companies & organisations

Community organisation

Update category

Leisas Excellent Committee

Get started

Like

Edit page

Community [Edit info](#)

Welcome

[?]

1 Invite your friends

Start building your fan base by suggesting this Page to friends who might like it.

[Suggest to friends](#)

2 Tell your fans

Let your current customers and subscribers know about your new Page.

[Import Contacts](#)

3 Post status updates

Share your latest news.

Admins (1)

See a



[Use Facebook as Leisas Excellent Committee](#)

[View notifications](#)

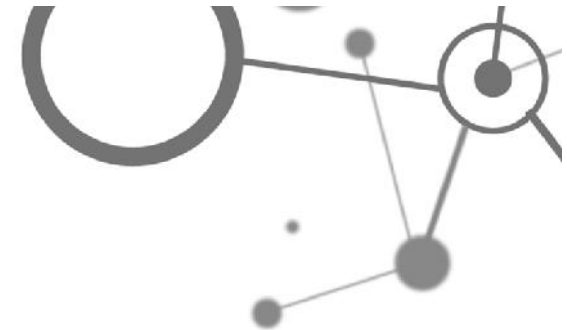
[Promote with an advert](#)

[View Insights](#)

[Suggest to friends](#)

Quick tips

Get more people to like your page with Facebook Adverts today! [Chat \(2\)](#)



facebook Search Home Profile Find friends Account

Chelsea Football Club Like

Professional sports team

Wall Chelsea Football Club · Most recent

Chelsea Football Club
Here's the team news as Torres starts...

TEAM NEWS: CHELSEA V TOTTENHAM HOTSPUR | Latest Chelsea News | Team & Transfer News | Chelsea FC | C
bit.ly

The Spaniard, who scored his first goal for Chelsea last week, is rewarded with a start by manager Carlo Ancelotti in what is expected to be a 4-4-2 formation.

Sunday at 01:47 · Share

5,736 people like this.

View all 1,714 comments

Chelsea Football Club
<http://www.youtube.com/watch?v=svHfYxpk4s>

Chelsea FC - Team news pre Tottenham
www.youtube.com

Carlo Ancelotti shares his team news with the national press ahead of the game against Tottenham at

Discover new games

Simona Zilioli and 2 other friends play Happy Aquarium.

Play now

Recommended Pages View all

Hotels au Maroc
Monarchclick Marrakech has suggested you take a look at his page.
Like

Sponsored Create an advert

Target Australia

Give your mum something special this Mother's day with Target's Mother's day promotion. See our Facebook page for more info!

Like · 11,525 people like this.

Try Can'n's Treasure Chat (2)

About
LEAGUE TITLES 1955, 2005, 2006, 2010 FA CUPS 1970, 1997, 2000, 2007, 2009, ...
More

Slide 16



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



The screenshot shows a Facebook page for the 'West End Rugby League Football Club'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, Find friends, and Account. The club's profile picture is a shield-shaped logo with 'WEST END RUGBY LEAGUE FOOTBALL CLUB' text. The left sidebar lists options like Wall, Info, Friend activity, and Photos (22). The main content area shows the club's name, location (Ipswich, Queensland), and a 'Like' button. Below this, there are two posts from the club. The first post is a text announcement about training and a committee meeting. The second post is a birthday message for a patron named Wally Cameron. To the right of the posts, there are sections for 'People you may know' (listing Palmyra Kownack and Sue Wilson) and 'Sponsored' ads (for Cadbury products and thyroid health). At the bottom of the page, it says '428 people like this.' and 'Likes'.

Slide 17



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Great Marketing Ideas



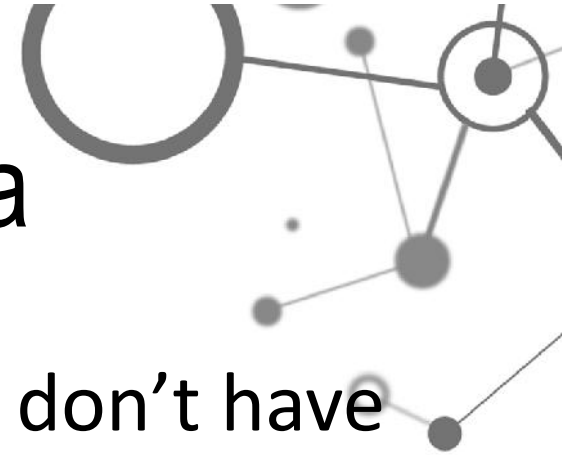
- Laminated news in local coffee shops promoting membership, products & services
- Flyer in local council & tourism information
- Corflute signs everywhere
- Brochures with pizza or other deliveries
- Signs etc at summer sport clubs
- Sign on



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Working With Media

- Stay in touch regularly even if you don't have something exciting to talk about
- Invite media to any events you are involved in or ask organisers if you can invite them
- If they contact you give them whatever they need quickly!
- Read media as often as you can (every day)



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 19



Media



Get The Word Out

[Home](#) | [Send Release](#) | [Writing Service](#) | [FAQ's](#) | [Privacy](#) | [Contact Us](#) | [Subscribers](#) | [Journalists](#)

Press release distribution made easy

Get The Word Out delivers your news straight into the email boxes of journalists and newsrooms around Australia.

Faster, cheaper and easier to handle than a fax, with over 2600 email addresses on our list and 67 specialist subject categories to choose from, your news can make an impact.

Fast, simple and hassle free

Broadcasting a press release to the Australian media with Get The Word Out is fast, hassle-free and economic. No waiting for accounts to be set up. No need to engage an expensive publicist. All you need is your media release ready to copy into our online forms and \$187 on your credit card.

Is this your first time writing a press release?

Don't let your media release suffer the "delete key" because it is "too promotional". Review our articles and resources (see the [Media Help Centre](#)) with lots of helpful hints for [writing an effective press release](#).

Is a press release worth it?

"Free-Ink" is highly valued by public relations managers and consultants because they understand the worth of the publicity and its potential to attract business, customers, investors and support from interested parties. Imagine, what would a similar amount of space for a paid advert cost you?

Help Centre

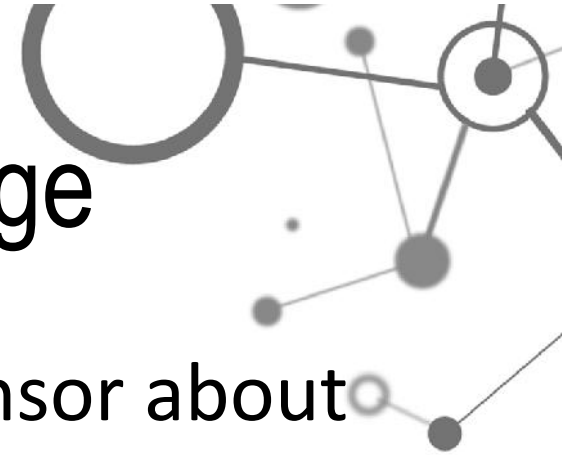
- [What News makes News](#)
- [Do's and Dont's](#)
- [Styles and Formats](#)
- [The best time to send](#)
- [Checklist - Don't send without it](#)
- [Media Release Template](#)
- [More Articles](#)

Press Release Distribution

Reach the Australian Media and turn your news, into THE news.



Remember Your Image



- Everything in the pitch tells a sponsor about you!
 - Check spelling & grammar
 - Highlight the key people within the club
 - Include contact details for them to ask more questions
 - Add photos of members enjoying participating in your club
 - Don't be afraid to be yourself!



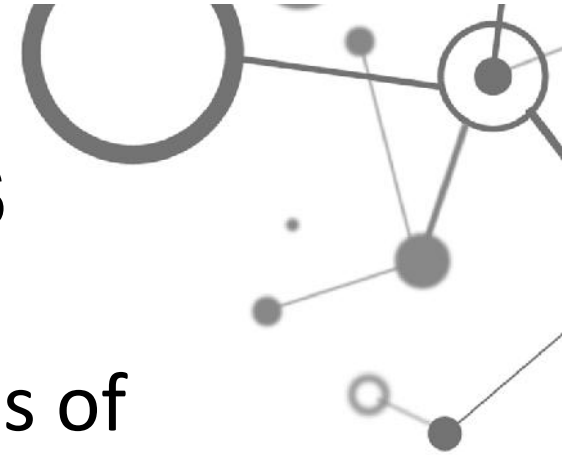
COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Sponsorship Goals



- Establish clear and realistic goals of amounts to be raised by sponsorship.
- Be prepared - decision about sponsorship should be made as a group.
- Concentrate on:
 - “What you can do for the business not what the business can do for you”.



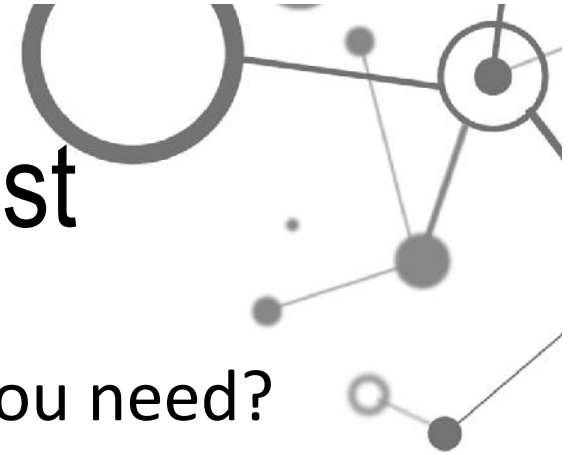
COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Sponsorship Checklist



- How much sponsorship money do you need?
- How many sponsors do you want? One main sponsor or several smaller sponsors?
- What are the benefits/gains of sponsoring your event to the business?
- Will their logo be displayed on advertising? If so, on how many advertisements?
- What about sponsor conflicts?

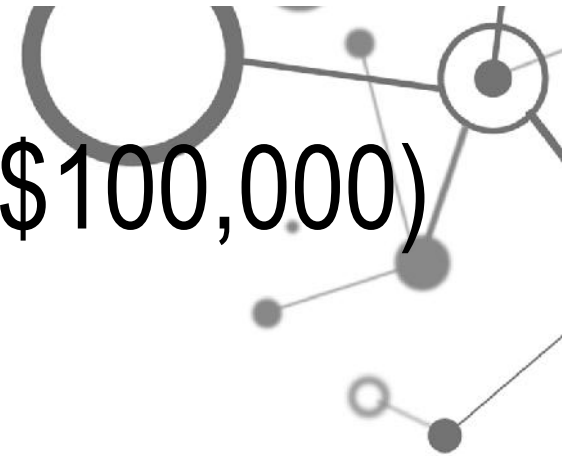
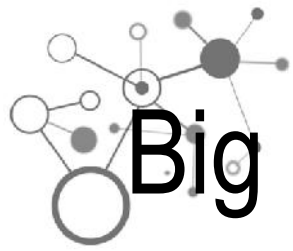


COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 23



Big Corporate Money (Up to \$100,000)

- Small clubs can access big money
- Analyse work for return & likelihood of success
- Lots of research, statistical analysis will be required
- Almost a full time job to maintain
- Better to access local representative of large corporates (local bank manager)



COMMITTEE.com.au
“successful committees - thriving clubs”

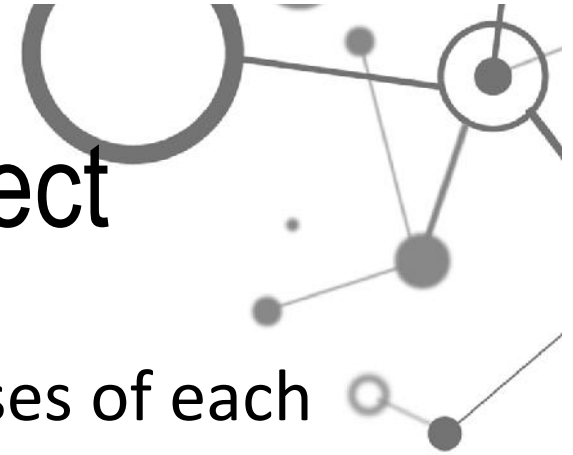


Slide 24

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Deciding On A Prospect

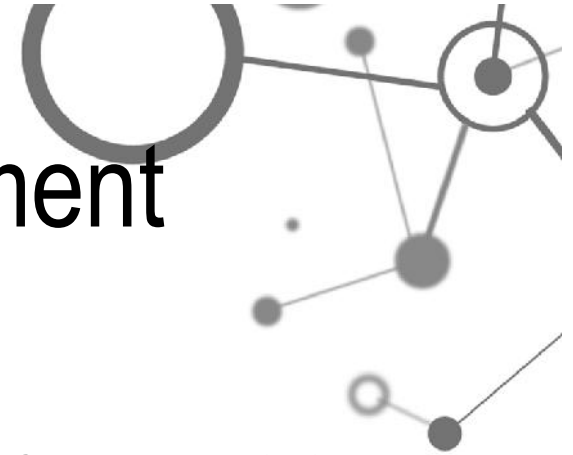


- Analyse the strengths and weaknesses of each potential sponsor.
- Work on strong prospects first & focus on only one at a time.
- Select ones that have relevance to your club.
- Develop tailor made, unique sponsorship proposals offering specific promotional opportunities to the business you are approaching.





Sponsorship Development



- Be Flexible and Receptive
 - Listen to potential sponsors suggestions for your club.
- Think outside the square
 - Offer sponsor a stand at an event
 - Distribute sponsors promotional material during games
 - Options for sponsor to give in-kind
 - In-kind sponsorship is payment made in the form of goods and services not cash.
- Any sponsorship over \$500 should have a signed agreement.



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Small Step Sponsorship (Up to \$1,000)



- Cash Donation
- Place collection tins in stores
- Hold gold coin morning tea at business to raise funds
- Offering to provide a percentage of the sale of goods or services from your business to a community group you support
- Agreeing to photocopy a regular newsletter or flyer for a community organisation, saving them the money of having to print it themselves.
- Sending out mail for a community organisation through your business account, ensuring that you save them money. (Sending out 1000 letters could save \$500).
- Have staff from business help out with club duties (eg MYOB)

Slide 27



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Small Step Sponsorship (Up to \$1,000)



- Donating excess stock to the club for sale o competition days.
- Business owner agreeing to mentor committee in various business management areas.
- Thinking before throwing out unwanted equipment.
- Working with a community group to establish a scholarship or award that promotes positive behaviour. Vouchers for kids who exemplify good sports.
- Working with a local school or community group to sponsor children so that those who are disadvantaged can still take part in sporting activities, camps and school excursions.
- Providing a major in-kind gift as a regular raffle prize or fundraiser.
- Using business marketing or media opportunities
(website, newspaper, radio or TV ads, newsletters, emails)
to promote a community group activity.

Slide 28



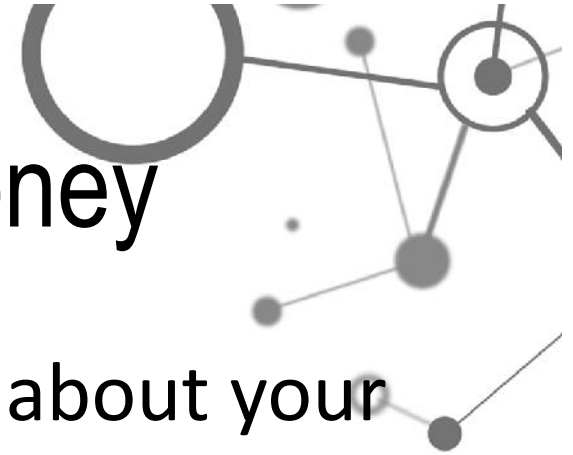
COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Getting Small Step Money



- Prepare a general marketing pack about your club.
- Include details of the offer (which should include something for the sponsor)
- Add your “wish list” for things you would like donated
- Send to multiple companies and follow up with a call a couple of weeks later.

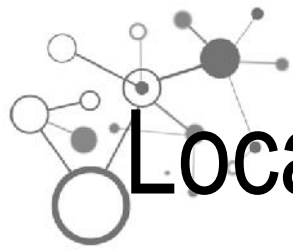


COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 29



Local & Regional Sponsors (Up to \$10,000)

- Don't assume that if you are asking for more money you are more likely to get turned down.
- Include local and regional businesses in your sponsorship targets.
- Focus on their interests, not yours.
- Remember to tailor proposals for each type of prospect.



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 30



Using Specialist Sports Agents

- Consultants will usually take a substantial proportion of the money (Eg 20-30%)
- For that, they should prepare the submission & make the meetings
- Will usually only want to pursue \$100,000 plus packages
- Sometimes great for naming rights agreements for long term



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 31



Develop Your Club Marketing



- **How highly regarded your organisation is:** You need to sell your image, so the business knows they will be connected with a group that's held in high regard. Include some corroboration of your public profile - news stories, awards, testimonials, etc.
- **How well your image fits their image:** Find out where your interests and images intersect and make the connection well-known.
- **How reliable you are:** These days it's almost as important to prove that your organisation is efficient as it is to prove that your cause is worthy and your work is good. Many organisations are good, but few are professional.

Slide 32



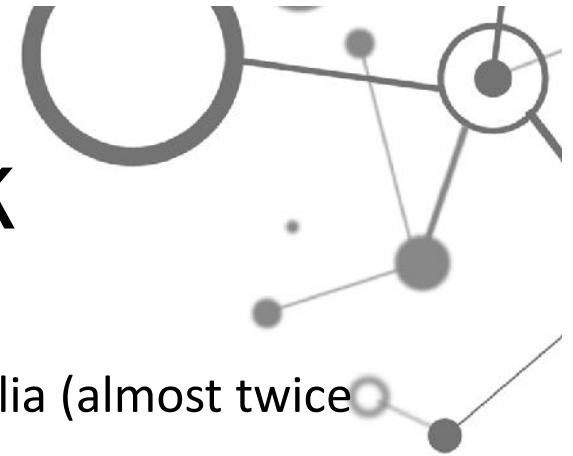
COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Do Your Homework



320,000 adults play outdoor football each year

265,000 boys under 10 play soccer each week in Australia (almost twice the amount of swimmers or any other code of football)

- Find the key contact within the sponsor's business
- Work out many play for your club?
- How does that equate to families, friends etc?
- What is the average amount of money those people may spend with the sponsor?
- What can you say about the non-financial benefits (happier staff, a better standing in the community, greater community links, etc.) that will eventually translate into more earnings?



COMMITTEE.com.au
"successful committees - thriving clubs"

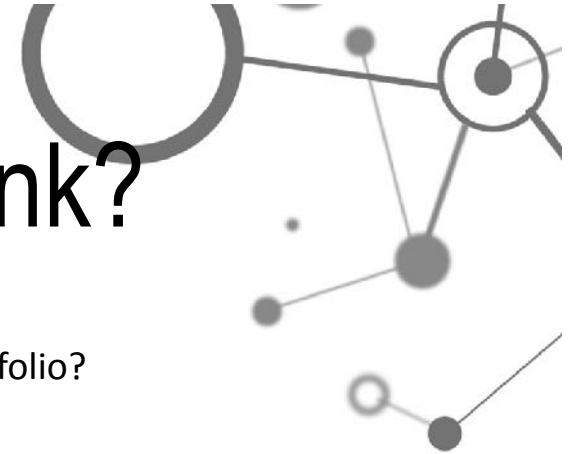


Slide 33

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



How Do Sponsors Think?



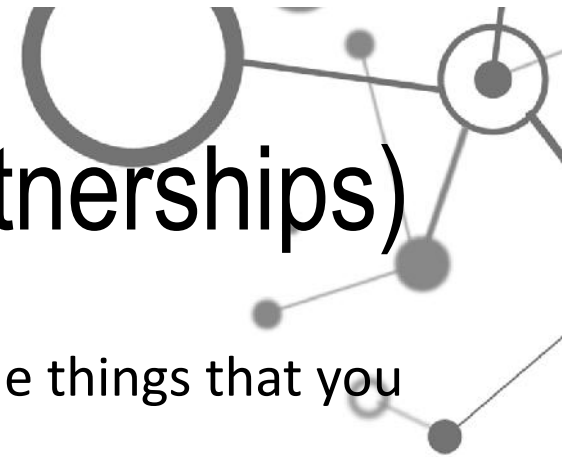
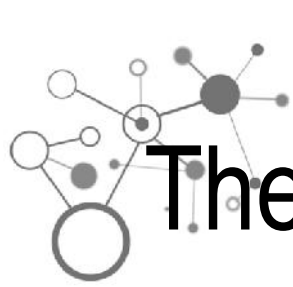
- Does the sponsorship fall within the parameters of our sponsorship portfolio?
- Would the event/activity enhance our corporate profile?
- Would this event interest existing and potential customers?
- Could this be tied in with a specific product?
- Does the proposal contain specific measurable objectives that can be evaluated after the event?
- Would there be a role for us in planning and managing the event?
- Would we receive naming rights?
- Are there opportunities for signage, programme advertising, messages, posters or other display opportunities?
- Does the asking price fall within budget parameters?
- Would there be any long-term benefits?
- Would this event result in increased business?
- Would there be access to mailing lists? (Within the constraints of the Privacy Act.)
- Is there sufficient time to plan and implement?
- Would this event provide a good number of opportunities for involvement/hospitality by staff and customers?
- Is there some evidence as to the ability of the organisation to manage the event?



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



The Big Pitch (Business Partnerships)

- **What you're going to give them:** Think over all the things that you might possibly offer. These could include:
 - Inclusion of their material to your mailings to your contact list (and thus access to a new customer base)
 - Sales of their product at your functions
 - Display of their logo during media appearances
 - Display of their logo in your ads and marketing materials
 - Naming rights to the event/building/organisation
 - Signage
 - Expert advice from your staff/volunteers/leaders
 - Endorsements and testimonials
 - Access to new audiences for their product.
 - Define how you will measure success!



COMMITTEE.com.au
“successful committees - thriving clubs”



Slide 35

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Your Proposal

- Proposal must show value for money.
- Proposal must give consideration to the target company's philosophies and objectives.
- Proposal must be detailed, accurate and comprehensive.
- Proposal should look as good as possible without going overboard.
- Amount of money required must be within realistic guidelines.



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 36



Improving Your Chances



- Write a submission with an executive summary and post it off.
- Set up a meeting to take them through the submission.
- Call in a week later with some more material, so you can check on progress (without pressure).
- Follow up any inquiry immediately. Show them you're very, very willing to discuss or negotiate.
- If they eventually refuse, thank them for their consideration and ask them for a debriefing so you can do better next time.
- Ask them for suggestions about who else to approach!



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 37



Decreasing Your Chances



10. Say, "This will be my second year racing, and with your help I plan to move up to Sport class."
9. Ask for products the company has never carried.
8. Misspell the company name or start it with "Dear Sir or Madam".
7. Forget you personalized the proposal for another company (i.e. sending Shimano a proposal that says "We can offer great exposure to SRAM.").
6. Ask for sponsorship for your epic ride across China, Russian, Africa, etc.
5. Send a 24-page proposal with no binding of any kind.
4. Send a proposal in January for money in February.
3. Send a single paragraph email.
2. Instead of requesting sponsorship, send a contract with demanding language like, "The sponsor will provide the following by Feb. 1."
1. Don't include your contact information in the proposal.

Slide 38



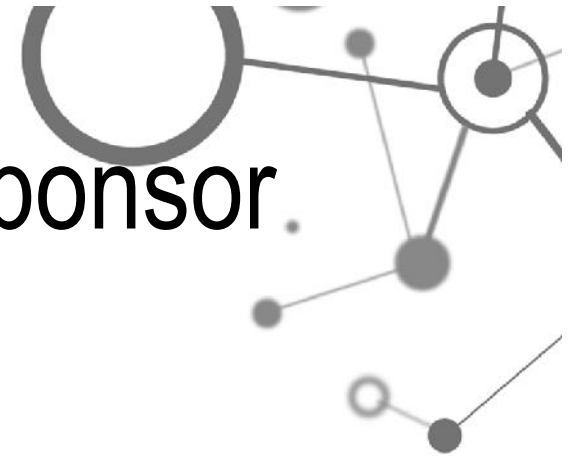
COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



YES! We Have A New Sponsor.



- Sponsorship Agreement
 - Must be in writing & include:
 - Sponsorship dates
 - What the sponsor will do (Eg amount)
 - What the club will do (Eg Offer)
 - Force Majeur (Disaster Clause)
 - Details of renewal or renegotiation
 - Conditions for termination
 - Indemnification for both parties



COMMITTEE.com.au
“successful committees - thriving clubs”



Slide 39

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Maintaining Contact Is Vital



- Easier to upgrade an existing sponsor than find a new one.
- Easier to keep a good sponsor than find a new one.
- Send regular updates to sponsor during season.
- Don't forget them in the off season!
- Make sure you achieve more than what you have promised.
- Add something new every year.

Slide 40



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Websites



- Don't need to be over run by sponsors

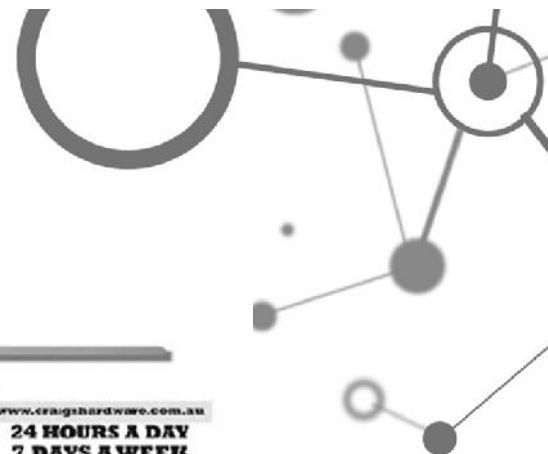


COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 41



Existing Sponsors

Sponsors



Please click on the image to access
Golding web site for contact details



Situated behind Subway on the New
England Highway in Highfields.
Telephone/Fax number is 07 46154135.
Email: highfields.fresh@bigpond.com



11 Ninderry Drive, Highfields
Phone: 0439 987 590 Fax: 07 4698 7959
Email: highbit@bigpond.com.au



Here you can find our sponsors who
generously support the club and help
our teams achieve full potential.

Please support our sponsors and don't
forget to let them know you found
them on this page.

Images are linked to companies' web
sites. If any particular company doesn't
have a web site we've provided
contact details on the page under the
image.



Please click on the image to access
DownsTech Computer Services
web site for contact details



Please click on the image to access
Bannock Brae Meals



Please click on the image to access Craig's
hardware web site for contact details



Shed 2/9 Progress Court
Toowoomba QLD 4350
Tel. 07 4637 8822
Email: xcellroofingqld@bigpond.com



•Dine In•Take Away

Please click on the image to access
LaFresco web site for contact details



Slide 42



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Working Locally

Centre Managers
Highfields Country Real Estate Pty Ltd
 John Tyler
 Shop 2, 10486 New England Highway,
 HIGHFIELDS QLD 4352
 Phone: 07 46308122
 Fax: 07 46308355
 Web: www.highfieldscountry.com.au
 Email:
Commercial@highfieldscountry.com.au
john@highfieldscountry.com.au

FOCUS: IT'S ALL ABOUT LOCAL

Team Comp For Shops In Centre
 Sign On in Centre
 Display Signage x 3 per year
 Website Linking
 "In The News" Articles
 Sign At Club
 Logo on website
 Logo on shirts
 Naming rights to team or club?
 Guaranteed editorial x 2 per year
 Volunteers to Help High Profile Days?



Slide 43



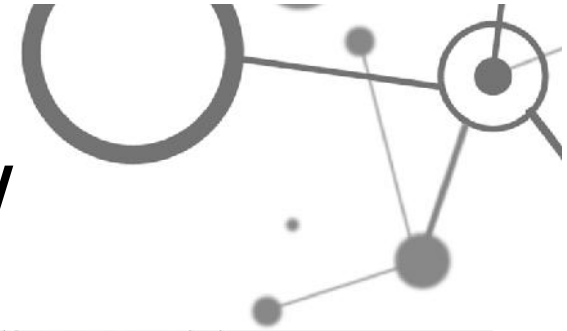
COMMITTEE.com.au
 "successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Working Regionally



Corner of Margaret and Dent Street
Toowoomba 4350
Queensland
Australia
PO Box 6161
TOOWOOMBA WEST QLD 4350
Tel: 1800 638 855 or (07) 4632 5866
Fax: (07) 4632 5328
International Callers + 61 7 4632 5866
Email: customerservice@grandcentralshopping.com.au
Grand Central Centre Management
Centre Manager - centremanager@grandcentralshopping.com.au

Marketing - marketing@grandcentralshopping.com.au
Administration - administration@grandcentralshopping.com.au
Mall Leasing - mallleasing@grandcentralshopping.com.au
Leasing - leasing@grandcentralshopping.com.au
Customer Service - customerservice@grandcentralshopping.com.au

FOCUS: BRINGING WIDER CONSUMERS TO CENTRE

Team Comp For Shops In Centre
Sign On in Centre
Display Signage x 3 per year
Website Linking
"In The News" Articles
Sign At Club
Logo on website
Logo on shirts
Naming rights to team or club?
Guaranteed editorial x 2 per year
Member's Bonus Package
Volunteers to Help High Profile Days



COMMITTEE.com.au
"successful committees - thriving clubs"



Slide 44



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Fundraising



- Set clear and realistic figures to raise.
- Decide on a maximum time frame to raise money in.
- Complete fundraising at least 6-12 months before, if money is to be spent on holding the event.



COMMITTEE.com.au
“successful committees - thriving clubs”



Slide 45

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Ideas for Types of Fundraising



- **Every Donor has their Day!**
 - An interesting way to liven up an old-fashion raffle.
 - Sell days out of a calendar for a small price.
 - Draw a winning day from the calendar.
 - The winner gets that day a prize – dinner, massage, movie passes, etc.



COMMITTEE.com.au
“successful committees - thriving clubs”



Slide 46

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Ideas for Types of Fundraising



- **GST – One Everyone Likes**
 - Encourage local business to donate **Good, Services** and **Talent** to be auctioned off to raise money.
 - This auction could be a pre-event or could also be held online.



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 47



Ideas for Types of Fundraising



- **Reaching for a New Record!**
 - Try to break a silly record.
 - Visit www.guinnessrecords.com to find a record to break or make your own up that is relevant to your event.
 - Ways to raise money
 - Get people to sponsor participants.
 - Sell food and drink at the attempt.
 - Ask for a gold coin donation to come and view that attempt.



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 48



Ideas for Types of Fundraising



- **Merchandising – Slogan Tees**
 - Develop a slogan that will identify with your event and have it transferred on to tees.
 - Sell these in the local area for a small price.
 - This will allow you to raise funds as well as raise the awareness of your event.



COMMITTEE.com.au
“successful committees - thriving clubs”



Slide 49

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Ideas for Types of Fundraising



- **Time Capsule**

- Make a time capsule to commemorate the event and sell spaces in the time capsule.
- The time capsule could include a CD with a names involved, photos, and items that symbolise the here and now.
- This could be a good way to get the media involved with the event prior to the official event.





Ideas for Types of Fundraising



- More ideas for fundraising can be found in:

How To: Find Money Fast

50 Great Ideas to raise up to \$5000

By ourcommunity.com.au

- This book can be borrowed from Hawkesbury City Council for a maximum of 2 weeks.
- Contact: Corporate Communications 4560 4430

Slide 51



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Donations, Art Unions & Bingo



Queensland Office of Gaming Regulation

- Category One
 - Proceeds less than \$2000, gross proceeds to winner & done on day of event
 - Tickets to members & guests only
 - Money is prize & back to association
 - Restrictions on prizes (more than \$10,000 cash, surgery, tobacco, weapons, casket tickets etc)
 - No permit or license necessary



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Donations, Art Unions & Bingo



- Queensland Office of Gaming Regulation
 - Category Two
 - Proceeds less than \$20,000, gross proceeds to winner & done on day of event
 - Tickets to members & guests only
 - Money is prize & back to association
 - Restrictions on prizes (more than \$10,000 cash, surgery, tobacco, weapons, casket tickets etc)
 - Permit required
 - Category Four is for no charge promotions & competitions but still has conditions



COMMITTEE.com.au
“successful committees - thriving clubs”



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Sponsorship



- Start planning and approaching sponsors 12 months before you need the money as decisions take time.
- Its as easy to ask for large amounts as small.
- Focus on what's in it for the sponsor and how their businesses will benefit (Return On Investment ROI)
- Try and find out what your sponsor's objectives are and show them how sponsorship will address them.
- Keep a sharp eye on the long term - build trust over time.
- Use your time effectively, this takes persistence
- Don't let a month pass without contact via phone or email
- Never endorse anything a sponsor sells or makes.
- Make sure you have a written agreement highlighting exactly what you are agreeing to.
- Ensure you meet your obligations.



COMMITTEE.com.au
"successful committees - thriving clubs"



Slide 54

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



How To Keep Sponsors



Managing The Sponsor Relationship

- The relationship with your Sponsor is based on the delivery of your promises.
- Keep in touch and keep them up to date.
- The job isn't over when the cheque arrives or event is done
- Give great service and they'll come back.
- Do more than they expect, give more than they wanted.
- Be early on delivery, prompt on contact returns and emails and flexible on their dates
- Have a plan for deliverables to ensure fulfillment. Don't over promise and not deliver.



COMMITTEE.com.au
"successful committees - thriving clubs"



Slide 55

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Sponsor Agreements



- A Contract Doesn't have to be complicated, just legal.
- Should include what they will do for you (amount of sponsorship) and what the club agrees to do for them.
- Include their Sponsorship Title and cash or in kind value.
- Include their benefits and your deliverables including due by dates.
- Include the start and finish date of contract.



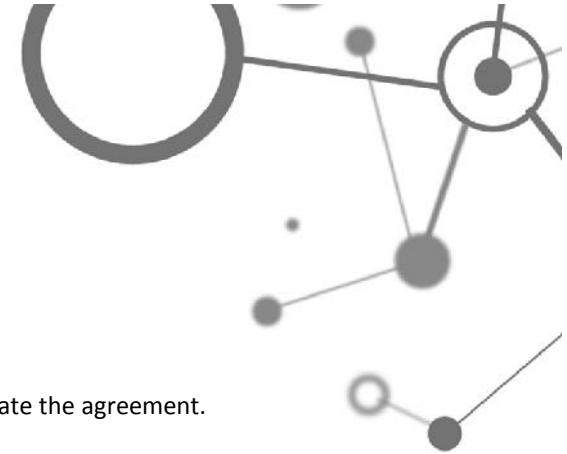
COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Written Agreement



- 1. The sponsee agrees to grant the sponsor the following sponsorship rights: (List all benefits to sponsor.)
- 2. It is agreed that at the time of renegotiation, the sponsee will automatically invite the sponsor to renegotiate the agreement.
- 3. The sponsorship will be for the period of xxxxxx to xxxxxx.
- 4. The sponsor agrees to provide: (List all the provisions of the sponsor.)
- 5. The sponsee agrees to provide the sponsor in the form of xxxxxx.
- 6. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
- 7. If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:
 - a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately;
 - b) If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 14 days written notice of their intention to terminate.
 - c) If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 14 days written notice of their intention to terminate under the clause.
 - d) In the event of a termination under this Agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.
- 8. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.
- 9. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
- 10. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
- 11. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

Slide 57



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Appreciation & Follow Up



- Send emails and include sponsors activities & logos on website.
- Take lots of photos of sponsored activities and send them on to sponsor.
- Consider putting together a book of photos and comments from members about sponsorship activity.
- Send cards & letters of thanks.
- Invite the sponsors to attend any activity you are planning, even if they don't come, they will appreciate the invitation.



COMMITTEE.com.au
"successful committees - thriving clubs"

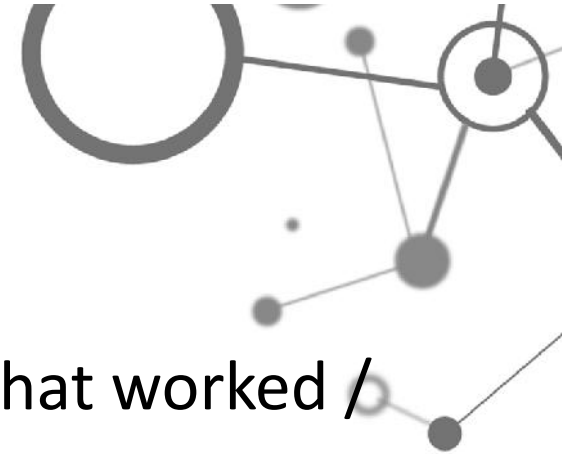


Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 58



Events



- Research any past events and find out what worked / didn't work
- Contact council, police or other authorities early if you need outside space or permits
- Consider working with professionals to help manage large events
- Investigate if you need any additional insurance to cover the event
- Prepare a realistic budget to see if its viable
- Find out what the legal implications are for the vent

Slide 59



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



More On Events



- Guidelines from hosts
- Tents & Equipment
- Bids Need To Inspire
- Tourism organisations can give great support
- Check calendars for other events
- Use GANTT & project management



COMMITTEE.com.au
“successful committees - thriving clubs”



Slide 60
Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Event Logistics



- Sun / Shade
- Spectators
- Entertainers
- Local Transport
- Accommodation options
- Flights / times
- Facilities (Showers / toilets/ facilities)



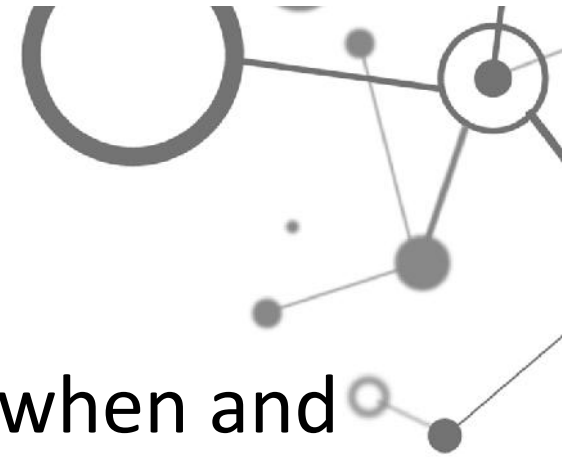
COMMITTEE.com.au
"successful committees - thriving clubs"



Slide 61
Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Volunteers



- Understand how many you need, when and where you want them and if they will need any training for the event
- Make contact with sub contractors as early as possible
- Meet with partners regularly to prepare for the event



COMMITTEE.com.au
“successful committees - thriving clubs”

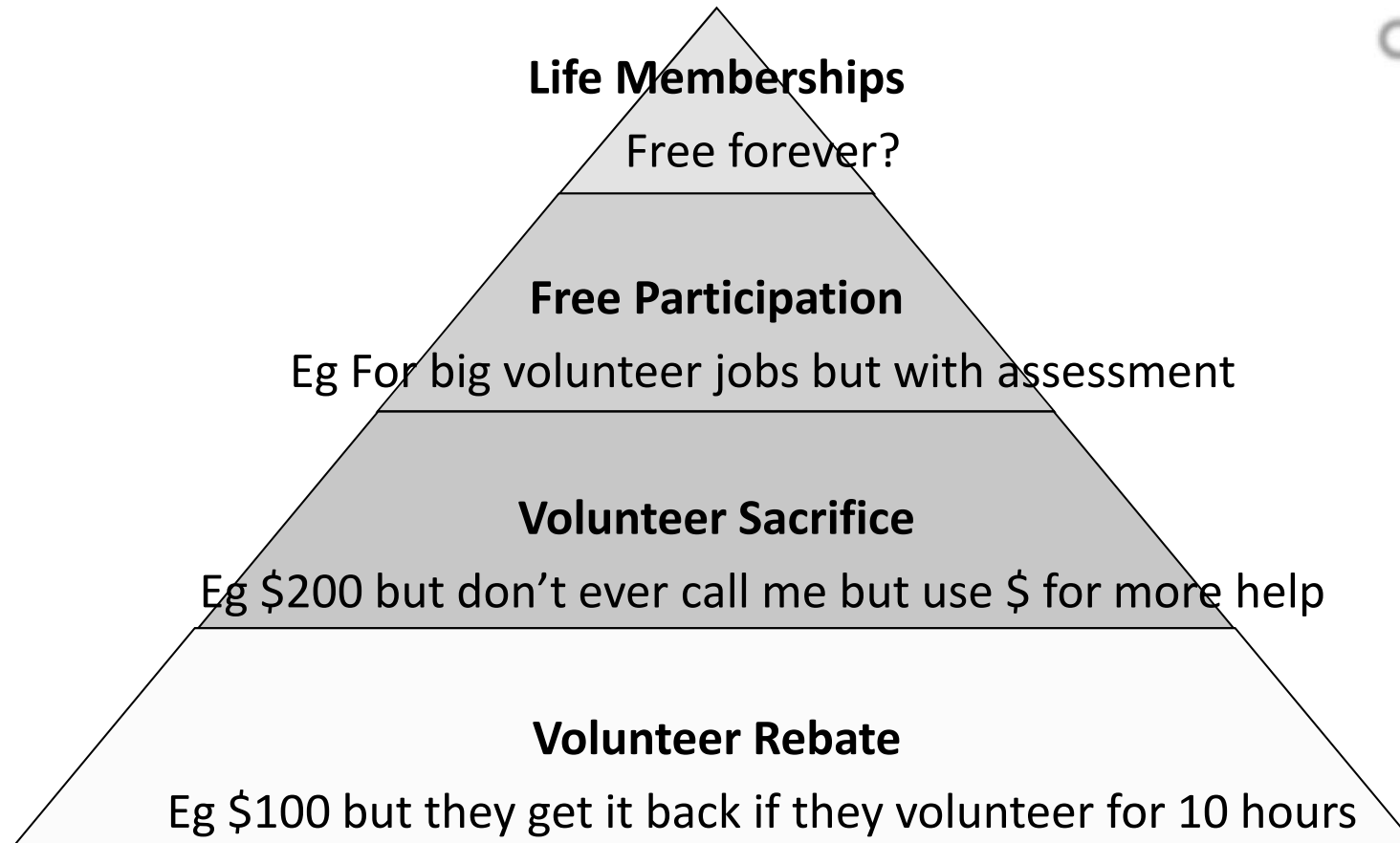


Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Slide 62



The Financial Revolution



Slide 63



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Disclosure Statements



- Meaningless to get participants to sign “I agree not to sue you” form
- Helpful to get them to sign “I have been told of the dangers” form



e 64



COMMITTEE.com.au
“successful committees - thriving clubs”



Fraser Coast
REGIONAL COUNCIL

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Your Own YoTo Channel



YouTube
motorcycle club australia
Search
Browse
Upload
Create Account
Sign In

ACT Motor Cycle Club MX Rnd 1 Fairbairn Park Canberra ACT Australia March 2009
ACTMCC3150 101 videos
Subscribe

0:10 / 3:30
480p
Like
Add to
Share

2,334

Best Buy
SONY
CAMERA OF THE YEAR
2011
THE ENTHUSIAST
© 2011 BRY Solutions, Inc.

Suggestions

GoPro HD Teva 2010
by GoProCamera
171,052 views
Promoted Video
3:19

Jack McNeice CMC Racing
KX250F No 265
by ACTMCC3150

Slide 65



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Great Apps For Clubs

- Facebook (using push)
- Google maps (finding venues)
- St John's Ambulance First Aid
- Voice memos
- Skype
- BOM (weather maps)
- Google authenticator (generates passwords)



Slide 66



COMMITTEE.com.au
"successful committees - thriving clubs"



Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Guide To Community Events



www.committee.com.au



COMMITTEE.com.au
“successful committees - thriving clubs”



Slide 67

Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au