Partnerships & Fundraising Committee

## Purpose

Assist the club in reaching its potential through mutually beneficial local partnerships and a fundraising program that are concurrent with the clubs values.

## Goals

* Retain XX% of partnerships in 2020/21
* Retain XX% of sponsors in 2020/21
* Increase fundraising revenue by XX%

## Reporting

* Sponsorships retained (including any changes to agreements)
* New sponsor details
* Grants obtained
* Summary of unsuccessful grants and sponsorship proposals
* Summary of sponsorship and fundraising revenue

# Suggested roles

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| **Position** | **Key Roles** |
| Council Liaison Officer | All communication with council including pre-season meeting and facility changeover |
| Fundraising Coordinator | Create grant proposalsInvestigate and coordinate fundraising and grant opportunitiesManage grant requirements and reporting |
| Sponsorship Coordinator | Create sponsorship proposals and packagesApproach potential sponsors and negotiate dealsManage sponsor expectations |
| Sub-committee general members | Attend sub-committee meetingsAssist with planning |

# **Sponsorship**

## Sponsorship Register

**Current**

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| **Sponsor** | **Description & Committments** | **Commenced** | **Ends** |
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**Declined**

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| **Date** | **Business** | **Reason given (if any)** |
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**For consideration**

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| **Sponsor** | **Description** | **Inclusions/why** |
| Butcher | Official meat supplier | Signage at club dinners – “Tonight’s dinner is thanks to…”Provision of meat for BBQ fundraisers. See if they will include your club on their ad with a logo and text e.g. “Proudly cooked by X Cricket Club”.  |
| Supermarket | Official tea supplier | Signage inside clubrooms – “Your afternoon tea supplied by…” |
| Local council |  | Some councils have annual applications for sponsorships, others may respond to requests.  |
| Local MP |  | Many have budget for supporting local clubs in return for signage |
| Apparel | Uniform Partner, Official Supporter Wear | Discount on uniform/merchandise. |
| Cricket Equipment |  |  |
| Indoor Centre |  | Club commitment to hold event (e.g. bubble soccer, family day) at venue. |
| Officeworks or equivalent | Official Administration supplier | Officeworks “Volunteer of the month” social media post. Discounted product/services or store credit. |
| Hairdresser |  | Vouchers for Thursday night raffle/on-field achievements |
| Accountant |  | Offer tax service out of club for parents during junior training |
| Physio |  | Free/discounted treatment for players at club or clinic |
| Real Estate |  | Post “listing of the week/month” on social media. Real Estate boards used to promote club |
| Restaurant |  | Host Thursday Night dinner and/or events |
| Local pub |  | Host Friday night raffle on club’s behalf |
| University/TAFE |  | Placement hours for students |

## Sponsor packages

* Refer to **Sponsorship Proposal document**

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| **SPONSOR LEVEL** | **PLAYER SPONSOR\*** | **PREFERRED SUPPLIER** | **OFFICIAL SUPPLIER/BRONZE** | **SILVER** | **GOLD (Major Sponsor)** |
| **Cost of Package** | $100+ | $100-$500 | $500-$1000 | $1000-$5000 | $5000 + |
| **Duration of partnership** | 1 year | 1 year | 1 year | 1 year | 2 years |
| **Certificate of appreciation** |  |  |  |  |  |
| **Business cards/pamphlets in clubrooms** |  |  |  |  |  |
| **Logo in clubrooms** | With player photo | Sponsor board | Sponsor board | Sponsor board |  |
| **Logo on website** |  | Business Logo | Business Logo | Business Logo | Business Logo + weblink |
| **Logo on annual report** |  |  |  |  |  |
| **Newsletter presence** |  |  | Logo | Logo | Logo + 1 article |
| **Facebook “Like” of your page (if one exists)** |  |  |  |  |  |
| **Facebook – post with links to your website/Facebook page** |  |  | 1 per season | 2 per season | 4 per season |
| **Twitter feed – links to your twitter/website** |  |  | 1 per season | 2 per season | 4 per season |
| **Presentation night** |  |  | 2 invitations | 4 invitations | 8 invitations + presentation of an award |
| **Email – forward promotional emails to members** |  |  |  | 1 per season | 2 per season |
| **Social membership** |  |  |  | 2 per season | 4 per season |
| **Game Day on-field signage** |  |  |  |  |  |
| **Logo on Match Day Shirt** |  |  |  |  |  |
| **Opportunity to speak to members at a club dinner** |  |  |  |  |  |

## Other potential offerings

* Recorded interviews on website/social media/podcast/radio
* Logos on electronic signage in rooms (e.g. TV above bar)
* Promotion through club fantasy league
* Club members offer skills back to business e.g. President speak to sponsor staff about leadership

# Fundraising

## Resources & Ideas

* Fundraising Made Easy <https://sportscommunity.com.au/fundraising-category/fundraising-made-easy/>
* 50 Fundraising Events & Activities <https://sportscommunity.com.au/fundraising-category/events-functions-and-fundraising-activities/>
* Australian Sports Foundation (ASF) - Tax-deductible fundraising platform (Fundraising4Sport). <https://asf.org.au/fundraise-with-us/>
* Toyota Good For Cricket Raffle
* Coterie group
* Sports lunch/night with guest speaker
* Powerball/Tattslotto/punters club
* Walk/Run challenge (link to stat like highest run scorer)
* [Tastepoint](https://tastepoint.org/)

## [Year] Fundraising Calendar

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 = Home Game = Christmas Break = Season plan due PN= Pres Night

SN= Sports Night RN= Raffle Night PS= Pink Stumps Day BQ= BBQ Fundraiser

TG= Toyota Good for Cricket Raffle starts PP = Past Players’ Day

# Grants

## Identify

* <https://www.cricketvictoria.com.au/grants/>
* [https://sportscommunity.com.au/grant-category/](https://sportscommunity.com.au/grant-category/how-to-win-a-grant/)
* <https://goodsports.com.au/grants-calendar/>
* <https://www.sportaus.gov.au/grants_and_funding/>
* <https://www.thegrantshub.com.au/>

## Understanding Grant Terminology and Criteria

This section is designed to give you some clues about common terminology used in grant guidelines and some suggestions on how you might respond to some key questions:

**Eligibility / Who Can Apply**– Usually very clear cut. If you’re not eligible, do not proceed without a partner or auspice that is eligible. Some common inclusions in eligibility statements are 'incorporated body', 'not for profit', 'rural' or 'regional', or a 'Deductible Gift Recipient' (DGR) in the case of philanthropic funds/grants

**Philanthropic Funds** – Are derived via donations or bequests to a charitable fund and distributed to specific projects/organisations usually with DGR status i.e. those that can receive donations and offer tax deductions. Sporting clubs don’t usually have DGR but could partner with a group that does e.g. church

**Funding Objectives** – This defines what the grant is for and your project needs to line up with and contribute to this objective

**Target Group**– This refers to the group the funding is trying to support e.g. people with a disability, older adults. Your project must engage or support the nominated group if specified

**Project Reach**– This refers to how many people, how far and wide your project will impact. Your project does not have to be widespread to have broad reach though e.g. you can increase the reach by sharing any resources developed or learning with other like agencies

**Disadvantage** – When grants give preference to areas of disadvantage, find out what that refers to. To evidence your area as disadvantaged you can use:

* **SEIFA Index** (Socio Economic Index for Areas) – you can access this from your Council
* **Local Demographics** – Australian Bureau of Statistics, local government particularly to determine prevalence of target group in the area
* **Rurally Isolated** - indicate distance to major centres and services

**Sustainability** – Refers to your project’s ability to demonstrate how it could continue after the funding is over. This can be achieved by e.g. charging a fee to use next time, being able to re-use materials, attracting other fund sources. Some things can be sustainable without money – e.g. resources developed, relationships, infrastructure, learning

**Project Plan** - Your project plan should include the steps you will take to implement your project including timelines, benchmarks, and who will undertake the tasks. This can be provided in a table form or Excel formats

**Evaluation** - This simply refers to how you are going to identify whether the project has been successful or not against the objectives set by the grant. It can use measures such as the number of participants, participant feedback, visual displays etc. Note it is never a bad idea to include your evaluation measures in your project plan

**Partnerships** - Real partnerships are more than just a sign off. In your grant application you should demonstrate the strength of your partnership by demonstrating joint planning, roles and responsibilities of each and how the partners will ensure communication e.g. meet monthly.