

Sponsorship, Fundraising and Grants

Sponsorship, fundraising and grants are important to help sustain the sport and recreation industry and improve the range and quality of services provided by organisations within the industry. Often local communities, clubs and associations rely heavily on sponsorship, fundraising and grants to help cover general and/or developmental operating expenses, specific projects and events.

Organisations need to undertake budget preparation on an annual basis. The annual budgetary process should include an estimate of income needs and types of on-going and future expenses. Anticipated income through sponsorship, fundraising and grants needs to be included in this budget.

Any sponsorship and fundraising campaigns must be consistent with the strategic and/or operational plan as well as the annual budget.

Sponsorship

Sponsorship is a contractual business arrangement that is mutually beneficial to both parties. In the sport and recreation context, it usually involves a business providing support, cash

or in-kind, to a sport or recreation organisation in return for recognition and exposure.

The sponsorship world is very competitive and requires thorough planning, selling and servicing approaches. It is a good idea for organisations to identify and target individuals or organisations that have an interest in their sport or an interest in the specific project. Further, organisations can cultivate sponsors by offering special benefits and privileges, such as invitations to events and annual meetings, as well as access to promotional opportunities.

In planning to seek sponsorship, sport and recreation organisations need to identify:

- The image of their organisation or sport among members and the public.
- The companies that match the organisation or sport's image.
- The 'best' program to promote when seeking sponsorship.
- The opportunities to be offered to the sponsor.

A professional proposal should be personally presented to organisations from whom you are seeking sponsorship. Meeting with potential sponsors and discussing options with them will significantly increase the likelihood of obtaining a sponsorship deal.

Current as at August 2019



Fundraising

Fundraising activities usually fund specific projects that are accounted for separately from operational income and expenditure. A fundraising committee should be formed to plan, guide and monitor fundraising activities. It is critical to set achievable goals when planning fundraising activities. This involves understanding the cost of the project you are fundraising for, having a realistic estimate of the amount of funds to be raised, knowing the costs involved in fundraising (e.g. printing, and postage), working within legislative requirements and having a realistic timeline.

Successful fundraising is based on building relationships. It is therefore essential to have a worthwhile fundraising cause and to present a compelling case to gain support for that cause. Organisations may have members with useful business contacts or professional fundraising expertise. Encouraging existing members to sell the fundraising message is also important.

Evaluating the cost/benefit of fundraising activities is also important. Determining whether the income generated was worth the time and effort will indicate whether the activity should be conducted again.

Sport and community organisations can register their project with the Australian Sports Foundation to seek tax deductible donations from the community.

Further information can be obtained from the Australian Sports Foundation on (02) 6214 7868 or by visiting www.asf.org.au/

Grants

Grants are normally allocated for a specific purpose and are not usually offered to cover the cost of conducting day-to-day activities. It is essential to plan strategically and financially for grants and seek grant programs that are designed

to achieve outcomes compatible with those outlined in your strategic plan.

Once you have selected an appropriate grant program, you should develop a checklist of the requirements of the funding body. These might include:

- Providing information about the status and structure of your organisation.
- Addressing specific criteria or describing how the project meets the funder's objectives.
- Describing what is proposed.
- Defining the location of the project.
- Describing how the project will be managed and sustained.
- Defining the project timeframe.
- Declaring what the proposed project will cost and how much funding is being sought.
- Listing what your organisation can contribute or other sources of secured funding.

It's a good idea to speak to the funding organisation about your proposal before applying. When you apply it is important to provide the information requested in a professional manner that complies with formatting requests.

Further information and useful resources

For further information about grants, please visit the funding and grants section of our website at <https://www.communities.tas.gov.au>

The Our Community website, available at www.ourcommunity.com.au provides information about grants and fundraising along with a range of up-to-date resources.

The NSW Office of Sport has a number of resource sheets available in the area of sponsorship, fundraising and grants. These are available at <https://sport.nsw.gov.au/clubs/ryc/funding>