

# Sponsorship/Fundraising

**CHRIS MILICICH – 22 MARCH 2010**

## CHRIS MILICICH

Chris Milicich is the Business Development Manager of Harbour Sport.

My previous roles have been within the Advertising Industry with experience in sponsorship from both client and sports perspectives.

- Rebel Sport
- NZRU
- All Blacks
- Ogilvy Sport
- NZ Soccer
- NZ Tennis

- ▶ Background
- ▶ A typical club member
- ▶ Your club
- ▶ Your sponsors
- ▶ Can you move sponsors?
- ▶ Sponsorship Methodology
- ▶ Opportunity
- ▶ Fundraising



## Your Club?

What is the name of your club:

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How many subscription members in your club: SENIOR

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JUNIOR

What is your current income from sponsorship:

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What is your current income from fundraising:

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Do you have a strategy for acquiring:  sponsorship  fundraising

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Do you have a relationship strategy for:  Sponsors  Leverage Plans

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What is the biggest issue/s facing your club in regards to sponsorship/fundraising:

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## WHAT LEVEL ARE YOUR SPONSORS?

Level 1: I like you and you like me so I will give you money because I know you. OR I am a local business and I want to be associated with your club because I am a member or feel I should be associated.

Level 2: Being a sponsor is a good idea because all my community feelings are tickled but it has created limited business opportunities for me but I feel good about it.

Level 3: Being a sponsor is crucial to the development of my business and I view the sponsorship as key to my ongoing success so I will consistently work with you to improve my sales.

- ▶ Is your sponsor a 1, 2 or 3
- ▶ Personal/Emotive
- ▶ Personal/Business

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- ▶ Business/Emotive

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- ▶ Business/Business
- ▶ Does this sponsorship answer THEIR business objectives.



HOW CAN YOU

**MOVE A SPONSOR UP**

## Sponsorship Methodology

- ▶ Asset Evaluation *What do I Have?*
- ▶ Asset Valuation *What is it worth?*
- ▶ Brand Matching *Who wants it?*
- ▶ Prove the Match *Why they want it?*
- ▶ Sell *Paint the picture*
- ▶ Implementation *Make it happen*
- ▶ Evaluate and substantiate *Prove it and grow it*

## Opportunity

- ▶ Where are sponsorship opportunities?
- ▶ What do you have that a sponsor wants?
- ▶ What problems does a company have?
- ▶ Do you have an answer?
- ▶ Can you make them believe that you are an important cog of their selling apparatus?

PEOPLE DO BUSINESS WITH PEOPLE THEY

**LIKE AND TRUST**

# Fundraising

## IDEAS FOR YOU

All companies showcased are on a no-obligation and contractual basis to you. Harbour Sport is happy to showcase their offer on a take-it or leave-it basis. Harbour Sport has interviewed and negotiated the deal with each company and believe they are good organisations to deal with. If you would like more information on any of these ideas then feel free to contact Chris Milicich at [bdm@harboursport.co.nz](mailto:bdm@harboursport.co.nz)

We realise that you may have existing relationships with these types of companies but it never hurts to benchmark existing relationships against what may be available in the market.

# Fundraising Plan

- ▶ Long-range strategic plan
  - Objectives
  - Costs
  - Resources
  - Priorities
  - Responsibilities
  - Timelines

## Suppliers

- ▶ How many clubs get discounts on their purchases?
- ▶ How many clubs get cash from their suppliers?
- ▶ Is there any added value from your suppliers?

HARBOUR SPORT

# FUNDRAISING CONTACTS AND INITIATIVES

**CAN YOU CHANGE THE SPENDING OR BUYING CHOICES  
OF YOUR MEMBERS?**

## PROSPER

Prosper are a local North Harbour business who wish to be involved and part of a form of community engagement that provides ongoing tangible benefits for all parties.

Prosper have access to the major providers in NZ and provide tailored solutions to their clients. They offer a co-ordinated approach to helping people manage their affairs and achieve financial security and prosperity.

They do not charge fees and are willing to pass 25% of any/all commissions earned to the individual club where the referral comes from.

- ▶ Professional independent advice
  - Budgeting, personal, home and commercial loans, Personal and business risk management, Domestic and business fire and general cover
- ▶ No fees and 25% of any/all commissions earned back to the club where the referral was generated
  - An average \$300,000 mortgage would earn the club \$330
  - An average risk plan for a family of \$100 per month would earn the club \$300
  - An average domestic fire and general deal would earn the club \$37.50
  - One average lead per month could potentially earn the club \$8010 p.a.

## WAIWERA POOLS

Auckland's most visited water destination, Waiwera Thermal Spa Resort, attracts over 350,000 visitors each year. Located just 35 minutes drive north of New Zealand's largest city, Auckland, on the picturesque Hibiscus Coast. The resort's natural thermal mineral waters are sheltered by the native bush and hills of the Waiwera valley. The perfect place to unwind with family and friends! Take time viewing our website for all the facilities we offer and upcoming events.

Contact Dennis on 09-448 2483 or [enquiry@waiwera.co.nz](mailto:enquiry@waiwera.co.nz)

- ▶ Fundraising offer
  - Offer entry: Adult \$10 (\$25) Child \$6 (\$15)
  - You can choose to charge full price or any figure up to full price. Opportunity to make \$15 per adult and \$8 per child.
- ▶ Valid Mar 1 – Oct 31 and 20 people min.
- ▶ Are prepared to offer bbq hireage and combo meals of your choice by negotiation
- ▶ Bookings essential

## ALL TEAMS

All Teams is a free website and sports club management tool that connects the club to their players, supporters and sponsors.

All Teams gives your club the ability to create your own online business directory. Sell listings to businesses in the local community and every listing raises \$155 for your club.

Businesses raise their profile to your members.

All Stars will supply posters, flyers, sales material and incentive programme.

- ▶ Free website and sports club management tool
- ▶ No cash limit
- ▶ Business Directory
- ▶ Existing websites can use the Directory “widget”
- ▶ Special offer for HS clubs
- ▶ Strong business model

## THE ICE PACK COMPANY

An ice pack is essential for the initial treatment of an injury or illness.

Your club is required to fulfill Health and Welfare obligations to players and the instant ice pack answers your obligations.

### **SPECIAL OFFER\*:**

- 5 or more instant ice packs \$4.50
- 10 or more instant ice packs \$3.50
- 50 or more instant ice packs \$2.90
- 100 or more instant ice packs \$2.50
- 500 or more instant ice packs \$2.20

*Prices are per pack and GST exclusive*

*Branding additional*

- ▶ Every team needs one
- ▶ Club Branded
- ▶ Budget conscious
- ▶ Special Introductory offer
- ▶ Sponsor property
- ▶ Club fundraiser
- ▶ To order or obtain more information

[christurner10@xtra.co.nz](mailto:christurner10@xtra.co.nz)

## D&R DISTRIBUTIONS

The objective is to provide product to clubs in the North Shore region for the purpose of re-sale for profit to aid in fundraising. D&R are based in Browns Bay.

100% NZ made liquorice. It has a shelf life of 6 months – 1 year.

This product is not available for sale in retail outlets making the availability at clubs more attractive.

### Examples:

- 180 gsm pack – \$2.00 RRP \$3.50
- 300gsm pack – \$4.75 RRP \$7.00
- 700 gsm pack – \$6.45 RRP \$10.00

- ▶ FMCG option
- ▶ Various fundraising options
- ▶ Club Branded
- ▶ Quick turnaround
- ▶ Contact  
[ruthandden@xtra.co.nz](mailto:ruthandden@xtra.co.nz)
- ▶ [www.new.genliquorice.co.nz](http://www.new.genliquorice.co.nz)

## DRIVELINE

Driveline was born out of the desire to create a company that would genuinely provide the right vehicle finance and management solutions for small to medium sized businesses and private individuals.

If you are looking to purchase, lease, finance or simply wish to kick a few tyres around then give Paul Tobin at Driveline at call.

- ▶ Local North Harbour business
- ▶ Strong community involvement
- ▶ Existing HS Sponsor
- ▶ Prepared to structure a deal with any club
- ▶ Cash back for referrals

## Websites

- ▶ [www.fundraisingideas.org.nz](http://www.fundraisingideas.org.nz)
- ▶ [www.fastfundraising.co.nz](http://www.fastfundraising.co.nz)

# Fundraising Negotiation

**IF THERE IS ANY COMPANY OR AREA THAT YOU FEEL WOULD BE A GREAT ADDITION TO THE HARBOUR SPORT FUNDRAISING DIRECTORY THEN PLEASE GIVE CHRIS A CALL ON 09-415 4614.**