Subiaco Floreat Cricket Club

Sponsorship and Fundraising Plan

Background

Subiaco Floreat Cricket Club (**Club**) aims to provide an environment in which all of its players – senior (male and female) and junior (male and female) – have the best possible opportunity to realise their cricket potential and that the Club is a place where they always feel welcome and valued. The Club aims to seek these objectives while minimising the financial burden on its players and securing its long-term future.

The Sponsorship and Fundraising Plan (**SFP**) plays an important role in providing the financial resources to enable the Club to achieve these overarching objectives. While the Club places great importance on accessing various available grants and player subscriptions form an important component of the Club's annual revenue, the SFP is a critical part of the overall financial strategy and is central to the Club's financial planning activities.

The Club has a sponsorship and fundraising sub-committee (**SFSC**), which reports formally to the Committee on a monthly basis. Sponsorship and Fundraising is a standing agenda item and the Sponsorship and Fundraising Director provides a monthly report to the Committee.

The Club aims to maximise revenue from sponsorship and fundraising and minimise the financial burden imposed on subscriptions levied on players. Revenue raised from sponsorship and fundraising has consistently been in the order of 15% of total revenue, and the Club is continually striving to increase this ratio. This does not include support received from Town of Cambridge, which if included brings that total well above 15%. Notwithstanding the support from Town of Cambridge, the Club is continually seeking out new sponsors

Sponsorship

Sponsorship plays an important role in securing the required funding for the Club. It is distinct from advertising in as much as it does not communicate messages directly, although a sponsored event may provide an opportunity for direct contact with a target market. Sponsorship is also distinct from donations or fundraising in the sense that a monetary or other tangible payback is to some extent expected by the sponsor.

The potential benefits of sponsorship are many:

- By linking the brand into values offered by the Club, a relationship can be created which can strengthen the brand's image
- Credibility is strengthened when aligned with strong and popular events or causes such as a community focused cricket club
- Widespread coverage to promote awareness
- A more personal presence with an opportunity to talk to people at events

- Opportunity for distributing free products at the beach

Sponsorship can be an alternative to advertising as consumers are less threatened by sponsorships and therefore have less barriers to accepting it.

Approach to securing sponsorships

While the Club applies a 'whole of Club' approach to sponsorship, the marketing effort tends to target seniors and juniors separately.

Seniors – Male and Female Cricket

The primary focus in relation to senior cricket is to ensure that the Club's sponsors (other than those who have become sponsors through the junior cricket program) are retained from year-to-year. The Club endeavours to support its major sponsors as much as possible by holding post game events at sponsors' venues and encouraging players to purchase from suppliers that are sponsors. Prior to the commencement of each season, the SFSC meets with the previous year's sponsors to secure their support for the coming season. The SFSC identifies potential opportunities for new sponsors and allocates responsibility for pursuing those opportunities to members of the SFSC.

The Club also offers incentives to its senior players to attract sponsors. Discounts to players' annual subscriptions are applicable, depending on the size of any sponsor that is introduced by a senior player.

Juniors

The Club has found that parents of junior players are often willing to participate in a sponsorship arrangement. In order to leverage this potential financial support, all parents of new players are provided with a sponsorship pack and the Junior Cricket Coordinator then follows up by email and in person. Again, the immediate priority is to retain prior year's sponsors, while also identifying opportunities to engage new sponsors.

Sponsorship plan for season 2019-20

The Club's sponsors are categorised by the level of sponsorship, the respective categories being: Major, Tier One, Tier Two and Tier Three. The Town of Cambridge which provides financial support is viewed as a standalone sponsor. The Club's sponsors are as follows:

Town of Cambridge

Major Sponsors (above $5,000): REVO Fitness, The Ark Group

Tier One Sponsors ($2,501 - $5,000): Inglewood Hotel

Tier Two Sponsors ($1,001 - $2,500): Wembley Medical Centre, BDO, Image Seven, Knight Financial and Wembley Settlements

Tier Three Sponsors (up to $1,000): Precision Carpets, Victory Athletic

Fundraising

Many clubs would cease to exist without additional financial assistance gained through fundraising. Reasons for fundraising are many and range from the need for additional equipment, to the building of supporting facilities. The ability to generate additional funding from sources outside the Club can also be important in securing the Club's longer-term future.

Approach to fundraising

The SFSC is not responsible for securing funding from grants. Separate to the Club's sponsorship and fundraising activities, a member of the Committee is appointed as the grants manager and is responsible for identifying grants that the Club may access, bringing those particular grants to the attention of the Committee and coordinating the Club's activities with respect to submitting an application for a specific grant.

The SFSC identifies opportunities for fundraising that are consistent with the Club's values, do not require an excessive time commitment from members of the SFSC and the Committee and which are easily promoted to members and related groups. The SFSC also works closely with the Club's social committee to ensure that certain social events have a fundraising objective and that planning for such social events is undertaken with a view to ensuring that the fundraising objective is achieved.

Fundraising activities

The Club operates the Toyota Good for Cricket Raffle and during the season holds several events that serve primarily as social occasions, but also as fundraising opportunities. Details of the fundraising plan for season 2018-19 are set out in the table on page 4.

Sponsorship and Fundraising Sub-Committee

As noted, the SFSC is responsible for sponsorship and fundraising and reports to the Committee on a monthly basis. The key attributes of members of the SFSC are:

- Financial background and awareness
- Experience in developing and maintaining sponsorship relationships
- Honesty and trustworthiness
- Knowledge of sales
- Attention to detail

Role of the SFSC

The role of the SFSC is to maximise revenue from sponsorship and fundraising activities, its key functions in relation to sponsorship including:

- Implement sponsorship strategies in order to maximize revenues
- Present the Club to potential new sponsors
- Develop proposals in order to send to different organizations in order to solicit sponsorships
- Draft sponsorship agreements as required
- Create and implement plans to attain sponsorships
- Meet potential sponsors and explain to them the need for grants and their eventual benefits
- Ensure appropriate delivery of sponsorship programs
- Plan, coordinate and implement events to bring together possible sponsors
- Act as a liaison between sponsors and the cricket club
- Ensure the delivery of agreed sponsor benefits successfully

- Develop appropriate correspondence such as proposals, thank you letters and program outcome information
- Identify and implement fundraising opportunities

Fundraising Plan: 2019-20

Fundraising Activity	Responsibility	Period of Fundraiser	Items Required	Costs ($)	Target Group/s	Est. Income ($)	Net Income ($)
Past players function	President and Social Director	December 2019	Finger food, water	$500	Past players	$1,500 - $2,000	TBC
Trivia night	Social Director and House Director	February 2020	Quiz master, prizes	$800	Friends and family of players and Committee	$2,500 - $3,000	TBC
Christmas Party	Social Director and House Director	December 2019	Food, Christmas decorations	$400	Players, Committee and Friends and family of players and Committee	$1,500	TBC
Toyota Good for Cricket Raffle	Treasurer		Raffle books	Nil	Tickets sold by players, parents and Committee members	$750	TBC
Killerby Wines Fund Raiser	SFSC	March 2020	Email distribution to Club members	Nil	Orders lodged online	$1,200	TBC