

SPORTS LEADERS FORUM

08

June
2022



5.30PM
7.30PM



Harbour
Sport

OBJECTIVES

CONNECT

SHARE

INSIGHTS

AGENDA

- 5.15PM** Doors Open
- 5.30PM** Kai (food)
- 5.40PM** Introduction
- 5.45PM** Karakia
- 5.47PM** Icebreaker
- 5.55PM** Part 1: Issues & Solutions
- 6.25PM** Part 2: Incorporated Societies Act
- 6.55PM** Part 3: Money, Money, Money
- 7.25PM** Karakia & networking

PART 1



Issues & Solutions

PART 2



Incorporated Societies Act

Gordon Noble-Campbell

Chairman, New Zealand Amateur Sport Association Inc.

PART 3



Money, Money, Money

Richard Casutt

General Manager, Harbour Sport

GRANT FUNDING

FINDING FUNDING



Te Tari Taiwhenua Internal Affairs



GRANT FUNDING

Issues with gaming funds

Covid Effect

 40% down on gaming money, gaming has moved online may not come back

Hollistic Issues

Issues are still on the table at government level

Sinking lid policy of gaming industry

Applications far outweigh the money in the pot to hand out

GRANT FUNDING

Critical Steps

Research & Plan

Most funders WILL NOT grant money to something that has already started or starts before funding is received
Look at funding criteria closely – there is a shift

Know What you want to do & Why.

Have your people allocated to deliver

Identify Suitable Grants

Check websites
Chat to grant funders relationship managers
Align projects to funders strategy – priorities, strategies, targeted groups

Community Partnerships

Where your eligibility is under question
Showing community engagement

Sell your Story

clear on who benefits, for who, providing stories, photos, showing impact

**Follow the
admin process,
attention to
detail is critical.**

FUNDRAISING

Process

1 Establish a fundraising committee

2 Plan – what, when & who

3 Set a fundraising goal

4 Past successes

5 Enthusiasm counts

FUNDRAISING

Activity



**What has been your best
fundraiser? Why?**

FUNDRAISING

Examples

Raffles, stalls and special functions such as dinners, lunches & sports days

Auction/silent auction

Renting your club house to outside groups

Bingo/quiz nights

Selling products from national fundraising companies

Car wash

Parking arrangements for special events

Annual garage sale

Selling advertising space at the club

Raffle, BBQ and a major sporting event viewed in a big-screen TV

Golf Day, Social Tournaments

Hosting community events – like market gardens – big push for local produce

SPONSORSHIP

Process

- 1 Develop your organisation profile
- 2 Identify potential sponsors
- 3 Have the discussion, what's the win-win?
- 4 Write & submit your proposal
- 5 Sponsorship follow up and renewal

SPONSORSHIP

Insights

What do Sponsors want to see in a proposal/partnership?

- ✓ Exposure/People to see their generosity in action.
- ✓ Relevant recognition.
- ✓ Data to support their investment.
- ✓ Good communication.
- ✓ Opportunities for return on investment.

SPONSORSHIP

Quotes from our sponsors

"That it meets our target audience and provides ample opportunity for engagement".

"Event exposure; activation opportunities, pre, during, post event through all media channels".

"Realistic budget – your expectations and our additional spend to make it happen".

"That it supports a worthy cause".

""honest discussions around effectiveness of activities and how to improve next time"

SPONSORSHIP

Quotes from our sponsors

"Know the brand you're approaching, what's important to them and how they leverage their existing sponsorships. Be well versed on their company values, and how your sponsorship/organisation ties into these. Have an understanding of why a partnership between your organisations would benefit the sponsor and how it ties to and benefits their business".

"You can learn a lot about what is important to sponsors by looking at their existing sponsorships and how they leverage them. For example, our brand is very big on face-to-face engagement and leverage opportunities at events and functions, and we are more likely to look at a new sponsorship if this opportunity is included in the benefits. We also look for partnerships that reach and target important audiences to us – ultimately people that may potentially buy or sell from/with us".

SPONSORSHIP

Quotes from our sponsors

"Clearly outline the benefits your sponsorship provides, and be very specific using numbers, quantities, channels etc. For instance, if you're talking about exposure and brand reach, identify what channels this will be on, how many posts the partner receives, what the viewership of these channels are".

"We look for specific quantification of things like player hours, tickets to games, hosting opportunities etc. – being very detailed here shows you're organised and makes it very clear for the sponsor to see the benefits of their investment; it also gives a clear framework for both parties to measure deliverables"

SPONSORSHIP

Quotes from our sponsors

"Our sponsorship portfolio is large, and we receive an incredibly high number of proposals on a monthly basis as do most large organisations. The ones that stand out from the crowd are not only well put together in terms of appearance (professional, organised, visually appealing etc) but they are also unique and different".

"Because our portfolio is so large, we look for opportunities in areas that we don't have an existing presence and allow us to diversify and reach new audiences, and things that we're not already doing so it helps to be well versed on the sponsor's existing relationships".



ARE YOU A CHILD SAFE CLUB?

14

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6.00PM
8.00PM



Harbour
Sport