

Dragon Scales Four

Fundraising, Grants, and Sponsorship

Contents:

Fundraising	Page 2
Grants	Page 3
Sponsorship	Page 5

Fundraising

Fundraising is a cost effective way to raise money for your club. Fundraising relies on the enthusiasm of members and when starting out this is something to capitalise on.

There is a stack of money out there for clubs to use to develop, grow and purchase equipment; you just have to know where and when to look, and how to motivate your crew to get involved.

There is a whole range of great fundraising ideas out there and the club can pick on that best suits their purpose.

Go to this site for providers of fundraising products:

www.fundraisingdirectory.com.au

Fundraising ideas:

www.fundraisingaustralia.com

www.fundraisingweb.org/world/australia.htm

<http://www.livingfundraisers.com.au/?gclid=CKu18-mP6MICFVMHvAodiksApQ>

- Chocolate drive - www.cadbury.com.au or do a web search under chocolate fundraisers
- Bike ride: Organise a sponsored bike ride around your local area. Map out a safe and appealing route. Get a local sponsor to provide drinking water and other refreshments at the end.
- Trivia night: Hold one-off events or a regular series with a prize for the winners. If you have the budget, there are trivia kits available or professionals that will run the night for you. Ask at the local hotel or check the internet for suggestions.
- Raffles: approach local businesses to donate items for a raffle
- Consignment Sales - the club takes items to be sold on consignment and receives a percentage of the selling price
- Cake Stall
- Renting your club house to outside groups
- Selling personalised buttons or pins - button/pin-making kits are commercially available and will enable you to create club souvenirs or promotional items
- Auction/Silent auction
- Fete/Bazaar
- Bequests
- Bingo
- Selling Products from National Fundraising Companies
- Bus Tour
- Cocktail party
- Car Wash
- Wine-tasting gathering
- Parking arrangements for special events - clubs provide volunteers to direct parking for a percentage of the parking fees
- Dinner with a profile coach/administrator - could also be breakfast or lunch
- Sports breakfast/lunch/dinner served by celebrities
- Annual garage sale
- Personalised coffee mugs

- Special vintage port
- Installing a vending machine
- Sausage sizzle
- Movie/Theatre/Concert night
- Progressive dinner
- Merchandising campaign
- Fashion parade
- Ghost marathon - make-believe marathon sponsored by your club. The cost of participating could be \$20 but no one actually runs/swims/rides because it is a “ghost” marathon. Entrants receive a great t-shirt as a souvenir of their “participation”.
- Dance - Formal Ball/Fancy Dress, Country and Western Dance or Boot scooting with lessons
- Celebrity autograph and photo session
- Celebrity sporting contest
- Halloween Haunted House
- Cow drop - Any large area (football oval, soccer pitch) is marked off in equal squares. On the day, the cow is let loose on the field and the winner of the grand prize is identified when the cow makes its “dropping” on a specified square on the field.
- Golf tournament
- Coaching clinic of champions
- Publishing a cookbook or calendar
- Suitcase dinner - A discounted weekend travel package (airfares/accommodation and tickets to a sporting event) is donated to the club or could be purchased at a discounted price. A dinner is held and everyone attending brings his or her suitcase ready to leave for the airport that night.
- Selling advertising space at the club
- Car raffle
- Selling bricks for a memorial sidewalk
- Selling coupon books
- Raffle, BBQ and a major sporting event viewed in a big-screen TV

Grants

There is a stack of money out there for clubs to use to develop, grow and purchase equipment; you just have to know where and when to look.

If you need assistance in preparing your grant application, please contact info@dbq.com.au for advice.

Every grant is different; some are straightforward and require little time to prepare, while others (especially if you are asking for a lot of money) requires research, the gathering of information to build your case, presentation of appropriate documents, and letters of support.

An important aspect to remember after you have received the grant is to spend the money and sign off the grant within the required period.

Steps for successful grant applications:

- Calendar - Prepare a yearly calendar of closing dates for all funding sources
- Application forms - Request application forms well before the closing date
- Preparation - Prepare the application in advance
- Details - Pay careful attention to the details required and presentation of application
- Goals and objectives - Clearly outline the goals and objectives of the project
- Why - Describe why the project is needed and support this with data
- Method - Detail the methods used to conduct the project
- Outcomes - Indicate the expected outcomes of the project
- Consultation - Consult advisory officers
- Letters of Support - local MPs and councilors, businesses, other clubs, QDBF
- Submission - Submit applications before the closing date.

Where from

Grants are funds received from statutory, voluntary, or philanthropic agencies that have often been established with the primary purpose of giving grants.

This is to meet their own objectives and strategies, such as government policy, community development, meeting the needs of youth.

You can apply for grants from a range of different sources including:

- Government
- Charitable trusts and foundations
- Corporate/Businesses
- Sport and recreation related projects could be funded at the local, state and Commonwealth levels.

Sourcing grants

Government

The Queensland Government has a funding wizard search engine you can fill in to find the right grant for you: www.qld.gov.au/grants

The Federal Government also provides grants through the different departments.

<http://www.grantslink.gov.au/>

The Australian Sports Foundation (through Australian Sports Commission)) operates the Sport Incentive Program.

<http://www.asf.org.au/category2.asp>

Specifically the program aims to increase opportunities for Australians to:

- participate in sport, and/or
- excel in sports performance

To be eligible to apply to register a project with the Australian Sports Foundation (ASF), organisations and projects must meet eligibility criteria.

Organisations eligible to register a project with the ASF must be:

- non-profit or a government organisation
- incorporated in Australia under appropriate legislation

- financially viable

Charitable trusts and foundations

Most charitable trusts and foundations provide financial assistance to those sport and recreation organisations that can offer the trust or foundation a tax deduction and which helps disadvantaged groups, such as sporting organisations for people with a disability. Checking a directory can determine whether there is a match between the interests of the sport and recreation organisation and the funding agency.

Most local libraries contain directories of philanthropic trusts or alternatively the Australian Directory of Philanthropy is available from Philanthropy Australia.

Tel: 3103 2652

Email: brisbane@philanthropy.org.au

Web: www.philanthropy.org.au

Corporate/Business

Some corporations like BHP, AMP, Sony, and Westfield have established foundations that provide grants for particular causes. These foundations cannot be used to promote the business interests of the specific corporation, nor can they seek sponsorship benefits like signage and naming rights.

Preparing an application

Applications need to be well prepared, written clearly, demonstrate feasibility and meet the club's goals and policies of the grant provider.

Information required:

- Contact information
- Program/project description
- Brief description of the organisation applying
- Program/project budget
- Amount of assistance requested
- All other sources of funding for the project
- How the applicant organisation meets the grant criteria
- Guarantee that the program will proceed and monies received will be spent on the purpose for which the money was given
- Copies of the latest annual report and a copy of the audited financial statements.

Web links for funding, grants, and sponsorship

ASC - Sponsorship, Fundraising, and Grants

www.ausport.gov.au

Our Community

www.ourcommunity.com.au

Australian Sports Foundation

www.asf.org.au

Grant Search

www.grantsearch.com

Sponsorship

Seeking out a sponsor for your club is a great way to get an influx of funds into the organisation, and is an excellent marketing opportunity.

A sponsorship deal should be mutually beneficial for both parties. From the corporate point of view, sports sponsorship is just one small section that companies use as a method of advertising, public relations, and promotion.

When you approach a sponsor, make sure you have given some thought as to what you can do for your sponsor.

Types of Sponsorship

Marketing Sponsorship

The sponsorship that will have a direct and positive effect on the sponsor's bottom line. This type of sponsorship promotes products and services to very specific target markets, or niche markets.

Corporate Sponsorship

The provision of cash or contra by a company for an independent activity not directly related to the company's normal business. Often companies sponsor in this manner to reinforce a positive public perception, to communicate to a defined target market or to build or maintain a desired image.

Philanthropic

This is a donation or a gift with the sponsor wanting little or no return.

Sponsorship Outline

Cover letter

Address the proposal to the most appropriate person in the sponsor's organisation. Call the company to gather information about the correct contact is a good idea and research the company so you know what angle you should come from.

Overview

Provide an outline of the project and/or the club seeking support. What are you asking to be sponsored (event, club description)? What and where does it happen?

The use of relevant statistical information in sponsorship proposals can help the assessor get a picture of your club or event and identify cost benefits. Market demographics are important to define your membership, public, and audience. Identify niche markets your club can deliver to. It then becomes easy to match a product or company to a particular audience.

Objectives

Outline the objectives of the project and/or the club seeking support.

The investment

Outline the funding amount or in-kind support being sought (what is it going to cost the sponsor) and the period of the agreement.

Sponsorship benefits

Include benefits such as naming rights, promotion strategies, signage, media, brand awareness opportunities, articles in newsletters or websites etc. For 99% of companies, media exposure is an important factor of sponsorship. Wherever possible provide some or all of the following elements - radio, TV, print and community access - in a sponsorship package.

Event/Organisation Details

This is where you list the hard information about the event.

Sub headings should include:

- Dates and times
- Location
- Target groups and participation
- Audience demographics
- Cost
- Management
- Developmental Importance & Significance/ Community Benefit
- Short paragraph on how important this event/organisation is.

Target market

Outline who the project is aimed at or provide a membership profile. Identify how it matches the target market of the proposed sponsor or how it could increase their market share. By taking the time to tailor the proposal to a specific sponsor, a successful outcome is more likely.

Exclusivity

Detail other sponsors and/or supporters of the project or organisation. Make sure that sponsors are not in competition with each other.

Servicing the sponsor's needs

Outline how you will cater for the sponsor's needs. Identify a designated employee or volunteer to be the point of contact for the sponsor.

Evaluation strategy

Outline how you plan to evaluate and measure the success of the agreement.

Event Promotion

Should include heading such as:

- Media support
- Promotional activities/plans
- Sponsor Benefits

As a major sponsor of the XYZ Association, you will receive the following comprehensive package of benefits; the list should be at least a couple of pages long. Use your inventory and create a comprehensive list of real benefits. Depending upon how long the list is you may want to categorise the benefits (like the inventory). HINT - logo exposure is only a small fraction of a good benefits package.

This sponsorship package *must, must, must* be customised to your sponsor's needs.

Some sub headings may be:

- Naming rights or logo exposure etc
- On-Site
- Hospitality and networking
- Media profile
- Tickets
- Cross Promotional Opportunities

This area is optional, but if you have done your homework on the sponsor, it is your opportunity to solve their problems and/or meet their needs.

For example:

- Tell the brewer how they can run promotions in pubs with free merchandise and tickets
- Tell the cereal company how they can use your event to get into schools

- Tell the mobile company how they can capture potential customer details and the age of their current phones (for replacement)

Brainstorm with your club - Do lots of research, both national and international, as there is a wealth of information about what works and there is no reason why you need to re-invent the wheel.

Conclusion - summarise the proposal, identify a follow-up procedure and supply contact details.

Other things to consider

- Provide a clear and attractive cover page outlining the proposed sponsor and the organisation requesting support
- Provide adequate space in the content so that it can be read easily i.e., don't squash all your information onto one page (unless it states to do so)
- Provide a contents page for larger proposals
- Examine additional information and determine whether it is best placed within the body of the document or as an attachment
- Number the pages
- For projects that have been undertaken previously, provide examples of programs, newsletters etc. which show how previous sponsors have been acknowledged.