Events & Sponsorships

Club and community commercial development

Stuart Reekie | CS² Commercial Services

ILLUSTRATIVE PURPOSES ONLY — ALL FIGURES AND CUSTOMER GROUPS ARE FICTIONAL

Executive Summary

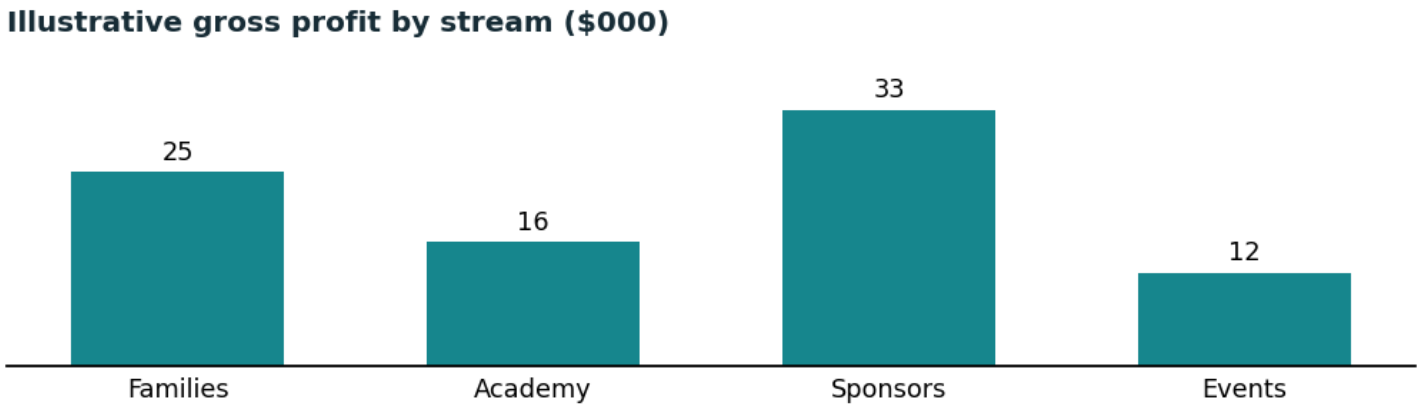
Sponsors are customers and must receive a worthwhile, measurable partnership. A professional prospectus is the starting point, not the finish. The opportunity is to manage the commercial program from asset design and agreement through fulfilment, reporting and renewal—while growing useful revenue from events, merchandise and venues. The true value in a sponsorship is often not financial, but a symbiotic growth when members and business customers share commonality and interest, and cross sharing of events and ideas benefit both parties.

Findings

The table below groups sales and profit by customer type. It is an example of how we start with customer needs, then identify where value is created and where performance can improve.

Customer / stream	Revenue	Direct costs	Gross profit (GP$)	Gross Profit % (GP%)
Families / members	$42k	$17k	$25k	60%
Academy programs	$28k	$12k	$16k	57%
Sponsors	$40k	$7k	$33k	83%
Events	$25k	$13k	$12k	48%

- Sponsors would typically retain the highest margin outcome, it is essential to invest time and energy to provide clear rights, inventory, activation plans and performance reviews.
- Events should be judged on contribution after direct costs and the value of member engagement.
- Clubs can create additional returns through well-managed merchandise, venue hire and licensed hospitality where appropriate.
- It is important to diversify income streams, relieving cost price pressure on paying members or guests – and at the same time creating valuable partnerships that can increase a customer's satisfaction and loyalty.
- Sometime a % off or free service from a sponsor is the ultimate way to deliver benefits for all, creating a unique offer and value platform for members to activate.



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Benefits

The club has a stronger sponsor proposition, repeatable event income and a delivery plan that supports renewal. The sponsor has opportunities to engage with the local community, and create natural conversations that generate business referrals and growth for them.

Illustrative calculation

Example: a $10,000 sponsor package with $2,000 in direct fulfilment costs contributes $8,000 before overheads and commissions. If the agreement includes 3 game-day activations, 2 email placements and 4 digital posts, all 9 deliverables should be scheduled, evidenced and reviewed with the partner.

Customer Outcomes

Sponsors receive an agreed multi-channel marketing plan and evidence that every contracted benefit was delivered.

The club tracks sponsor outcomes and renewals.

Recommended actions and measures

Area	What we would do	Measures
Professional pack	Build sponsor packages with inventory, tiers and clear commitments.	Qualified leads; proposal conversion
Full delivery	Calendar signage, apparel, digital, email, matchday and event activations.	Benefits delivered on time; evidence captured
Partner value	Agree partner outcomes and KPIs before signing.	Reach, attendance, leads, engagement, renewal
Commercial operations	Plan event budgets, merchandise, bars and venue utilisation.	Event GP; sell-through; revenue per attendee

Further Analysis Available

We can also help clubs grow revenue through better sponsorship packages, events, merchandise, bars and venue hire. Our work includes finding opportunities, agreeing commercial targets, managing sponsors and delivering the benefits promised.

Every club is different, so we tailor our approach to its members, facilities, sponsors and goals.

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