

SPONSORSHIP OBJECTIVES

Prospective Sponsor _____

- Impact Brand Image
- Increase brand loyalty
- Improve brand credibility
- Increase brand visibility / awareness
- Stimulate sales/trial/usage
- Entertain clients/prospects
- Motivate employees
- Showcase social / community responsibility
- Product demonstration
- Network with co-sponsors
- Sell to co-sponsors
- Gain on-site sales/supply rights
- Exposure - local
- Exposure - National
- Children
- Online
- Player association
- Access to coaching staff or CEO
- Game day exposure
- Money can't buy experiences
- Merchandise (signed or unsigned)
- Use of Intellectual Property



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