



## Negotiating a sponsorship agreement.

**Negotiate effectively with sponsors to make things official.**

Creating a detailed written agreement lays the foundation for a smooth sponsor-club partnership.

It's a chance to start working together, before they're even an official sponsor. It shows you're professional, thoughtful, rational and great to work with.

*"Negotiating is about taking a collaborative approach to create a mutually beneficial solution."*

### Remember!

Have a list of negotiables and non-negotiables to keep you on track during the meeting/s.



### The negotiation

Negotiations aren't about being aggressive or only getting your way, they're about finding solutions that work well for everyone.

#### Before the sponsorship meeting:

- Know what you need and what you're offering.
- Bring a confident mindset. Your club is as valuable to a business as they are to you.

#### What to discuss:

- The value your club can bring.
- What you're trying to achieve.
- Your negotiables and non-negotiables.
- Do we need another meeting? Or, are we ready to make a decision in a written agreement?

#### How to use a written agreement:

- As a clear guide for sponsorship arrangements.
- To help align and manage expectations.
- As a checklist to track actions.



## Prepare for the sponsorship meeting.

Explore what your sponsorship negotiables and non-negotiables are by thinking about what you want and don't want from this potential sponsor.

### Your non-negotiables... these are must-haves.

E.g. The sponsor's values must be aligned with our club's.

1

2

3

### Your negotiables... these are important but not essential.

E.g. it's important but not vital that sponsors post about us on their social media.

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### ...these are 'nice to haves'

E.g. It would be nice if the sponsor got involved in our annual family day event.

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