Introduction: Travel, facility rental, volunteer incentives, supplies, apparel, registration costs and payment processing all take significant financial a bite out of a club's budget. That cost, however, can be mitigated through successful fundraising. Fundraising enables a team/club/organization the opportunity to supplement their funds for equipment, event registration costs, and member recruitment. An equally, if not more, valuable way to raise funds for your club is through a corporate sponsorship with a local organization. A partnership with a corporation or community can have a similar impact for a shorter span of time. This money, however, does not lie around waiting for someone to pick it up. This guide will give you a model for running a successful fundraiser, get that corporate sponsorship and develop partnerships and relationship in a local community that can be useful to your club for many years to come.

Fundraisers

Fundraisers have been used for generations as a way for a team or organization to raise money for their cause. A successful fundraiser often times will seem hard to pull off and it usually takes months or years for an organization to find a fundraiser "sweet spot" where revenue far exceeds associated expenses. There are at least four types of fundraisers: service, selling, event, and percentage. Each will work on a different level for different affiliates, and each has its own list of pros and cons.

Service Fundraisers

A service fundraiser consists of an organization performing a service of value for a consumer (e.g. raking leaves for neighborhood homes) or a local company or business (passing out surveys to customers). The success of a service fundraiser hinges on the effort put forth by the organization and the overall value of the service being provided.

Some services may be seasonal in nature, such as hanging a business's Christmas lights or removing snow in residential areas. These are valuable for a time and can be quite profitable, but they cannot be relied upon for consistent revenue. As an ultimate club/team, you may be wondering about the possible services that could be provided to your community. One option would be organizing ultimate competitions for donations, teaching ultimate to kids at a school (or network of schools), ushering, parking cars at other sporting events or taking photos or videos to later sell at ultimate tournaments.

Examples of successful service fundraisers include:

- Performing event security at a sporting or community event.
- Hanging sale or event flyers for local businesses.
- Walking or cleaning pets.
- Cleaning an arena or stadium after an event.
- Valet parking cars for large community events such as a high school graduation.

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Those looking for more outside the box ideas for fundraisers may find the Weigh and Pay fundraiser an interesting concept. It centers on convincing a business in the community to give the organization a set number of dollars per pound of trash collected from the city's parks or open spaces. This gives the community the chance to have clean parks, the business some visible brand recognition in the community and the fundraising organization money in return for the work provided.

The main benefit of service fundraisers is that they are relatively free of overhead and cost-free leading to a larger profit margin. Service based fundraisers also increase the visibility of your club and enable the community to develop a stronger connection to the sport of ultimate. This can help you club with member recruitment along with creating value for the current members.

The main drawback to service fundraisers is that they require a large amount of people power and group participation to reach a high level of success. Service fundraisers need many of a club's members to communicate with each other frequently, if the fundraiser is to even take place, due to the high level of coordination involved. These negatives can be overcome by something that the most successful clubs have, the ability to work as a high functioning team.

The cost-benefit analysis depends on the size of the club attempting a service fundraiser, the value/competition of the target market and the seasonality and quality of the service provided.

Selling Fundraisers

A selling fundraiser is comprised of an organization selling a product to consumers or businesses with a profit margin. The success of a selling fundraiser depends on the interest in the product being sold, the price at which it is sold and size of the consumer market reached.

When participating in a selling fundraiser ask yourself if the price suggested for the product makes marketable sense. A price of ten dollars for a pastry or twenty dollars for a voucher redeemable for a large pizza may not make sense. Try the product before selling it to assess its quality and to determine if you would pay the price you are asking. If the answer is yes, go ahead and reach out to potential buyers. If the answer is no, then look for a different product to sell.

Product timing can also be a significant factor in whether sales reach their potential. Selling beautiful, high-quality scarves in the middle of the summer can be a surefire way to have poor expected sales. Selling those same scarves at an event in the winter can have a fantastic return. The market will often give away clues to a desirable product, and if you pay attention, your club could soon have more funds to work with in the future.

Product quality also needs to be assured before a product is marketed. Understanding the product's capabilities and how they build its value is important. Vendors that pitch low-quality products honestly as low-quality will often do *far* better than those that pitch low-quality products as actually being high quality. Properly marketing your product to consumers is key to selling them with confidence. To properly market your product, describe its features and how they are different from competitors. Upselling a little bit is harmless, but do not overhype the product. If you overhype a product the consumer may not pleased with it after the purchase, then he/she may ask to return it for a refund. Unhappy customers are toxic for success in sales.

Selling fundraisers can be quite profitable when executed properly. Examples of successful selling fundraisers are:

- Selling food or drinks to attendees at outdoor events (sporting or non-sporting).
- Raffle tickets for an exciting prize drawing.
- Bake sales of seasonal goods.
- Krispy Kreme donut sales.
- Jersey and t-shirts sales for your specific club.

Outside-the-box ideas for selling fundraisers include:

- Snow cones or ice cream at outdoor events (especially in hot weather).
- Ponchos or umbrellas with your club logo on them (in the rainy season).
- Flowers for Valentine's Day and wreaths during the Christmas season.
- Finals week energy packs (energy drink or coffee with other products that contain sugar) on a college campus.
- Bouquets of flowers or balloons at school graduations.

Selling fundraisers often depend upon seasonality. Finding a product that appeals to consumers is difficult. Take advantage of selling products at ultimate events where the consumer's needs may be similar as yours. Your club's fan base is also useful to consider when conducting a selling based fundraiser.

The main benefit of a selling fundraiser is that when a product lines up with the customer's wants, the product sells itself. A selling fundraiser does not need a large number of participants in order to be successful. A selling fundraiser can be scheduled for any time. Selling fundraisers should satisfy the consumers' needs. This can lead to a better cost-benefit ratio for selling fundraisers.

The main detriment to a selling fundraiser comes from the fact that both costs and overhead are figured into its success. If the cost of the product is too great, the money will be lost even if the product sells out. Overhead is the cost related to the time the product remains in your inventory. If you buy a large amount of product, you should sell it all or else overhead costs come into play. Storage and transport require time, fuel, and adequate space. Avoiding these is hugely beneficial. The easiest way to overcome this drawback is to buy the product in smaller amounts and reorder when it sells out. That reduces overall cost and eliminates the overhead.

The cost-benefit analysis for a selling fundraiser depends on the price and amount of the product ordered, and the timing of the fundraiser and the consumer interest in the product.

Event Fundraisers

An event based fundraiser consists of an organization creating an event for the purpose of raising funds through ticket sales, registration fees or other charges for event attendance and for participation. The success of an event fundraiser depends on the date, time and location of the event as well as the visibility and marketing of the event to prospective attendees.

When attempting to develop an event fundraiser the first thing that needs to be considered is the event date and time. Having an event fundraiser on a Sunday afternoon may be more successful than on a Tuesday night. Choose a date and time that works for the largest amount of people in order to achieve the best attendance. Be aware of other events in the community that may conflict with yours. Many of the event fundraisers that have failed in the past did so because of an event date or time conflict that could have been avoided.

After choosing a date and time for your event fundraiser, the next thing that must be determined is the fundraiser's location. The best location for your event fundraiser is one that is easily accessible for the most attendees, contains most or all of the facilities required for smooth running and creates the best atmosphere for the event's activities.

Proper accessibility for the event depends on the target demographic for the attendees. A quaint rustic style campsite may not be the best location for individuals that struggle with mobility. Other individuals may struggle if locations change mid-event, so it is important for the event organizer to pick a location that best fits those who might attend. Facilities are important, but may not make or break the event's success. A site with the best facilities may not be the best fit for your target demographic. Choose a site that best fits your base requirements. The atmosphere is important in any event, so choose a location that best offers a great atmosphere.

Visibility and marketing are crucial to the success of any fundraiser, including event fundraisers. The visibility of an event makes it easier to attract attendees from the surrounding area who may not have known of the event previously. Locations near a city's center and the downtown area will typically provide the highest amount of visibility for your event. For a sporting or action based event, choose a park or facility that is highly frequented by individuals in your target demographic. Marketing is used to create interest in the fundraiser away from its location. As a rule of thumb, begin marketing your fundraiser three weeks before its planned start date.

Marketing can include:

- Social media blasts.
- Listing event on the club's website.
- Event flyers and posters.
- Mentions by TV or radio.
- Advertisements in the newspaper.
- Advertisements on signs.
- Word of Mouth (often the most important).

Consistency of message is the key to a good marketing campaign. If you choose to use a marketing company make sure to monitor consumer exposure. Companies often will take the less expensive route when advertising your event which makes monitoring them important, so that you can ensure that you get your money's worth out of their advertising.

Examples of successful event fundraisers include:

- Barbecue, gumbo or chili cook-off.
- Community spaghetti dinner.
- Community fish fry.
- All-you-can-eat baked potato bar.
- Ice cream social.
- Pancake breakfast.
- Movie night on a college campus.
- Car wash.
- Garage sale.
- Student carnival (high school/ college).
- Dunk tank.
- Silent auction.

- Community ultimate tournament.
- Ultimate skills competition.
- Showcase game between high profile teams or groups (in any sport)

Examples of outside-the-box fundraisers include:

- Cardboard boat regatta (races).
- Grown-up spelling bee.
- Trivia contest.
- Hawaiian style luau.

The time put into planning an event fundraiser is often reflected in the end result. If the planning and marketing of the event are done properly, the event will often be successful. Rely on your club's membership for word of mouth marketing and event support. This helps keep everyone in your club involved in the process and invested in the end result. A successful event fundraiser is quite often lucrative and can help your club immensely, providing a potential opportunity to make event annual, if profit is high enough.

The main benefit of an event fundraiser is the high-profit margin when the event is successful. An event fundraiser often pulls the community together to support your club and can help build bonds and connections. If an event fundraiser is found to be successful, it is wise to run it annually in order to build a tradition around the event.

The main deterrent to an event fundraiser is the high amount of risk associated with the event's performance. Event fundraisers have a larger cost and larger time commitment than any other type of fundraiser. The increased cost comes from building/park rental, in addition to some product and supply costs (depending on the fundraiser). Planning, marketing, and budgeting are the ways to hedge against this risk, and they build up the increased time commitment. Overall event fundraisers have the highest risk to return ratio and should be treated carefully as a result.

The cost-benefit analysis for event fundraisers has the most volatility of the four fundraiser types and is most likely to produce a large financial return. The risk associated with event fundraisers may seem daunting and can turn clubs away from using them, to protect their bottom line. But with the right amount of effort and patience, an event fundraiser can be quite profitable for your club.

Percentage Fundraisers

A percentage based fundraiser consists of an organization convincing its members and supporters to purchase food or a product from a corporation on a certain day (or series of days) with the raised funds being a percentage of sales returned to the organization. The success of a percentage fundraiser comes from the number of people convinced to shop/eat at the corporation during the timing of the event. Other factors include event marketing, communication through the organization and the corporation offering the percentage.

The first important thing to having a successful percentage fundraiser is informing the members of your organization of the date and time of the event. After informing them, take a head count to see who will or will not be able to attend, in order to get an estimate on what sales will be like. Ask members to bring as many friends and family members as they can to the event to increase the amount of money raised. Send out invitations to club sponsors about the event, in order to increase attendance.

The percentage typically is based upon the number of people who mention a word, home or phrase to a manager, who counts the sales of those and gives the organization a percentage of those sales. With that in mind, remind each attending member to mention the event to the manager to ensure that their sales will be counted. Drum up interest from the community by mentioning the event over social media and/or visible flyers.

Marketing a percentage fundraiser is far easier than marketing an event fundraiser. This is due to the no-risk basis. Percentage fundraisers earn at least some money regardless of the marketing campaign intensity, due to the organization facing no cost to put on the event. To market a percentage fundraiser, post flyers near the event site (they do not allow you to post them at the site) and use word of mouth to increase the interest level.

Each corporation has its own standards when it comes to percentage fundraisers. Some will count only the tickets of those that mention the event, some will count a percentage of an even or odd number of tickets and some will count a percentage of all tickets. Be clear on what percentage is being given to your organization, before the event. Sometimes you will be able to find ways to increase the percentage, depending on the number of individuals attending the event.

Examples of percentage fundraisers:

- Eat a restaurant and have a percentage of the sales returned.
- Shop a supermarket and have a percentage of the sales returned.
- Shop at a department store and have a percentage of sales returned.
- Use Reachingourgoal.com to receive 95% of the money donated to your club.

To see if a company would be interested in hosting a percentage fundraiser, ask either the owner or the manager if they have done one before. If not, tell them about ultimate as a sport and describe your club.

They may be happy to help. If so, discuss what percentage your organization will be receiving and get a recommendation for how many people should attend. You may not need many people to attend to reach your goal.

Percentage fundraisers are especially great for clubs that are pressed for time. The club attends the event and receives a percentage of sales without having to plan logistics or set up the event location. Percentage fundraisers enable clubs to pay themselves a portion back for eating out or shopping at a store, which are often convenient and attractive to members and their social circles.

The main benefit of a percentage fundraiser is the low time commitment and intensity involved with the event. Percentage fundraisers by virtue of having no risk enable the club to run them more frequently over the course of the year, as a form of cash flow. The percentage can sometimes be discussed with a company and possibly negotiated to a higher percentage.

The main detriment of a percentage fundraiser is the relative low cash return. A percentage of two to three tables or groups sales are lower than the return from any other fundraiser. The safety surrounding the risk-free element of a percentage fundraiser can be a bonus. Though the return is low in a percentage fundraiser, the investment is nearly nothing, leading to a cash-for-free feeling.

The cost-benefit analysis for percentage fundraisers has the least volatility of all fundraisers but is the least likely to produce a large financial gain. The security that comes from the lack of risk is the incentive for a club to do multiple percentage fundraisers in the calendar year to make up for the lost return that could come from a riskier fundraiser. The effortless nature of percentage fundraisers should be factored into the discussion when considering which fundraiser to choose.

Partnerships

Partnerships are very useful for clubs that have a connection to a corporation or organization. A partnership gives a club a short-term cash flow and possible additional equipment with little required in return. Although the terms are often used somewhat interchangeably in common vernacular, for the purposes of this document, what makes a partnership different from a corporate sponsorship is the length of service. Partnerships are short-term agreements while sponsorships last much longer. It is common place to see a corporate partnership turn into a corporate sponsorship. It, however, is very rare to see a corporate sponsorship downgrade into a corporate partnership. There are three types of partnerships: corporate, community and alumni. Each works well for a club and some open possibilities for larger involvement.

Corporate Partnerships

A corporate partnership is an agreement between a corporation and a club. The corporation provides monetary assistance and/or equipment to the club in return for either no compensation or compensation in the form of being listed and publicized as the team's reserved partner. The club's performance is often collateral for the partnership and can be used to upgrade the relationship to sponsorship status. Long stretches of poor results lead to the partnership being annulled.

Having or establishing a connection to a corporation is the first step to building the groundwork for a partnership. Look for local corporations with a connection to the sport. Often times if a corporation knows of ultimate as a sport, they may be interested to see how well your club has performed in the past. Each club has the potential to be a consistent winner. When pitching your performance to the corporation make sure to mention any triumphs, hardships, championships won, spirit awards won, the composition of the team and other relevant details of potential interest.

If a corporation offers a partnership, do not accept right away. Review the terms of the partnership to see what the corporation asks of your club in return. It could require that the corporation's logo appears on the club's jersey or on a banner on the sideline. Make sure that you can uphold your end of the agreement if you accept. Costs may be associated for the production of new materials.

The nice thing about partnerships and sponsorships is that you can never have too many. Try to talk to as many corporations as you can about partnerships and see who is interested. Develop a strong relationship with your partners by sending them items like tickets to games, jerseys, and other forms of memorabilia. This will allow you to build increased value with your partners, which can open the door to other opportunities.

The short-term nature of a partnership comes into play when a team is looking for other partners and/or to renew the current partnership. A partner may have less skin in the game than a sponsor and decide to not renew as a result. Though sponsors will provide a more stable form of support, partners are important and should be cared for in the same way. By increasing the care with which you treat your partners, your partnership retention rate will be much higher.

When considering who could be a good partner for your team, consider the following:

- Strong connection to the community and/or the sport.
- Carries a good name related to its service/product.
- Interested in club results and makes mention of them to others.
- Patience is a company value.
- Fits well with the culture of the team.

There is a possibility that some corporations will be more involved in their partnership with your club than others. The partners who care will be proactively involved the club and less likely to pull support due to a dip in performance. Partners who are less involved will more likely react to dips in performance causing support issues. It may be useful to start looking for partners among local businesses.

Examples of potential partners

- Local restaurant.
- Local bank.
- Local supermarket.
- Local sporting goods store.

The main benefit of a corporate partnership is the connection to local corporations. The search for partners is much easier if you already have a partner that can tell you who may also be interested in partnering with you. Inside recommendations can provide you the leg up to build relationships with other companies.

The main deterrent to engaging in a corporate partnership is the short-term nature of the relationship. Having to replace partners on a semi-frequent basis is hard for most clubs. To simplify this, build a strong relationship with two or three of your partners and consider them to be your *maintainable* partners. The other partners are your *replaceable* partners. Though it is not easy to replace partners you want to choose the ones to eventually pursue sponsorships with, and those with a weak relationship may be poor candidates.

The cost-benefit analysis for corporate partnerships has a higher return on investment than most fundraisers and is the most profitable of the partnership types. Corporate partnerships enable a corporation to see if the club is worth giving a sponsorship in the future. This figurative foot in the door gives your club the chance to stabilize some of its cash flow.

Community Partnerships

A community partnership is an agreement between a selected community and a club. This agreement provides monetary assistance and facility support to the club in return for either no compensation or positive exposure and publicity. The club’s performance is not typically as important with a community partnership as opposed to the members’ statuses as community natives or locals. The support from a community partnership is usually much smaller than from a corporate partnership but is also less erratic. In certain cases, a community partnership may be more profitable than a corporate partnership. This depends on the size of the community in question.

A community partnership revolves around the community's involvement in your club and vice versa. If your club is located in a small town or close knit section of a large city, a community partnership has more potential of occurring. The club itself should be located in same area as the target community. Occasionally a community partnership has been offered to a club that is close to, but not in the same area as the club. This can happen if one or more of your club members live in an area that is outside of the location of the team.

The money provided by a community partnership comes from individual donations and/or donations from community centers. Communities will donate to your club if they have a direct and observable connection and/or a community initiative is fulfilled by the donation. Developing a relationship with members of the community and inviting interested members to watch the clubs games is the easiest way to develop the connection necessary for a community partnership.

Potential community partners:

- Individual community partner.
- A group of community partners.
- Community centers.
- Health and wellness centers.

If a community partnership is obtained, a club must act appropriately to keep it. Maintain already established relationships and strive to build more relationships. If a club builds enough connections with the community the club's revenue will be higher. Community partnerships are not easy to lose, but they will require the same amount of attention that is provided to other partnerships.

The main benefit that comes with having a community sponsorship is the status that is provided to the club through the partnership. This status may be in the form of the club's picture hanging in the community center, the local newspaper doing a story on the club's success and/or community leaders putting together an event to recognize the club's previous season. This gives the club more than just financial assistance. It gives the club a fan base to provide support.

The main detriment of a community partnership is the time commitment required of the club to maintain community relationships. Attending community events, one-on-one meetings with partners and sending out game invites to the community can take many hours to accomplish. Maintaining a community partnership may not be the easiest thing for a busy club. If done properly, though, a strong foundation of trust (leading to more partnerships) from the community will be the reward.

The cost-benefit analysis for a community partnership is lower than a corporate sponsorship and slightly higher than an alumni partnership. However, community partnerships can provide more fan visibility for a club than a corporate sponsorship. Community partnerships are useful for the small town and big suburb teams and enable the team to leave a legacy in their areas for years to come.

Alumni Partnerships

An alumni partnership is an agreement between a club's college alumni and the current club. This agreement provides monetary assistance for the club in return for the clubs continuation and adequate performance.

An alumni partnership exists almost exclusively for collegiate clubs. Whether an alumnus actually played ultimate at the university does not matter when considering individuals for alumni partnerships. The potential for alumni partnerships is the highest when targeting recently graduated members of your college team. The alumni partnership that does not come from a university is one regarding retired members of non-collegiate clubs. If a club can maintain a connection with former players who have retired, they may be able to obtain an alumnus partnership.

Obtaining alumni partnerships can be a way for a collegiate club to capitalize off of the club's former members' positive experience. Encourage players to stay connected to the team after they graduate. Offer alumni discounts for team jerseys and tickets to games. By keeping alumni informed of the team's progress, a collegiate team opens up a gold mine of partnership opportunities.

Alumni with playing experience can often be hard to find for smaller collegiate clubs. Smaller clubs will oftentimes have a closer affiliated alumni base. This can be a tremendous boost to partnerships, due to how close-knit the group may be, resulting in several donations stemming off of one call for support. Developing a relationship with a collegiate club's fan base may go a long way to building alumni connections outside of previous players.

Endowments are a terrific way for alumni to give funds for multiple years of use. Collegiate ultimate clubs in the past have received endowments that have removed some of the cost associated with playing the sport at a collegiate level. An endowment is a set of funds that are distributed to the club in a set amount per year for several years. Alumni endowments are often the accumulation of the donation of several alumni. These endowments are used to offset the financial burden faced by current members to play ultimate collegiately.

Potential alumni partners:

- Former collegiate club members.

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- Former collegiate club spectators and fans.
- Former non-collegiate club members.
- College alumni who played another sport or generally support the college.

Alumni partnerships are often the easiest to receive and help previous team members continue the tradition that existed when they were in school. This helps develop camaraderie between the alumni and current members enabling current members to envision a future supporting the club beyond their date of graduation. Alumni donations can create a cycle of income for a collegiate club.

The main benefit of alumni partnerships is the strong connection that is developed between the current club members and the alumni. What connects the alumni to the current state of the club is the desire to leave the club better off than what they had when they were playing for it. Alumni tend to flaunt their involvement in college clubs when they had a positive experience. The clubs that remind their former members of their accomplishments tend to develop successful alumni partnerships.

The main detriment of alumni partnerships is the relatively lower numbers of college ultimate alumni. For a newly established club, the ability to contact alumni will be nonexistent, making this form of partnership unattainable to them. For clubs that have a lower level of alumni involvement, it may be hard to obtain also. Alumni partnerships are best used by clubs that have decent alumni involvement.

The cost-benefit analysis for an alumni partnership is quite volatile, considering the different amount of funds that could be provided to the club through the partnership. Endowments often have a higher return on investment than any type of partnership due to the high level of funds and the length of funds in use. Other singular donations may be much lower in size resulting in value volatility. Alumni partnerships are a valuable way for former players and fans to make a difference for their former club.

Sponsorships

Sponsorships are an extremely important type of financial support for a club to obtain. A sponsorship gives a club a valuable long-term cash flow or flow of the new equipment in return for either naming rights and/or target market exposure. While a partnership is a short-term version of a sponsorship it could also be considered a “test drive” of sorts to see if the organization they are partnering with is worthy of long-term support. A large number of corporate sponsorships originate from previous corporate partnerships that succeeded in building a positive relationship with the corporation. Corporate sponsorships are often hard to secure initially and require patience through the application process. There are two types of sponsorships: corporate supplier and corporate sponsor. If attained, either will aid in creating financial stability for your club.

Corporate Suppliers

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A corporate supplier agreement is an agreement between a corporation and club, in which the corporation provides equipment and apparel to a club in return for naming rights, addition to list of sponsors, exposure to target market and/or other perks that the club could provide to the corporation. A club with a corporate supplier relationship has its equipment and apparel costs covered by the corporation in return for the club using the products of the supplier. This gives the corporation target market exposure through having the team wear and/or use their product to obtain success on the field. A team's success is a factor in whether a corporate supplier agreement remains in place, but it is not often the corporation's focus in commencing the agreement.

To begin looking for a corporate supplier agreement, develop a relationship with corporations that could possibly provide equipment and/or apparel to your club. These corporations are usually smaller brands that are starting to produce equipment on a larger scale. They will need to give their products visibility to their target market if they will be able to compete with larger brands. This gives you the chance to build a mutual relationship with the organization. The corporation helps your club by providing equipment and/or apparel, helping defray its outside agreement cost. Your club helps the corporation market its products through wearing/using its products and word-of-recommendations. This relationship enables both the club and the corporation to benefit.

Possible corporate suppliers:

- Sporting goods stores
- Cleat producers
- Jersey producers
- Glove producers
- Water bottle producers
- Sports drink producers

Corporations that agree to supplier agreements have given the club the responsibility to perform and show their products off in the best possible light. It is the responsibility to perform that clubs must consider when obtaining a corporate supplier agreement. The supplier agreement will fail if the club cannot maintain performance standards discussed in the agreement.

The main benefit of a corporate supplier agreement is the free high-quality equipment/apparel without monetary compensation. Jerseys, cleats, and gloves are not cheap and to have a willing corporation provide them to your club without compensation is extremely valuable. Always thank your suppliers publically and visibly for the use of their products, and they may reward you with more products to test.

The main downside of a corporate supplier agreement is the performance standards. No one likes to be on a losing team. Corporations that are given target market exposure through a club may be more lenient to a losing streak. At the start of the supplier agreement, a performance standard should be determined, to give the club some standards to reach. After the agreement is formatted, the team then has an obligation to perform to those standards. Always discuss with the corporation if you feel its standards are too high for your club. As long as a club meets the corporation's standards, a supplier agreement is worth the time put in to obtain it.

The cost-benefit analysis for a corporate supplier agreement is very high due to the lack of most costs outside of opportunity costs. The value provided by this agreement is mutual and helps both sides of the agreement increase their individual values. If properly executed a corporate supplier agreement can help to greatly reduce your clubs costs.

Corporate Sponsorships

A corporate sponsorship is an agreement between a corporation and a club. The corporation agrees to provide monetary assistance to a club in return for naming rights, addition to the list of club sponsors, exposure to the target market and/or other perks that the club can provide the corporation. Hotel rooms and plane tickets are some of the most expensive items a club purchases. A corporate sponsorship gives a business the opportunity to offset some those costs in return for the value that come with putting their name or brand on the club.

Market and brand exposure are the most important concepts that a corporation can look to capitalize upon with a corporate sponsorship. They look to do this through adding their name or logo to different parts of your club. The most valuable naming right are related tournaments and larger events the club may organize. The common area for a corporation to look to add their logo is to either front or back of the club's jerseys. This gives it the highest visibility to spectators and aids in creating additional value for the corporation. The other locations that a corporation would be interested in adding their logo would be to the list of the club's sponsors. If your club has a list of sponsors, create a banner to add their logos to and display it at each game your club plays. This is a way to thank the generous sponsors that support your club.

Possible corporate sponsors:

- Hotel chains
- Rental car companies
- Energy drink producers
- Restaurants

- Clothing producers
- Retail and department stores
- Local airports
- Financial institutions
- Law offices

The corporations that agree to sponsor your club will be eager to aid in your club's success. Sponsors will often ask for members of your club to attend events created by the sponsoring company and will look forward to recommending attendance at your club's games. Mutual involvement is useful to developing a stronger relationship with your sponsors.

The main benefit of a corporate sponsorship is the monetary support and corporate relations formed through the sponsorship. Having costs like plane tickets and hotel rooms covered enables a club to recruit more members and strengthens the club's membership. The corporation gets the opportunity to make a lasting impact on the club's future through naming rights and logo placement. The increased interest in the corporation's services and/or product may also be attributed to the success of the team that it is sponsoring.

The main downside of a corporate sponsorship is the potential conflict that can arise between sponsors regarding logo placement and sponsorship valuation. Each sponsor wants their logo front and center on the club's jerseys and sponsorship banners. Through common sense, that position is reserved for the corporation with the highest donation level. Each sponsor *regardless* of sponsorship amount will argue that their logo should occupy the prime locations that the club provides. To resolve this problem, meet with your sponsors to discuss where their sponsorship lies in valuation. This enables your sponsors to see how their sponsorship sits compares to others, encouraging them to consider increasing their support.

The cost-benefit analysis for corporate sponsorships has the highest value of all fundraising methods mentioned in this guide. The high opportunity costs of searching for sponsors and sponsor maintenance balance the other side of the ledger for the corporate sponsor's value. A club that can obtain a corporate sponsorship has set itself up for future financial success and will be able to focus more upon its performance on the field.

Hopefully, this resource can be used by your club in the future to improve your fundraising success.

Works Cited

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