

Sponsorship



How to get it



INTERNATIONAL SPORTS CONSULTING IS A SPORTS
MANAGEMENT AND MARKETING BUSINESS, WE WORK WITH
BRANDS, RIGHTS HOLDERS AS WELL AS ATHLETES TO
CREATE SUCCESSFUL PARTNERSHIPS IN SPORTS

WWW.WEAREISC.COM

Understanding from the sponsors perspective

What sponsors are looking for:

- Exposure
- Engagement
- Positive PR
- A story to tell
- Opportunity to display their product/ service
- Somewhere to bring clients / employees
- Activation opportunities

Typical sponsorship rights

- Title rights to flagship event
- Official kit sponsorship
- Emails per year to national database
- Access to athletes throughout term for promotional purposes
- Exclusive staff training day with players and coaches
- Access to a performance director at company events
- Access to athletes prior to and at events for promotional purposes.
- Exhibition/selling space at Championships
- Official photo days for sponsor's promotional and marketing use
- Exposure / Branding at all events
- Branding on website
- Branding in all emails and promotional materials
- Discount on all merchandise
- Discount on all training courses
- Exclusive seating to all championships.
- Agreed social media activity across all official channels throughout the term
- Rights for use of Official logos and agreed assets for promotional use

Challenges for Handball Clubs

- Currently no tv deal - no exposure for the brands
- No big crowds - no potential for brands to interact face to face
- Athletes aren't yet superstars
- Other sports taking players
- Grass Routes
- Heritage

Understanding your club's assets

- Front of shirt sponsorship
- Social media
- Members of the club
- Local community that engage with the club/ members of the club
- Loyal customer base in local areas
- Fit and healthy role models

Techniques to gain sponsorship

- Local community engagement
 - Local company handball training days
 - Post game drinks/food at a local bar/restaurant
 - End of season dinner at local restaurant
 - Look at sports crossover partnerships (sponsor both handball and xxx)
 - Fundraising events - summer BBQ sponsored by local butcher
 - Sports store group discount
 - Travel partner (see pooling of assets)
- Reach out to current handball sponsors
- Use the profiles of your big names (i.e. The Hawk) if you have them
- Look at similar profile of sports and their sponsors
- Raise social media reach (see later)
- As main brands pull out of traditional sport sponsorship, niche sports are the new market. Capitalize on this momentum

Pooling together of assets?

Collaboration can lead to 1 main sponsor a greater economy of scale for clubs

One brand to be front of shirt sponsorship for all clubs

Utilise grassroots aspect

Copper Box final appeal

Your brand can be on all the team shirts at the final as well as perimeter boards

Footage as distributed on the website

Next year Copper Box final will be streamed on the Sport Bible (average viewer numbers £500,000)

Unified travel provider

National Express / Virgin trains, etc

Social media - free advertising

Increase your numbers - many sponsors look for the reach of their content

Create quality engaging original content with regular posts

Verified social media accounts

Instagram / snapchat

Competitions

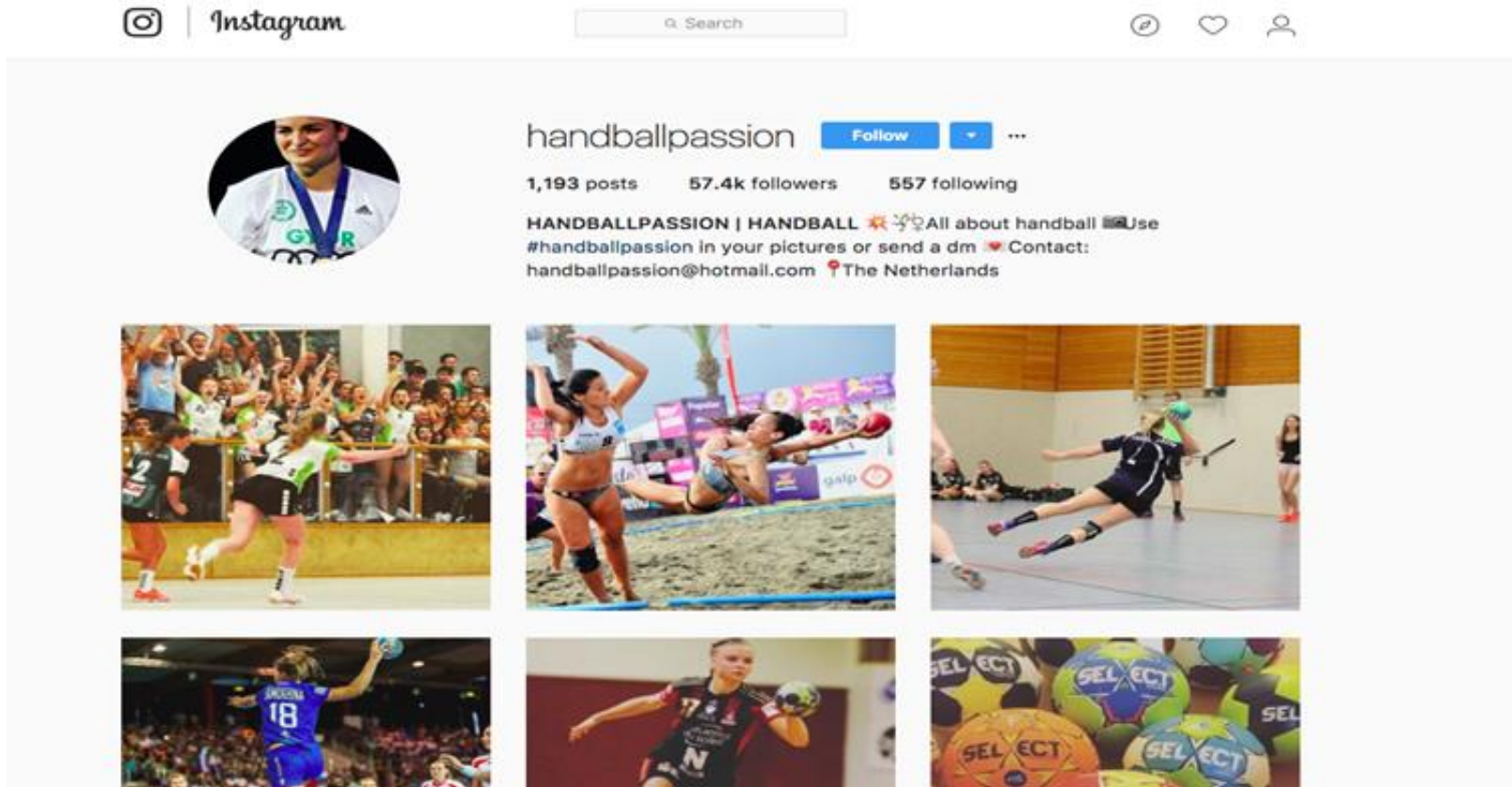
Instagram - Aim for two posts a day, mixed media, (Boomerang, videos, album posts)

Engage - Reply to comments and tweets. Like, Re-tweet, re-post follow, comment, tag.

Interact with local assets (Colleges, Universities) and other teams

Interact with local teams/players of other sports

Example of a good Instagram account



The image shows a screenshot of the Instagram profile for 'handballpassion'. At the top, the Instagram logo and name are visible, along with a search bar and navigation icons. The profile picture is a circular image of a woman wearing a medal. The profile name is 'handballpassion' with a 'Follow' button and a dropdown menu. Below the name, the statistics are listed: 1,193 posts, 57.4k followers, and 557 following. The bio reads: 'HANDBALLPASSION | HANDBALL 🌟🏆 All about handball 📺 Use #handballpassion in your pictures or send a dm 💬 Contact: handballpassion@hotmail.com 📍 The Netherlands'. The main content area displays a grid of six handball-related images: a player celebrating on a podium, two players in action on a beach court, a player diving for a ball in an indoor court, a player in a blue jersey shooting a ball, a player in a black jersey holding a ball, and a collection of colorful handballs with the 'SELECT' brand name.

Zoe Smith creative content example

As part of our pitch to generate interest in weightlifter Zoe Smith we engaged a film student to create a promotional video...

Some results...



Summary

Push for local sponsors

Consider pooling of assets

Use Copper Box final as big ticket

Drive up social media reach

Use sponsorship momentum away from mainstream sports

Use growing participation numbers to show the bright future of handball



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