

**Presenter:**

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**Session Title: Hands-On Approach to Sponsorship and Marketing Opportunities**

**Description:** Has your budget been cut or new projects been put on the shelf for some time in the future? Now is your chance to put that frustration to work for you and your community. No project is too small or too grand for this type of program! Participants will learn the nuts and bolts of designing and implementing an overall sponsorship and marketing program for your agency. You will leave this session with a handbook that includes all the information that you need to develop a program.

**Learning Outcomes:** Participants will:

1. Learn how to develop and implement a sponsorship and marketing program for their community.
2. Leave this session feeling invigorated and energized regarding untapped financial opportunities within their communities.
3. Leave this session with all of the tools needed to begin a sponsorship program within your community.

**Clientele to be Served:** This session is suitable for the following:

- Program Supervisors
- Park & Recreation Directors
- Administrators
- Boards and Commission Members
- Anyone that works in Parks & Recreation

**Presenter Credentials:**

Juliene Hefter is the Deputy Director for the Wisconsin Park & Recreation Association. She is the first person to hold this new position with one of the premiere Park and Recreation Associations in the nation. Currently, she is responsible for membership development and recruitment, coordinating educational development, development of marketing initiatives including the design and maintenance of the Association website, negotiating and implementing contracts and agreements, and generating revenue and corporate sponsorships.

Juliene Hefter received her Bachelor of Science in Recreational Leadership from the University of Wisconsin, La Crosse and holds a Master of Science in Organizational Leadership and Quality from Marian College. She has a long and illustrious career in aquatics and park and recreation administration, and has been the Manager of Recreation Services for the City of West Bend, Park and Recreation Director for the City of Horicon, Supervisor of Recreation & Aquatics Director for the Fond du Lac School District, and the Park and Recreation Director for the Village of Germantown. She has served in a number of leadership positions with both state and national organizations, including being the Chairperson for the National Recreation and Park Association's 2005 National Aquatic Conference, Member and Chairperson of the Aquatic Facility Operators Board of Directors, 2006 Chairperson of the National Aquatic Management School, 2007 President of the National Aquatic Council, Chairperson of the Wisconsin Park & Recreation Association's Recreation Section, Chairperson of the Southeast Park and Recreation Council, and Vice-Chairperson of the Washington County Park and Open Space Technical Advisory Committee.

Her distinguished career includes being the recipient of the Wisconsin Park & Recreation Association's Professional Award of Merit, the Recreation Professional of the Year, Aquatic Professional of the Year, and the recipient of the Public Policy Innovation Award. Most recently she was named to the "Power 25" by Aquatics International for 2007.

She is a renowned speaker and author on a variety of management and administrative topics, including A Hands On Approach to Corporate Sponsorships, Sexual Harassment Training for Part-Time and Seasonal Staff, Public Perception of Lifeguards, Risk Management, Staffing, and Staff Manual Development for Aquatic Facilities, Marketing and Promotions, and Team Building and Special Events. Juliene is also an Instructor for the National Aquatic Facility Operator Certification Course.

**Length of Session:** 3 ¼ hours

**Outline:** (See attached full outline)

1  **“A Hands-On Approach to Corporate Sponsorship and Marketing Opportunities”**

2  When to Consider.....

The Development of Corporate Sponsorships or Marketing Opportunities.....

- Directive from Organization to increase revenues
- Budget Cuts
- New Community Projects
- A Worthwhile Project

3  How to get started?

- Decide on a Project (current or new)
- Develop a Marketing Plan
- Write Down Every Item That Could be Sponsored
- Check Actual Prices of Items Chosen
- Add 15% to Cover Signage and Promotions

4  How to get started?

- Get the Community EXCITED!!!
- Develop a Process to Notify Community and Corporations of Program
- Develop all marketing material
- Develop Friends of Park and Recreation Organization (Possibility)
  - Develop By-Laws, Articles of Incorporation, 501(c)(3) Application and Submittal
- Develop a Sponsorship Policy

5  STEP 1: Decide on a Project (current or new)

- Do you have a **current project** that you are working on?
  - Parks
  - Community Center
  - Aquatics Facility
  - Recreation Programs
  - Etc.

6  STEP 2:

Develop a Marketing Plan

- Decide How you are going to Market the Project
  - Brochures
  - Flyers

- Plans
- Letters to perspective sponsors and community members
- How are you going to get people's attention?
- What do you have to offer them?

7  STEP 3: Decide What Items Could be Sponsored.

- What would you like to see in the facility or project?
- What else could possibly be sponsored?
- Make **EVERYTHING** available for sponsorship, you never know what may appeal to someone!
- Include all equipment, rooms, first aid items, etc.
- Include in-kind services.

8  Example:

- **Aquatic Center:**
  - **All** Amenities
  - Signage
  - Landscaping
  - Chairs
  - First Aid Supplies
  - Lifeguard Rescue Equipment
  - Staff Uniforms
  - Megaphones
  - What Else?

9  Examples:

- **New Park:**
  - **All** Amenities in Park
  - All Buildings in Park
  - Playground Equipment
  - Benches
  - Fencing
  - Lighting
  - Paving
  - Walkways
  - Boardwalks
  - What Else?

10  Examples:

- **Special Events:**
  - All Equipment Needed for event
  - Staff Uniforms
  - Gifts for participants
  - Decorations for event
  - Food/Beverage
  - Advertisement for Event

- Brochures/Flyers
- What Else?

11  Examples:

- **Fitness Centers:**
  - All Equipment Needed for Center
  - Fitness Equipment
  - Exercise Equipment
    - ❖ Barbells, Mats, Bands, etc.
  - Furniture for Center
  - Meeting Room Furniture
  - What Else?

12  Examples:

- **Others:**
  - Band Shells
  - Shelters
  - Playground Equipment
  - Bleachers
  - Goals
  - Disc Golf Courses
  - Restroom Facilities
  - Trees, Benches,
  - ANYTHING!!!

13  Examples:

**What else have you gotten sponsorships for?**

14  STEP 4: Check Actual Prices of Items Chosen

- Document every item
- Get the **actual** price of the item
- Make sure that you are **accurate**
  - Fees can not be adjusted after your sponsor makes a commitment
  - If the project will not be starting for a year or more, add on an additional amount for cost increase of the item per year

- 15  STEP 4: Check Actual Prices of Items Chosen
- Decide if you will be offering a “season” sponsorship fee or a “lifetime” sponsorship fee
  - Give both options if it is possible
  - Decide if you will allow the organization to make installments on the sponsorship...
    - Do you need the money up front to do the project or can you get by with installments?
- 16  STEP 5: Add 15% to Cover Signage and Promotions
- 15% is just an estimate, unless you have the actual cost of the signs
  - Find out how much the chosen signage will cost per item
  - You will want to cover costs for all promotional items that will be developed as well (Flyers, Brochures, Pamphlets, etc.)
- 17  STEP 5:
- Signage and Promotions
- Signage (Acknowledgment for organization that has sponsored the item)
    - Decide What type you will have
      - ❖ Size, Color, Placement
      - ❖ Material they will be made from
      - ❖ Make all the same so as to not take away from the item or the facility
      - ❖ Cost
- 18  Sign Samples
- 19  Sign Samples
- 20  Sign Samples
- 21  STEP 5:
- Signage and Promotions
- Promotions
    - What type of promotions will you have?
    - Monthly or Quarterly Newsletter?
    - Only allow Sponsors to do promotions at the facility
    - Only allow Sponsors to hold Special Events at the facility
- 22  News Letter Samples
- 23  STEP 6: Develop a Process to Notify Community and Corporations of Program
- How do you plan to unveil the project?
- Letter to corporations and community leaders

- News Paper coverage
- Presentations to Community Groups and Organizations
- “Open House” for project

24  **STEP 6: Develop a Process to Notify Community and Corporations of Program**

- Letter to corporations and community leaders
  - What should be included in the letter?
    - ❖ What is the project?
    - ❖ What do you have to offer them?
    - ❖ What do you need in return?
    - ❖ Are you inviting them to an “Open House” for the project?
    - ❖ What else?

25  **Activity #1: (approx. 15-20 minutes)**

- Get into groups of 5-6
- Write a letter that will go to organizations and businesses in your community to request sponsorships for a specific project.
- Share your letter with the rest of the group
- Rules:
  - ❖ Keep it short and to the point
  - ❖ Keep it to less than one page

26  **Sample Letter**

27  **Newspaper**

**Coverage**

- What are you able to provide?
- Can you obtain donated news releases?
- What do you want to include?
  - Project Information
  - What you are offering
  - How they can contact you regarding the project

28  **Presentations to Community Groups and Organizations**

- What community groups might you approach to request sponsorships or donations?
- What type of presentation do you give to them?
  - Be thorough and think big!
  - Do not leave any group out, you never know who might give you a sponsorship or donation

29  **“Open House” for Project**

- Are you going to offer an “Open House” to present the project to the community and businesses?
- Offer them the opportunity to get in on the “ground floor” of the project
- All sponsorships are “first come, first serve”

30  **STEP 7:**

Develop all Marketing Material

- 31  STEP 7:  
Develop all Marketing Material
  - Fond du Lac Recreation Department Program Sponsorships
- 32  STEP 7:  
Develop all Marketing Material
  - Germantown Park and Recreation Department Marketing, Sponsorship and Partnering Opportunities Booklet
- 33  STEP 7: Develop all Marketing Material
  - Flyers
  - Brochures
  - Pamphlets
- 34  \* STEP 8: Develop “Friends of Parks & Recreation” Organization
  - Decide on whether you will do this through your organization or whether you want to develop a “Friends” Organization
  - When to develop a “Friends” group?
    - Donators want to use donations as tax deductions
    - Businesses are sometimes more likely to donate to “Friends” groups
- 35  \* STEP 8: Develop “Friends of Parks & Recreation” Organization
  - Steps Needed:
    1. Find a minimum of 10 volunteers to serve on your Board
    2. Develop By-Laws
    3. Develop Articles of Incorporation
    4. Apply for 501(c)(3) Status  
(Fill out all appropriate paperwork with IRS and the state)
    5. Develop Membership Application
- 36  \* STEP 8: Develop “Friends of Parks & Recreation” Organization
- 37
- 38  STEP 9: Develop By-Laws
- 39  **Step 10:**

**Develop Articles of Incorporation**

- 40  Apply for 501(c)(3) Status



- Mail in Articles of Incorporation to State with payment for approval
- Send in 501(c)(3) application to Internal Revenue Service
  - Include appropriate fee – either \$250 or \$500 depending on estimated revenue for year
  - Expect to wait about 2 – 3 months for acceptance or rejection

41  Apply for 501(c)(3) Status

- Insert brochure

42  Apply for 501(c)(3) Status

- Application

43  Apply for 501(c)(3) Status

- Instructions

44  What if there is already a “Friends” Group in your community?

Questions:

- Are you a member of the friends group?
- If not, can you become a member?
  - Normally this creates a better working relationship so that you are not competing
- If you are not a member, and can not become one, who decides where the money goes?

45  STEP 11:

## Develop a Sponsorship Policy

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### The Sponsorship Policy

- What should the sponsorship policy include?
  - What will you accept?
  - What will you not accept?

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### What will the policy include?

The Organization and all of its members may enter into partnership with business, industry and individuals. The partnership shall:

- Meet identified recreational or sports needs;

- Be mutually beneficial; and
- Avoid Commercialization

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### **What will the policy include?**

#### **The sponsoring company should:**

- Not engage the Organization in what would appear to be either side of a contentious political, moral or social issue.
- Demonstrate practices that represent those of concerned citizen, e.g., safety and health procedures, and environmental issues and equity.

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### **Definitions**

#### **Sponsorship:**

- Cash, products or services in exchange for acknowledgment with the context of this policy.

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### **Sponsorship**

- Conditions of Sponsorship
- Prior to entering into any sponsorship agreement, the participating program, area, or staff shall clearly determine the sponsor's expectations.

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### **Sponsorship**

- The following information shall be collected in order to determine a potential sponsor's eligibility:
  - The nature and product or service of the sponsor.
  - Information about the sponsor's history.
  - Reason for sponsor's interest in the Organization.
  - The activity, event, facility, or item which the sponsor wishes to create a sponsorship agreement.
  - Representatives of the firm with whom the organization and staff will work, including any outside advertising or communications agency.

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## **Terms of Sponsorship**

- The following details shall be documented prior to establishing a sponsorship agreement:
  - The duration of the agreement.
  - The roles, responsibilities and rights of the sponsor.
  - The outcome of the sponsorship.

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## **Approval of Sponsorship**

- Germantown Friends of Parks and Recreation agreements shall be by the members of the Board of the organization with the members and representation from staff.
- Area agreements shall be approved by the “Friends of Parks and Recreation” Organization and the Park and Recreation Director.
- Agreements require “Friends of Parks and Recreation” Board approval.

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## **Activity #2: (15-20 minutes)**

- Get into groups of 5-6
- Develop a Sponsorship Policy
- Include all of the necessary information that was previously discussed
- Share your policy with the rest of the group

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## **Financial Reports**

- Financial reports are to be submitted to the Board and the Park Recreation Director

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## **Sponsorship Contracts**

- 57  **What Should the Contract Include?**
- 58  **Activity #3: (15-20 minutes)**
- Get into groups of 5-6
  - Develop a Sample Contract
  - Include all of the necessary information that was previously discussed
  - Share your contract with the rest of the group
- 59  **Develop a Sponsorship Contract or Agreement**
- “Suck them in to the idea”
- 60  **NOTE: Have all of the materials you develop reviewed!**
- 61
- 62
- 63  **STEP 12: Get the Community EXCITED!!!**
- How do you get the Organizations to become involved in this venture?????
- 64  **What is the Win, Win Proposition?**
- Not what they can do for you, but what you are able to do for them.....
    - Check out rates of advertising in the newspaper, radio, television in the area.
    - Stress the number of individuals that will see this advertising OVER, AND OVER AGAIN!! (Not just once)
- 65  **Show Them that “The Benefits are Endless”.....**
- Show them the benefits of supporting the community, participants and the positive view the community will have of their organization.
- 66  **What Other Items Can We Ask For Sponsorship Of?????**
- 67  **Anything and Everything...**
- Offer the Largest items down to the smallest item.....
- People want something tangible to sponsor, not just a team, or a donation, but an item that people are able to see and utilize.
- 68  **Give the Organization Something in Return....**
- A picture of them next to their sponsored item to be displayed at their place of business
  - The opportunity to advertise their sponsorship with any of their in-house promotions
  - A feeling that they have given to a worthy cause (send them a picture of people

utilizing or enjoying their sponsored item)

- 69  Give the Organization Something in Return....
- Recognition for sponsors in a newsletter or quarterly report
  - Recognition in Newspaper and Radio Announcements
  - Recognition on an "Honor Roll Board" at entrance to facility
  - Give them a free ad in your brochure
  - A Feeling of Goodwill

70  **Sponsorship Honor Roll**

71  Samples of Sponsorships

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76  Building Sponsorships

77  **Samples of Sponsorship Brochures**

78

79

80  **Disc Golf**

81  Team Sponsorships

82

83  Skateboard Park Donations

84  Skateboard Park Donations

85  Sprayground Donations

86  Sprayground Donations

87  Sprayground Donations

88  Sprayground Donations

89  Sprayground Donations

- 90  Sprayground Donations
- 91  Sprayground Donations
- 92  **Building and Bleachers Sponsorships**
- 93  Building Sponsorships
- 94  Concession Stands
- 95  Field Sponsorships
- 96  Field Sponsorships
- 97
- 98
- 99
- 100
- 101
- 102
- 103
- 104  Split Rail Fencing
- 105  Poly Cap for Outfield Fence
- 106  Flower Beds
- 107
- 108  Memorial Field Sponsors
- 109  Donation Celebrations
- 110  Donation Celebrations
- 111  Donation Celebrations
- 112  Tree Sponsorships/Memorials
- 113

- 114  **Flag Pole Sponsorships**
- 115
- 116  **Park Signage**
- 117  **Softball Diamonds/Backstop**
- 118  **Scholarships for Programs**
- 119  **Sponsorships for Special Events**
- 120  **Sponsorships for Special Events**
- 121  **Sponsorships for Special Events**
- 122  **Sponsorships for Special Events**
- 123  **Sponsorships for Special Events**
- 124  **Sponsorships for Special Events**
- 125  **Sponsorships for Special Events**
- 126  **Soda Company Sponsorships**
  - Scoreboards
  - Fields
  - Lane Lines – Pool
- 127
- 128
- 129
- 130
- 131
- 132
- 133  **How Do I Get Started?**
  - Develop a program in your community
- 134  **How Can I Obtain the Information from the Presentation?**

- \$30 donation to WPRA
  - Send an e-mail with your name, organization, and address and I will invoice you
- CD Provided Includes
  - Sample of all marketing materials
  - Sample contracts
  - Policy and Procedure
  - Sample Newsletters
  - “Friends” By-Laws and Articles of Incorporation

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