

Sports Sponsorship

HOW-TO

Coach a sports sponsorship deal

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Welcome

The world sports apparel market is estimated to garner \$184.6 billion by 2020

According to a 2016 report titled, "World Sports Apparel - Market Opportunities and Forecasts, 2014-2020" by Allied Market Research.

Excited yet? You should be. Because your business is perfectly poised to take a slice of that near \$200 billion IF you make some right choices and arm yourself with the right tools.

This eBook guides you through some strategies, facts, and experiences from business owners on the ground who have built their business around sports sponsorship. It will inspire you to get out on the playing field and capitalize on these tremendous opportunities. And we promise there will be plenty more sports puns where that came from! :)

Game on!

Brenden Prazner

PRODUCT MARKETING MANAGER
& EVANGELIST

Let's get the ball rolling

We promised you more puns, right? But seriously, we need to start somewhere, and the best somewhere is WHY.

Why would you care about sports sponsorship, and why will it make a positive difference to your business?

Let's start with a simple story about Jack and the not-so-normal printer.



Jack

The 'go get us some printed jerseys' guy

Jack is the left midfielder for a local soccer team, and the team-appointed 'go get us some printed jerseys' guy.

Soccer is Jack's weekend pastime, not his job. Like most sports players, during the week he's busy with other tasks - crunching numbers for the local real estate business he works for, plus juggling the kids' own after-school sporting and activities schedule.

Jack let his fingers do some typing and found a local printer in his town after a few Google searches. Jack dropped in to have a chat with the business owner, looked at some samples and ultimately purchased 15 jerseys for his whole team, plus a few to spare. The jerseys look great, and his team went on to win a few matches, but didn't quite make the finals.

The not-so-normal printer

In the normal world, this is where Jack's influence on the printer's business comes to an end. There is a strong chance Jack might use the same printer again if he's nominated as the team's uniform 'go-getter' again, but there's every chance Jack may decide not to play next year - and a new nominated uniform officer may choose a different printer.

But Jack didn't deal with any ordinary printer. Jack's printer realized the extra value Jack can bring to his business, which doesn't stop at Jack's purchase of 15 printed jerseys. Jack's printer realized Jack was, in fact, at least 11 customers - 11 players in a soccer team - and a few to spare!

Jack's printer offered Jack:

- a nominal discount in exchange for a printed logo sponsorship on the back of the printed jersey;
- 15 care tags (one for each jersey) that provide critical care information for the printed fabric, which Jack's printer recommended that all team members should read to keep their jerseys looking awesome;



PLUS

- a 5% discount which each player can take away and use for their own personal business or hobby, or for other sports teams they're involved with.

If only one of Jack's teammates used the coupon code for their own additional purchase, then that's still one more customer the printer never had.

And if any of their teammates or colleagues used just one of their discount coupons, then the opportunities would start to fan out into new customer territory for Jack's printer.

More than one taker anywhere along the path, and we're talking about a viral result - all from recognizing the potential of one sports customer.

The value of sports sponsorship branding

When you start to engage with community organizations, prepare yourself. You will be asked to provide a discount, especially from money-poor sports teams and social clubs. But discounting doesn't have to eat into your bottom line. In fact, it should add value to your business.

As part of your sports sponsorship package, include your own logo and branding on the products you sell. If you're doing a screen print back, include your logo as part of the screen for an upper back, neck or shoulder print above the team's design.

If you are printing a left chest logo, consider adding your logo to the right chest or sleeve.

Your logo here



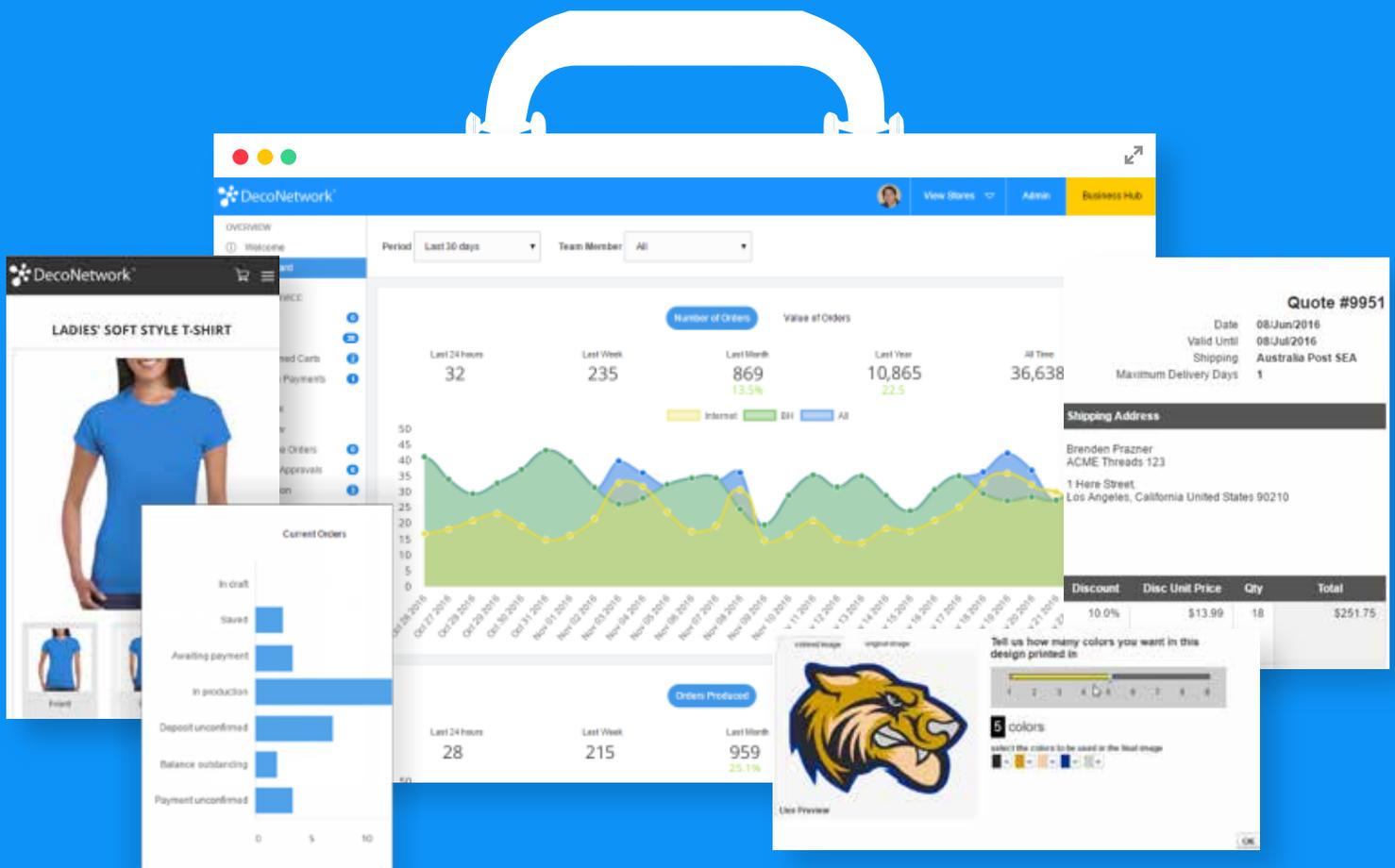
Explain to your clients that you are happy to discount and the value you get in return is promotion and exposure of your company as a brand.

Don't forget to include your care tags for each team player to further enhance your chance of multiple return business from this single order.

This eBook has been brought to you by:



YOUR COMPLETE TOOLKIT TO MANAGE YOUR PRINT & EMBROIDERY SHOP



Want to learn more about how DecoNetwork can revolutionize your business?

Visit www.deconetwork.com

Opportunities for sports products



CLUB UNIFORMS

Surf clubs, bowling, karate, sailing, cycling, MMA, hunting, horse riding, rowing and more



CORPORATE TEAMS

Football, soccer, tennis, cricket, hockey, volleyball, basketball, baseball, golf, netball, tennis and more.



DANCE & CHEER

Dance, ballet, cheer, jazz/funk, calisthenics, gymnastics and more.



EXTREME SPORTS

Surfing, skateboarding, skiing, BMX, mountain biking, snowboarding, climbing and more.



SCHOOLS & COLLEGES

Football, lacrosse, wrestling, soccer, baseball, spirit wear, softball, basketball, hockey, track & field and more.



FITNESS CLUBS

CrossFit, gyms, personal training, yoga, pilates, aerobic/aquatic centers, country clubs and more.



MARATHONS & FUN RUNS

Walking groups, local marathon events, fun runs for local charities and more.



ELITE ATHLETES

High profile athletes retailing their own line of branded products such as Olympians.



LOCAL TEAMS

Football, soccer, softball, cricket, hockey, volleyball, basketball, baseball, rugby, netball and more!

A path to the top: leverage each contact

BY BRENDEN PRAZNER

In a former life, I worked with a company who built their business around providing apparel for sports organizations. They deployed a strategy in their business to leverage more from each contact, and ultimately built it up to a multi-million dollar business for a successful sell-off.



The key to small family business success

Sports was a major focus for the family that owned this printing and embroidery business. They were members of the local football clubs and competed in State and National Surf Lifesaving competitions. You could say sport was in their blood.

When they started a family screen printing and embroidery business, it was natural for them to gravitate to their local sports clubs for business; after all, they were active members. Most good business is built around good relationships.

But local clubs only created local, small-run and seasonal orders. They wanted to keep the orders flowing, and to achieve this they had to use their understanding of how sports organizations are structured. Working for them, I learned a lot!

Most sports organizations are multi-layered, starting from the local junior clubs right up to the

national pros. In the same way that players work their way up from the junior ranks, business relationships start at the bottom in the local clubs and work their way up.

As we were doing orders for our local club, we were only dealing with the local club President and Secretary. But we knew that each local club deals with the regional organization that governs all the other local clubs, so we asked the club we were dealing with if they had a contact they could introduce us to on a regional level. And they did.

Once we were in at the regional level, we had a greater access to other clubs within the region, and - more importantly - a contact at the regional level to help make business connections happen.

Once we captured business at the regional level, we knew our next step was State. We asked our regional contact if they had any contacts at a State level - the people who govern each of the regional divisions. Of course they did! Just as had happened at the regional level, the State level contact gave us better access down to other regions, and through them down to regional local clubs.

You can guess what's next! We asked our State contact if they had a contact at the national organization level. And, of course they did!

We were now introduced to the top people in the organization - those who had access to all States, all regional divisions and all local clubs. Now, that's what I call expanding your market!

To make this work for you, you have to understand the business of sports and use the most valuable asset you can have in any sale - a contact - to help you climb the divisions ladder and work your way right up to the national level.

You may not aspire to a national contract right now, but you can use this tactic to simply get a better and more influential introduction to other regional clubs. You can use this method to grow your business at a speed and pace that suits you.

It worked for us!



Hit a homerun with eCommerce

BY ERICH CAMPBELL

eCommerce is a natural fit for sports team sponsorship. For people who love to be running around playing a sport, there's no more compelling reasons to work with your company than relative ease of ordering! Who wants to hang around queueing at a counter?

When you craft your value proposition to a sports club, you need to be well-prepared.

Having a properly enabled eCommerce site allows you to offer a collection of labor-saving tools to make ordering and payment less difficult for the manager or sponsor in charge of purchasing, no matter what the mix is of uniforms, booster merchandise and other team-branded apparel and accessories.



Create a sense of partnership

Never forget the human element of a sports team interaction! Most teams and clubs rely on volunteer labor. This means that the person with whom you work on any given order is taking time out of a schedule filled with work and personal demands for the privilege of paying you for your product.

Even in the instance that your contact is paid for their work with a team or club, the likelihood is that collecting orders, arranging payment, ordering garments and dispersing them has little to do with their primary function within the organization. Anything you can do to make this process take less time and create less friction positions you as a useful and helpful partner, rather than a commodity product provider. This sense of 'partnership' makes the idea of promoting your business or adding your logo to their garments much easier to sell.

eCommerce tools offer multiple benefits to the beleaguered customer, which of course you need to explain to them in simple terms. Naturally you have to be well prepared - having a team-specific website or segment on your overarching website allows for easy order collection.

Once this is set up, it can easily be promoted by the person in charge of the order. By its nature, such a web portal makes the entire process of collecting participant information and payment self-service.

This transfers a large amount of work (the collecting and collating of information) away from the time-poor person elected to deal with the task onto the members of the club as individuals, which removes the need to chase down individual players or parents in order to acquire information. It also reduces the possibility of name misspellings and incorrect size selection, and, through live payment processing, entirely removes the problem of collecting funds.

Moreover, the visual previews of the finished product that are integral to the site ensures that the end customer has an accurate idea of what the product looks like. The club member can read any pertinent information included in the item description, and the organizer has a chance to inform them of any special conditions or information on the homepage of the eCommerce site or category.

In this way, you not only have provided for ease-of-use in the ordering process, but have accurately set expectations in a way that doesn't require your partner inside of the organization to contact the members of their team individually.

Additional value-added services are also made simpler through the use of eCommerce. When team members collect each order individually, you're provided with an accurate separation of garments per customer, making individual

Ladies' Soft Style T-Shirt



packaging of orders and labeling simpler than when faced with a hand-tallied count sheet - even if you elect to do batch production of a full team order.

If you have digital decoration processes in-house that allow for small-batch production, you can use the eCommerce site to allow stragglers (who might have missed the stated dates for batch orders) to order on-the-fly after the initial collective ordering period. In the case of promotional or booster gear, you can leave the site operational to produce one-off garments throughout the sports season and beyond.

Supercharge your sports team clients with their own affiliate website

Take eCommerce to the next level and provide your sports team clients with their own affiliate stores. With a DecoNetwork Affiliate store your sports team will have their own unique website with their own unique URL to promote their own unique merchandize and products.

Fans of the sports club will buy products on the site and the orders come directly back to you, as the fulfillment center, to produce and ship directly to their customers.

The sports club earns commission for each sale in their store, and at the end of the month you are given a commission report totalling the commission payments you need to make.

What our customers say

Over 80,000 stores in 30 countries trust DecoNetwork to power their shop and/or ecommerce. Here is what just a few of our awesome customers have to say about DecoNetwork.



“The DecoNetwork platform has been a pivotal part of our online business. Having a great partnership and foundation have proven to be a perfect marriage and has allowed our business to rapidly expand without losing any sort of functionality in the platform.”

Rick Hamilton, My Custom Tees



“The flexibility, power and features provided by DecoNetwork have allowed us to build and develop the website we have always envisioned but were unable to achieve with our previous software platforms.”

Zhen, Tee Junction



“Our screen-printing business runs on Deconetwork. Everything we do: quotes, art approvals, orders, scheduling, customer correspondence and shipping confirmations is all done through the best part of Deconetwork - Business Hub.”

Tom Vann, Tommy's T-Shirt Factory



“I just wanted to share how pleased we have been with DecoNetwork. We redesigned the Teeki Hut website last January and we are thrilled to say that our online sales doubled in one year! We couldn't be happier. Now we are hoping to double that number again this year!”

Denise, Teeki Hut

Want to learn more about how DecoNetwork can revolutionize your business? Visit deconetwork.com or call Client Services

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