



INTRODUCTION

This kit includes information about Australian Formula Ford, the history of Formula Ford in Australia, contacts for Formula Ford teams, current racing calendar and estimates of the costs of competitions.

Also enclosed is information from CAMS (Confederation of Australian Motorsport) on successful motorsport sponsorship.

If you require any further information please do not hesitate to contact us on +61 3 9568 8293 or inquiries@formulaford.com.au.

CAMS INFORMATION

CAMS controls Australian Motorsport, appointed by the world body, the FIA. The National Competition Rules include arrangements for the organisation and conduct of race meetings, technical regulations for vehicles and the safety of competitors, spectators and officials.

All competitors must have a Competition (Racing) License, issued by CAMS. The minimum age for issue of a CAMS Licence is 14 in all States other than NSW where the minimum is 16. All licence holders are required to be a member of CAMS-affiliated Car Club.

Competitors are required to pass a medical test, complete an observed drive under circuit conditions and attend a lecture which covers on-track rules, such as the meaning of flag and light signals and various racing techniques. Some States of Australia also require competitors to spend a day observing racing action from a flag point, under the guidance of experienced officials.

There are various ways to obtain your licence. A number of Racing Schools are authorised, by CAMS, to conduct the various tests. There are also opportunities for prospective competitors to complete the tests at various circuits around the country. Contact CAMS for details of the arrangements in your state.

FOR FURTHER INFORMATION, CONTACT THE CAMS MEMBER HOTLINE: 1300 653 529 or check the website: www.cams.com.au



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HISTORY OF FORMULA FORD

Formula Ford was established in Great Britain in 1967, as a cost effective starting point for young hopefuls beginning a career in motor racing. Since then, the sport has rapidly grown to become the world's premier junior development category.

Formula Ford is the accepted proving ground for the nation's champions, on a local and international level.

Its links with Australia go back to the original series in the UK, the 1968 Guards Championship, which was won in an outstanding fashion by a young Australian driver, Tim Schenken, now Race Director for V8 Supercars in Australia. Schenken was the first of many driving superstars to cut his teeth in the competitive category en route to Formula One.

The first Australian Formula Ford race was held at Sandown Raceway in 1969, won by Richard Knight in an Elfin 600, a precursor to his victory the following year in the inaugural Australian Formula Ford series.

Since those early days many of the world's top drivers have come through the ranks of Formula Ford to score major international successes.

No less than eight World Formula One champions have come from the stables of Formula Ford...Nigel Mansell, Ayrton Senna, Emerson Fittipaldi, James Hunt, Jody Scheckter, Michael Schumacher, Damon Hill, Jacques Villeneuve and Mikka Hakkinen have all competed in the junior racing category.

The international pedigree of the Australian Championship is also alive with Mark Webber who, having made his mark in Formula One with Minardi, Jaguar Racing and Williams and finished 3rd in the 2010 F1 World Championship with Red Bull Racing.

The Australian V8 Supercar Championship is rich with Formula Ford champions, including Mark Larkham (1989 Champion), Russell Ingall (1990), Craig Lowndes (1993), Steven Richards (1994), Jason Bright (1995), Garth Tander (1997), Greg Ritter (1999), Will Davison (2001), Jamie Whincup (2002), David Reynolds (2004)

In addition to the national championship, state series are held in most Australian states as a cost-effective introduction to the sport for new drivers from karting and Formula Vee.

More than ever, the formative skills learnt at Formula Ford level prepare emerging young drivers for successful careers, both locally and internationally.



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CHANGING FACE OF FORMULA FORD

The last few years have seen a major change in the presentation of Formula Ford, highlighted by the development of teams, both as a way of sharing costs and of increasing public awareness of individual competitors.

While the Fiesta engine is a major change to the championship, the opportunity to compete in Formula Ford on a wide variety of levels is ever increasing and makes the championship more accessible to young up and coming drivers aiming to build a motor racing career – a key goal of the category. All cars at national meetings are housed in a single area, with opportunities for display of sponsor signage and hospitality.

Teams provide an opportunity for competitors to race at the level they choose, without the need to invest in capital equipment such as cars and engines. Different arrangements are available. Some provide preparation, transportation and on-track services for competitors with their own cars; others offer lease arrangements, with and without support services, either for one race meeting or for a full Championship season. Teams offering preparation services can also assist with testing and technical support.

Costs vary, depending on the customer’s needs. Single meeting lease deals are available from around \$8,000 to \$12,000. Some include consumables (tyres, fuel, brake pads, etc) and some do not. Some lease deals require drivers (at their expense) to provide an assistant to help at race meetings. Personal expenses such as accommodation and meals are the driver’s responsibility. Some arrangements include testing; some do not.

A full season lease deal, including a race-ready car, consumables and race assistance will cost approximately \$125,000. All teams require customers to meet the cost of components damaged in an accident although the vehicle repairs will be undertaken by the team personnel.

Team details are available on the official Web Site, www.formulaford.com.au or through the contacts below.

| Team | Chassis | Phone Number |
|---------------------------|----------------------|--------------------------|
| Anglo Motorsport | Comtec Spirit | +61 (2) 9838 7979 |
| Borland Racing | Spectrum | +61 (3) 9580 5236 |
| Evans Motorsport | Mygale | 0438 426529 |
| G-Force Motorsport | Mygale | +61 (3) 9532 5677 |
| Minda Motorsport | Mygale | +61 (3) 5997-5075 |
| Sonic Motor Racing | Mygale | +61 (3) 9761 4510 |
| Synergy Motorsport | Spectrum | 0414 378 867 |
| Team BRM | Mygale | +61 (8) 8280 6144 |



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FORMULA FORD CHASSIS

Mygale

In 2011, the Mygale drivers will be looking to repeat the successes of Greg Ritter (1999), Luke Youlden (2000), Tim Blanchard (2007) and Nick Percat (2009).



With a distinctive-looking nose and large side-pods, the French-built Mygale offers high levels of control and straight-line speed, which has contributed to the chassis' worldwide success. The many Mygale drivers will be looking to add to the marque's success in Australia in 2010.

Spectrum

The Australian built Spectrum chassis has recorded four Australian Championship titles with Adam Macrow (1998), John Martin (2006), Paul Laskazeski (2008) and Chaz Mostert (2010). John Martin raced a Spectrum in the British Championship in 2006, recording a debut race victory.



Spectrum is made by Melbourne-based manufacturer Borland Racing Developments (BRD). Designed specifically for the Australian-spec Fiesta engine, the low-slung Spectrum produces arguably the best cornering and handling performance of any chassis in the category on fast, tight circuits.

Comtec Spirit

The British-built Spirit chassis is the most recent addition to the Formula Ford competition in Australia and made its Australian debut in the 2006 Australian Formula Ford Championship.



Van Diemen

Van Diemen has been the most successful chassis manufacturer on the Australian Formula Ford circuit, with 11 straight championship titles from 1987 to 1997



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PAST DRIVER QUOTES

Mark Webber, 1994-5 Australian Formula Ford competitor, Winner Formula Ford Festival (UK), Current F1 Driver with the Red Bull Racing Team

"Formula Ford is a great category to progress to after karting. You don't need the latest chassis- whatever Formula Ford you drive teaches you how a racing car works with suspension and gives you the chance to experiment with different set-ups on the car."

"I still think that Formula Ford was very good for my driving and the challenge of driving on treaded tyres - which are not particularly user-friendly - was awesome. We've got a great selection of nice tracks to race on in Australia and I have some very fond memories of racing Formula Ford there."

Craig Lowndes, 1993 Formula Ford Champion, 1996, '98, '99 V8 Supercar Champion, Reigning Bathurst Champion

"I spent three years racing Formula Fords, it's the next step up from go karts and it's where I learnt how to drive a gear boxed race car, it also taught me about racing with other drivers and slip streaming"

"The Formula Ford category is a low cost form of motorsport and therefore accessible to more drivers, and because the cars are so similar, racing is always close and very dependant on driving skills rather than the amount of money poured into a car."

Marcos Ambrose, 1997 Formula Ford competitor, 2003, '04 V8 Supercar Champion, current NASCAR driver

"Formula Ford is an international formula. It's where the best young drivers around the world compete to show their skills. If you can win in Formula Ford, then chances are you have what it takes to go to the top."

"It's also a great training ground. Formula Ford teaches you to set up a car without wings and drive it to the absolute limit."



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WHAT IS FORMULA FORD

Formula Ford is the world's premier junior development category in motor sport and in 2006 Australian competition underwent its most significant change ever with the introduction of the Ford Fiesta 1600cc engine, replacing the Ford Cortina and Escort powered Kent engine that had been with the category for over 35 years.

With Ford extending their official support to the category, the Fiesta powered Formula Ford's will continue to be the major source for future Australian motor racing champions.

Currently, over 70% of V8 Supercar drivers, raced in Formula Ford category in their early careers, plus many Australian racing overseas, including Formula One driver Mark Webber and Indy Car frontrunner, Will Power.

An open wheeled racing car, Formula Ford chassis comply with stringent rules designed to reduce costs for newcomers to the sport, and to allow every driver to compete on his or her own merits.

Every Formula Ford is constructed from a light-weight tubular space frame designed to maintain the highest levels of driver safety. Aerodynamic modifications, such as wings and spoilers, are prohibited.

A number of manufacturers, both local and international, build the basic Formula Ford body and chassis; the most common being the U.K-built Van Diemen, the French Mygale and Australia's Spectrum chassis, while the English Spirit chassis made its debut in Australia in 2006.

Each vehicle is powered by the 'control' Ford Fiesta 1600cc, 100ps DOHC, lightweight aluminium, four cylinder engine for Australian competition.

Tuned to develop more than 125 horsepower, Formula Fords reach speeds in excess of 250 km/h.

The key to the category's long-term success is the uniquely level playing field of the equipment and chassis, allowing differences in skill to become the sole victory between drivers.

The relative parity between the vehicles also serves to guarantee the category's reputation for some of the most exciting and nail-bitingly close racing to be seen on any Australian or international circuit.



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KEY ELEMENTS OF A FORMULA FORD

Formula Ford racing cars are designed to comply with a strict set of rules which are revised annually. The rules ensure that costs are limited and that driver skill becomes the major factor in achieving success.

The Chassis

Tubular space frame construction confined to maximum dimension. Exotic materials are prohibited. Constructors aim to maximise torsional rigidity and minimize weight while maintaining the highest level of driver safety.

The Tyres

A grooved racing tyre is chosen for optimum grip under all weather conditions. The type/brand and compound are specified, ensuring an economical wear rate.

The Engine

1600cc, 100ps DOHC four-cylinder Ford Fiesta engine, sealed on cylinder head and front and rear crankshaft seal covers. Tuned to develop 125 bhp at 7,000rpm, all components and measurements are specified and the Formula benefits from the worldwide parts support provided by the Ford Motor Company.

The Suspension

Full racing car suspension designs are required to ensure maximum tyre grip at various cornering speeds. Chassis balance is adjustable and controlled by damper, spring and anti-roll bar combinations.

The Gearbox

Limited to four forward gears. Ratios can be changed to suit various circuits and conditions.

The Brakes

Four-wheel disc brakes have independent front and rear activation. Front/rear bias is adjustable.

Safety Features

Include chassis requirements, roll over hoop, foot protection and material specifications. Driver's harness and fire extinguisher, etc, must comply with CAMS requirements.

Aerodynamic Devices

Are not allowed. Down force is limited to the combination of chassis design/set-up and tyre grip, together with the natural forces of gravity.



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HOW MUCH DOES IT COST

There are a number of options open to potential Formula Ford competitors. The one you choose will depend on the level of your technical skill, your budget and the type of race meetings you plan to enter.

NEW CARS

Most of the cars currently raced in Australia are built in England. Van Diemen has been the most successful, but this domination has been challenged by the French built Mygale and Australian built Spectrum.

A new rolling chassis, including gearbox and alloy wheels, will cost between \$70,000-\$100,000, tax and freight paid. You will also need to buy an engine, gear ratios and a trailer to transport the car.

All chassis importers and manufacturers provide technical assistance, support and information at major race meetings. You should contact each of them for full details of the costs and service available.

| | | |
|------------------------------------|----------------------|--------------------------|
| Anglo Australian Motorsport | Comtec Spirit | +61 (2) 9838 7979 |
| Borland Racing | Spectrum | +61 (3) 9580 5236 |
| G-Force Motorsport | Mygale | +61 (3) 9580 7047 |

SECOND HAND CARS

The best time to buy a second hand car is at the end of the season. Cars are advertised in the motorsport press and on www.carsales.com.au

FIESTA ENGINES

Fiesta engines are sealed and are available through the Category Manager and second hand engines are often available. Competitors are not permitted to re-build their own engines.

Category Manager Australian Formula Ford Management Pty. Ltd. +61 (3) 9568 8293

TYRES

Formula Ford competes on a treaded cross-ply tyre – the Avon ACB10, available from Avon motorsport outlets nationally for around \$1,230 per set. Many competitors find that one set will last for three or four meetings, although those seeking success in the National Championship usually buy a set for each round.

OTHER COSTS

These include entry fees (\$100-\$500), racing fuel (approx \$60 per meeting), brake pads, oil and other consumables, trailer (variable depending on size and type) and fuel for your tow car. Accommodation and food and other travel costs when you compete interstate will vary, depending on your choices.

You should allocate funds for repair of damaged suspension parts – replacement of complete corner components could add up to \$3,000-\$5,000. Whilst damage is best avoided, in reality it is best to be prepared. Teams offer different packages which include many of the costs listed. You should contact each team for information.



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AUSTRALIAN FORMULA FORD CHAMPIONSHIP AT A GLANCE

The first-ever Formula Ford race in Australia was held at Sandown Raceway in November 1969, and was won by Richard Knight driving a Bib Stillwell owned Elfin 600. The race, described as a demonstration, attracted nine cars and was the successful prelude to a full 1970 season.

RESULTS OF INAUGURAL FORMULA FORD RACE

| <u>Position</u> | <u>Driver</u> | <u>Chassis</u> |
|-----------------|----------------|----------------|
| 1 | Richard Knight | Elfin 600 |
| 2 | Murray Coombs | Lynx |
| 3 | Bob Minogue | Aztec |
| 4 | Brian Andrews | Andrew |
| 5 | Graeme North | Wren |
| 6 | Brian Beasy | Beasy |
| 7 | Werner Bekker | Lotus 22 |
| 8 | Geoff Hood | Wren |

AUSTRALIAN FORMULA FORD CHAMPIONSHIP

| <u>Year</u> | <u>Driver</u> | <u>Chassis</u> |
|-------------|-----------------|-----------------|
| 2010 | Chaz Mostert | Spectrum 012 * |
| 2009 | Nick Percat | Mygale SJ09a |
| 2008 | Paul Laskazeski | Spectrum 011b * |
| 2007 | Tim Blanchard | Mygale SJ07A |
| 2006 | John Martin | Spectrum 011 * |
| 2005 | Daniel Elliott | Van Diemen RF05 |
| 2004 | David Reynolds | Van Diemen RF04 |
| 2003 | Neil McFadyen | Van Diemen RF94 |
| 2002 | Jamie Whincup | Van Diemen RF01 |
| 2001 | Will Davison | Van Diemen RF01 |
| 2000 | Luke Youlden | Mygale SJ2000 |
| 1999 | Greg Ritter | Mygale SJ98 |
| 1998 | Adam Macrow | Spectrum 06 * |
| 1997 | Garth Tander | Van Diemen RF95 |
| 1996 | David Besnard | Van Diemen RF96 |
| 1995 | Jason Bright | Van Diemen RF95 |
| 1994 | Steven Richards | Van Diemen RF94 |
| 1993 | Craig Lowndes | Van Diemen RF93 |

* Australian-built and designed chassis



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AUSTRALIAN 'DRIVER TO EUROPE' SERIES

| <u>Year</u> | <u>Driver</u> | <u>Chassis</u> |
|-------------|--------------------|-----------------|
| 1992 | Cameron McConville | Van Diemen RF92 |
| 1991 | Troy Dunstan | Van Diemen RF91 |
| 1990 | Russell Ingall | Van Diemen RF90 |
| 1989 | Mark Larkham | Van Diemen RF89 |
| 1988 | David Roberts | Van Diemen RF87 |
| 1987 | Peter Verheyen | Van Diemen RF86 |
| 1986 | Warwick Rooklyn | Elwyn * |
| 1985 | Tomas Mezera | Reynard |
| 1984 | Ron Barnacle | Royale RP31 |
| 1983 | Bruce Connolly | Galloway * |
| 1982 | Jeff Summers | Elfin 620B * |
| 1981 | Phillip Revell | Lola T440 |
| 1980 | Stephen Brook | Lola |
| 1979 | Russell Norden | Mawer * |
| 1978 | John Wright | Bowin P4A * |
| 1977 | John Smith | Bowin P4A * |
| 1976 | Richard Carter | Birrana F73 * |
| 1975 | Paul Bernasconi | Mawer * |
| 1974 | Terry Perkins | Elfin 620B * |
| 1973 | John Leffler | Bowin P6F * |
| 1972 | Bob Skelton | Bowin P4A * |
| 1971 | Larry Perkins | Elfin 600 * |
| 1970 | Richard Knight | Elfin 600 * |

* Australian-built and designed chassis

2011 AUSTRALIAN FORMULA FORD CHAMPIONSHIP CALENDAR

| Round | Date | Event | Location |
|---------|-------------------|----------------|-----------------------|
| Round 1 | March 17 - 20 | Clipsal 500 | Adelaide, SA |
| Round 2 | May 20 - 22 | Winton | Benalla, VIC |
| Round 3 | July 15 - 17 | Eastern Creek | Sydney, NSW |
| Round 4 | August 19 - 21 | QLD Raceway | Ipswich, QLD |
| Round 5 | September 9 - 11 | Sandown | Melbourne, VIC |
| Round 6 | September 16 - 18 | Phillip Island | Cowes, VIC |
| Round 7 | October 21 - 23 | Gold Coast 600 | Surfers Paradise, QLD |
| Round 8 | November 11 - 13 | Symmons Plains | Launceston, TAS |



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PART ONE: SPONSORSHIP: The Big Picture

DEFINITION

Sponsorship is generally recognised as a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return some rights and association that may be used for commercial advantage.

Sponsorships are used to:

- Sell and/or promote products and services to a particular audience.
- Introduce and sample new products or services.
- Associate the company with a particular personality, image, lifestyle or event (target market).
- Develop a link to a particular culture or sub culture (niche marketing).
- Improve corporate image.
- Associate with winners.
- Communicate key corporate messages to an audience.
- Connect with local community – allows involvement at the grass roots level.
- Build relationships – host client entertainment or meet with important people (relationship marketing).
- A cost effective or self funding alternative to advertising and direct marketing
- Increase positive media exposure

Generally, sponsorships need to have a positive quantifiable effect on the sponsoring company's bottom line.

DONATIONS

Sponsorships are often confused with donations. A donation is a gift of cash or contra with little or no expected return. **Sponsorship is not a donation** but a tool used by companies to achieve specific goals and objectives.

ADVERTISING

Advertising is where a fee is paid for the right to place advertising and the company has total control – i.e. all messages are scripted, approved and appear as a scheduled advertisement.

Sponsorship is often used as an extension to advertising and can involve a mix of media coverage, press releases, signage and corporate entertainment. Sponsorship is often seen by consumers as less commercially biased and therefore can be better accepted than pure advertising. Generally, organisations believe that consumers are more receptive to sport sponsorship due to the natural excitement and positive mood associated with victory.



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PART TWO: Selling Sponsorship

WHO DO YOU APPROACH?

- Ask your existing sponsors whether they know anybody.
- Use personal networks and contacts at companies and businesses.
- Check telephone books, Yellow Pages, community directories.
- Drive around and see which businesses operate in your area.

The key to approaching a prospective sponsor is to make sure that the sponsor fits. This means that you share common target audiences.

THE PROPOSAL

The sponsorship proposal is an offer to do business. It must:

- Look professional
- Include personalised information tailored to the company's needs.
- Clearly describe your organisation and its goals/objectives.
- Concisely identify what you are selling.
- Indicate the benefits your organisation is offering in exchange for cash or contra.
- Increase the organisation's bottom line as a direct result of your sponsorship relationship.

PROPOSAL SIZE AND STRUCUTRE

Companies receive an enormous number of sponsorship requests. It is vital that your proposal stands out. Your document should be structured in an orderly, business-like manner with the relevant information prominently displayed. Your proposal must be addressed to the appropriate person (usually the Marketing Manager), with the correct title, department and address. You should also incorporate the company's name throughout the document.

The length of the proposal should be proportional to the value of the sponsorship. However, sponsorship proposals over three pages long will not be read from cover to cover, so as a general rule do not send proposals over ten pages in length. Be aware that companies are under no obligation to return your proposal, so ensure that you don't include any valuable items such as photographs and/or certificates etc.



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It is suggested that your proposal contain the following:

- History
- Dates that the sponsorship will be valid.
- Estimated attendance.
- Demographics and other relevant statistical information about the audience.
- Estimated or actual exposure – there is no need to include the articles/footage/audio but simply state actual numbers.
- Endorsements by current and/or previous sponsors to indicate a track record.
- Indication of the rights that are being offered.
- Whether the sponsorship deal has a strategic fit with the company.
- Whether client entertainment is available.
- Sponsor exclusivity.
- Signage opportunities.
- Sporting heroes or personalities available to the sponsor.
- How sponsorship will grow sales.
- Executive Summary.
- Your contact details – business and after hours

*** Remember: check and double-check the document before you send it. Little things like correct spelling can make all the difference.*

THE PRESENTATION

If you are lucky enough to be invited to make a personal presentation, keep it short. Present your case verbally without using any props. Ask for questions and deliver the document for private reading at the end. Remember to dress appropriately and in a business-like manner.

TELEPHONE CONTACT

Keep your call short and to the point. Indicate that you will follow up the call with a written proposal. It is recommended that you have a spiel written down and rehearsed prior to calling.

THE KNOCK BACK

Contrary to popular belief, you do not have the right to sponsorship nor do companies have an obligation to tell you why they declined your offer. Never get the company or the sponsorship person off-side.

Handle the knock back gracefully and you may find that you can resubmit the proposal later on for consideration in the future.



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NEGOTIATION

Ensure that your sponsorship deal is a 'win-win' situation (i.e. you and your sponsor both win from the deal). The best deals are made when a relationship is created and both parties benefit from the relationship.

Remember when negotiating:

- Always be honest and fair about the event/property/product.
- Undersell the event/property/product and over deliver the benefits once signed.
- Be realistic with what you are offering.
- Make sure someone is available to service the sponsor.
- Identify the minimum you are prepared to accept for your event/property/product.
- Make sure that the event/property/product is priced at market value i.e. if you received the proposal would you buy it? Does it represent value for money?

THE CONTRACT

Legally a contract does not have to be in writing. However, the lack of a contract increases the likelihood of misunderstandings and problems. Therefore, it is sensible to ensure that any commercial agreement is a binding contract in the eyes of the law.

When writing a contract ensure that it contains some or all of the following:

- | | |
|--|--|
| • Parties to the agreement | • Benefits agreed to |
| • Length of the agreement | • Liability |
| • Description of the event/property/product and boundaries | • Renewal Options |
| • Details of payment of cash or contra by sponsor | • Guarantee of a certain level of performance |
| • Exclusivity | • Details of preparation of reports and dates for delivery |
| • Use of heroes/personalities for endorsements | • Level of service |
| • Use of company logos etc. | • Merchandising |
| • Signage rights | • Television and media rights |
| • Out clauses, termination grounds | • Insurance |
| • Confidentiality | |



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PART THREE: Servicing your Sponsor

GOLDEN RULES OF SERVICING A SPONSOR

Once you have managed to secure the sponsor you must make sure that you deliver every single one of the benefits agreed in the contract.

Your obligations are to:

- Deliver all of the benefits outlined in the contract
- Protect the sponsors rights
- Promote the sponsor
- Acknowledge the sponsor in all communications
- Keep the sponsor fully informed
- Warn the sponsor in advance of all relevant happenings in your organisation and publicity
- Offer a sole contact point
- Know your sponsor and the business
- Monitor media

PART FOUR: Conclusion

SPONSORSHIP STEP BY STEP

1. Determine which company you will approach
2. Ensure that the company has a good fit with your target audience (include a copy of their Annual Report)
3. Write a clear business-like proposal of no more than three pages
4. Call the businesses to get the correct contact person, their title and postal address
5. Telephone the contact to let him/her know about your offer
6. Send the proposal
7. Follow up your proposal with a telephone call one week after you sent the proposal
8. Make a time for a meeting to discuss the proposal
9. Negotiate with the organisation for a 'win-win' deal
10. Draw up a comprehensive sponsorship contract
11. Service the sponsor
12. Re-sign the contract



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GOLDEN RULES OF SPONSORSHIP

- Service your sponsor from day one.
- Make sure the sponsor has a sense of belonging
- Involve the sponsor in all activities
- Actively help the sponsor to get the most out of the sponsorship
- Always acknowledge your sponsor
- Thank your sponsor for their commitment
- Measure their success
- Make sure your activity is a success, everyone like winners
- Be flexible
- Ensure the media promote the sponsor
- Respond quickly to all requests
- Under sell and over deliver
- Keep in touch with sponsor
- Give value for money

If you can do all of these things then your sponsor will be jumping through hoops to re-sign your contract!



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