



Commercial/Sponsorship Strategy 2018-2020

Aim:

To have sufficient sponsors, donors, patrons and supporters to financially and materially support the mission and objects of Surrey Tennis

Method:

1. Work to maintain and improve the historic and current assets that Surrey tennis utilises to recognise its valued sponsors, patrons, donors and supporters
2. Identify and attract new sponsors whilst maintaining existing sponsors, in line with LTA and AELTC requirements, ensuring appropriate contracts and maintaining accurate records
3. Design and maintain a sponsorship framework to provide a consistent and fair approach to sponsors, donors, patrons and supporters of the County
4. Establish loyalty
5. Assess the “fit” of potential partners so that goals align with shared objectives
6. Stay on top of business development and markets affecting sponsors
7. Utilise the importance of Corporate Social Responsibility in sports sponsorship
8. Be aware of external sponsorship deals that may affect Surrey Tennis (e.g. LTA sponsors)
9. Thank sponsors for their support and show what kind of value was generated
10. Provide advice if necessary to activate sponsorship across relevant channels
11. Support identification of opportunities and recommend areas for sponsorship
12. Help prioritise sponsorship money spend to achieve Surrey Tennis goals
13. Require that areas supported capture data and measure results, so that opportunities can be driven forward by maximising return on sponsorship investment
14. Help unlock the power through sponsorship to build passion for the development of tennis, people and venues in Surrey. Target: Achieving financial targets set by the Commercial Committee.