



SportSponsorship.com.au

Delivers Sponsors for Your Club

A simple System

For Grass Roots

Australian Sporting Clubs

To Achieve Direct Sponsorship

by Major Corporations



Make money for your school, club, charity or organisation from sponsorship simply by writing and posting your newsletter FREE at Update Time



A need exists in corporate Australia
to connect with Australian neighbourhoods
in a more personal, neighbourly way

The way to do it
is to be there helping, funding
and supporting real Australians
doing what they most **LOVE** doing

Australians **LOVE** participating in **SPORT**



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To win funding from these
big corporate Sponsors,
we must come up with a
way that:

- ☼ **gives them reach into individual neighbourhoods, across the nation**
- ☼ **represents their brand correctly**
- ☼ **provides detailed feedback about audience profiles**
- ☼ **measures the return on their money**
- ☼ **is flexible for regular change**
- ☼ **is easy to use**

To be personal,
this unique connection
between Sponsor and
your team must:

- ❁ **be about everyday people, teammates & friends**
- ❁ **be interesting, captivating. funny – everyday stories**
- ❁ **be informative, useful and relevant**
- ❁ **be easy to use**





The unique connection
is staring you in the face ...

...your newsletter!!

Every Australian Sport Club issues a
regular Newsletter to its members...



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How it works

- 1. Australian sport clubs use a **FREE**, common online system to compile and publish their regular club newsletter**
- 2. Corporations select newsletters to carry their advertising message**
- 3. Corporations competitively bid \$ for best position on chosen newsletters**
- 4. System automatically invoices corporations and pays clubs**

1 **Australian sport clubs use a common online system to compile and publish their regular club newsletter**

- ❁ A common system that is free for clubs to use means clubs are accessible to sponsors
- ❁ System is easy for clubs to use – similar to word processor
- ❁ System allows for newsletters to automatically list on clubs existing web site
- ❁ System allows for club members to subscribe to the newsletter via the club's existing web site
- ❁ System allows for high quality graphics and design if needed

2 Corporations select newsletters to carry their advertising message

- ✿ Can reach all Australian clubs with the same message with a single click
- ✿ Can target messages to specific sports, age groups, locations & genders
- ✿ Every time their message is viewed they pay their nominated price (protections exist against abuse)
- ✿ Corporations now have a simple way to communicate with all Australian clubs with other sponsorship opportunities / ideas

3 Corporations competitively bid \$ for best position on chosen newsletters

- ❁ Corporations out bid each other – no maximum fee just market pricing
- ❁ Clubs have an ongoing incentive to support sponsors to increase the value of advertisements on their newsletter
- ❁ Automatic, detailed reporting meets measurement & reporting requirements of major corporations
- ❁ Local sponsors can compete with national sponsors on a level playing field

4 System automatically invoices corporations and pays clubs

- ✿ Detailed invoice automatically delivered to sponsors listing all the sport clubs they support and the amounts
- ✿ Sponsor payments collected on 10th monthly & reconciled on 15th monthly
- ✿ Payments to clubs via direct deposit on 20th monthly inc. email reconciliation of all sponsors, payments & any amounts owing
- ✿ No admin for clubs to invoice or collect or chase money from sponsors

Other Features & Benefits

- ✿ **All regional and city clubs of all sizes have the same opportunity to generate sponsorship**
- ✿ **Clubs can block any undesirable sponsor or advertisement from all of their newsletters**
- ✿ **Clubs can restrict some or all newsletters to be only viewable by their own subscribers**
- ✿ **Clubs can easily add or remove subscribers themselves**
- ✿ **Clubs can sort their subscribers into sub-lists i.e. A Grade Squad, Committee, Supporters etc. for other email communication purposes**
- ✿ **Newsletters remain on the internet as a long term archive / club history**
- ✿ **Email addresses are protected under secure login from spam and unwanted emails**
- ✿ **Existing & other sponsors can continue as normal – system is to help raise additional / new funds**

How much can you earn?

Our initial goal is for Australian sport clubs to earn \$1 for every time their newsletter is read by anyone – when this is achieved we will go for \$2

To help achieve this we need your help to:

1. Register your club online as a publisher at SportSponsorship.com.au

This confirms to sponsors that there is genuine interest in the concept.

2. Commence issuing newsletters to your members

This confirms the system works

3. Spread the word

This increases the value of the system to sponsors and the funding for all clubs



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Who is:

UpdateTime.com Pty Limited?



UpdateTime is a private company incorporated in NSW and is wholly Australian owned. The company's sole purpose is to develop, own and operate the online sponsorship / newsletter service as described in this document.

Development of the online system commenced in 1996 with initial research and costing. The system became ready for use in 2008 and an official launch is scheduled for 2009.

UpdateTime is a member of the "Australian interactive Media Industry Association" and participates in developing innovation in media and communication.

UpdateTime is a member of the "Internet Industry Association" and complies with the internet industry code of practice.

SportSponsorship.com.au?

SportSponsorship.com.au is a web site owned by UpdateTime for the purpose of online marketing of the concept to Australian Sporting Clubs looking for sponsorship funding.



Behind UpdateTime?

Mark Dyer has been a keen sport participant since starting in the Pax Hill under 9s Junior AFL football team in Traralgon, in country Victoria.

Now, some 30 years later and a father of 4 young kids in Sydney, the need for funding at the grass roots of sport has changed little, while sports at the highest level are highly professional and rolling in cash.

Lets unite and do something about it.



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