



# How To Market Your Club or Class



**Presented By:**



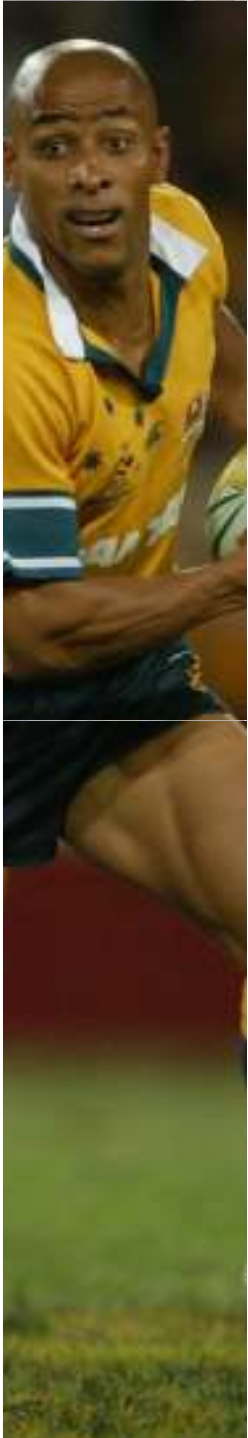


# Major League Corporate Marketing

## Fully Integrated Marketing Consultancy

- Advertising
- Promotions
- PR/ Media Relations
- Event Management
- Sponsorship
- Graphic and Web Design





# Clients

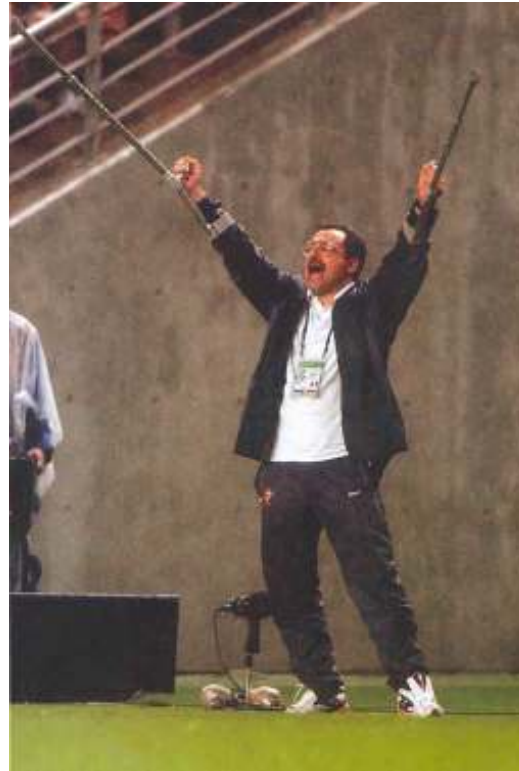
- Qantas Wallabies
- Rugby World Cup 2003
- Brisbane Broncos
- Socceroos
- NRL
- Queensland Events
- Hockey Queensland
- Softball Queensland
- Indoor Cricket Queensland
- QR



# What's on the Menu Today?

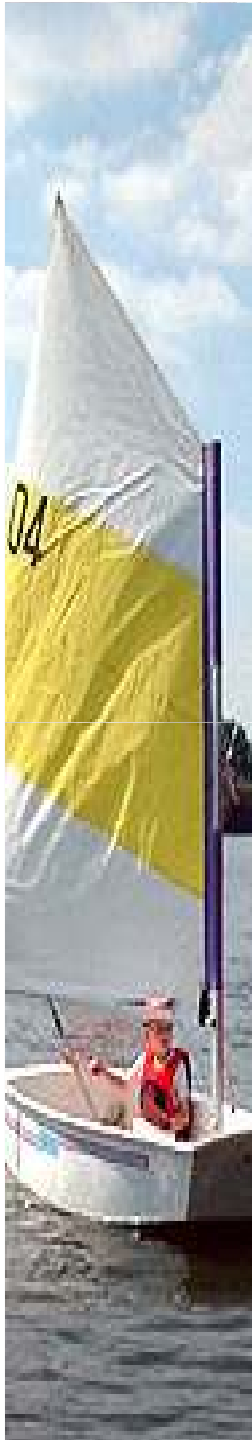
- A main course of marketing strategy
- A platter of practical examples from the last 15 years of my professional life
- A sprinkling of handy hints for you to take away

# Before We Start



Don't expect miracles





## **First Questions to ask is ... WHO IS YOUR TARGET MARKET?**

- Is there more than one target market?
- How old are they?
- Where do they live?
- What do they do for a living?
- Are they educated?
- How much disposable income do they have?
- What do they like to do... shop, go to the movies etc.

# Identify Their Needs & Wants



**Put yourself  
in their shoes**

- It doesn't matter what you like or what the Commodore of your Club likes – the question is...  
**What does your target market like?**
- You have to meet their needs and wants!!
- Why does a strong product like McDonalds change its menu so often? Why do Nike bring out new shoes every year?
- Are you changing or modifying your product to meet the changing needs of potential sailors?



# Who is Generation Y

- 4.5 million Australians born between 1978 - 1994
- Have a short attention span
- Are not afraid to spend money
- Have very little loyalty / commitment
- Want instant gratification
- They believe age is no barrier

Is this the way you are thinking?

(Reference: [www.petersheahan.com.au](http://www.petersheahan.com.au))

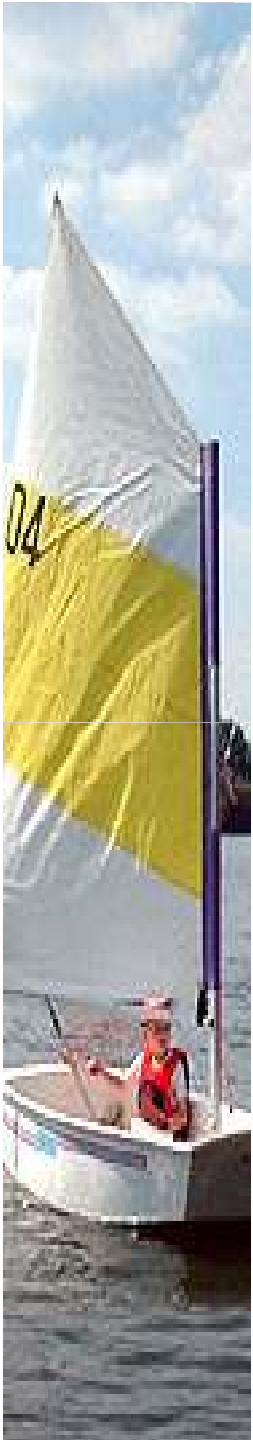




# Target Markets

- How do we attract new members?
- How do we look after existing members?
- How do we attract more spectators?
- How do we attract more commercial support?

Each of these needs a different strategy – MUST keep this simple.



## So How Do We Get To These Markets?

- Marketing and Promotion
- Major Events
- Communication
- Media and PR
- Sponsorship

# Let's Stop For a Minute



What are some of our  
unique selling points?  
What is good about your  
sport?



# Marketing and Promotion

## The 4 P's of Marketing

### PRODUCT

- Are you offering an attractive product (remember McDonald's)
- Look at the trend of 'Fast Food Sports' (Indoor Cricket)
- Can you make it more spectator- friendly (annual race along the coastline)
- Do you club have an 'Ozkick' packaged product?
- Is the timing right? (After-school Care option)
- Do you have a 1/2 yearly membership? (Remember Gen Y want flexibility – It's not what you want...)





# Marketing and Promotion

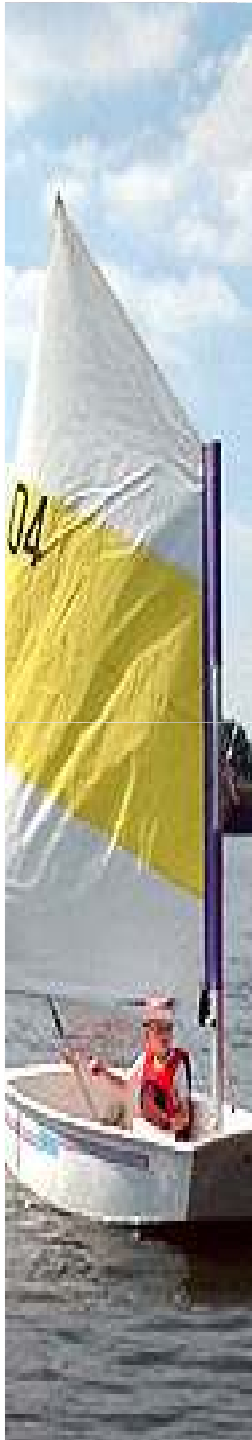
## PRICE

- Are you offering a pay-as-you-go option?
- Do you take credit card?
- Make it easy for people without a boat
- Are you 'adding value' to your memberships? (Club newsletter, annual trivia night and a birthday card, special offers)

## PLACEMENT (Distribution)

- Are you getting the message out there?
- Are you wasting time and money in the wrong areas (need to measure results) – More later...





# Marketing and Promotion

## PROMOTION – TOP 10 TIPS

1. Get an electronic newsletter and keep adding email addresses to it – People want to be kept up-to-date / give them special offers (could even be sponsor offers)
2. Develop a website – saves on printing and Y Gen spend more time online than watching TV and listening to the radio combined
3. Run a 'bring-a-friend' day and include a BBQ (chance to have a chat to the friends.)
4. Get a media partner for major events and give them ownership of an event – they will feel obliged to promote it.
5. Get the local pizza shop to distribute flyers on 'sign-on day' or major events for you to the local neighbourhood – put their logo on the flyers as a sponsor.





## Promotion Top 10 Tips (cont'd)

6. As well as a sign-on day have an 'Open Day' mid session – no pressure opportunity to check out the club
  7. Giveaway Club caps to anyone showing any interest in sailing – it's free promotion for the sport (Get a sponsor to partner with, put their logo on the back)
  8. Piggy Back your activities around major events (Brisbane – Gladstone, Sydney – Hobart). Double whammy
  9. Partner with a similar organisation (local swimming pool puts up one of your promotional signs & you put up one of theirs / erect an information booth on a busy day / exchange web tiles)
  10. Develop Ambassadors in the community – start with 3-4 – they are spokespersons for the sport and assist in spreading the word
- Whatever you do needs to be measurable so you know what works and what doesn't. (Registration forms need to ask how you found out about the Club)





# Remember....



**Some days will be better than others..**

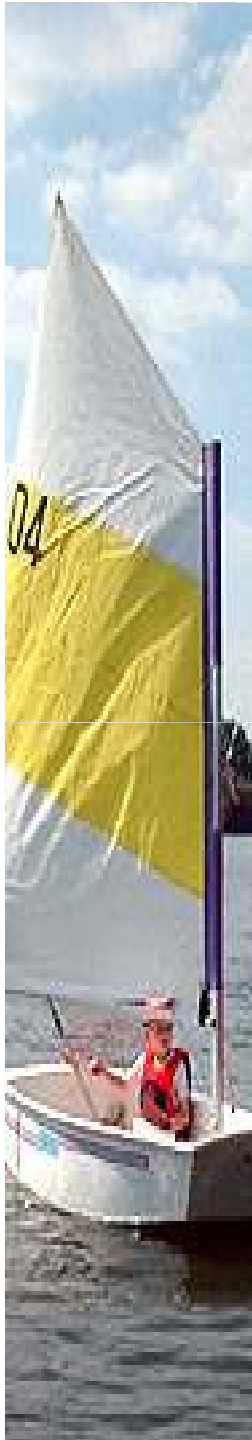




# Events

- Ask the question again – Are we offering a sailing event/ regatta that people want? Are we making the sport as visually appealing as possible for spectators?
- What events are we holding – too many, too few?
- Are we capitalizing on the big national events with events of our own? Watch the start of the race on the big screen – not the whole race!! Promote it as a 2-hour event
- Are we adding value to our events? It has to be more than a sailing race – get local businesses involved





# Event Marketing

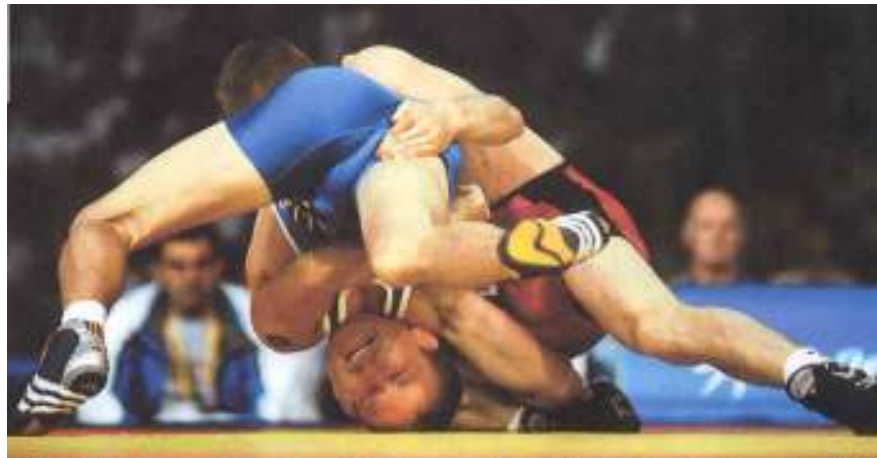
## How do we get people there?

- Contra advertising – Give your local TV / radio station / newspaper the naming rights in return for event promotion – That will make sure they cover it!
- Alternately, run a competition in the media (maybe to win the chance to get on the water during the event)
- Develop a flyer for each event (or list of events) – get a printer onboard as a sponsor
- Distribute through schools, universities, local swimming pool, library, sports store, pizza store etc. If these organisations are very helpful, put their logo on the flyer (no cost to you)
- Tie your event in with another community event
- List your event on local websites – It's free!!





# STOP RIGHT THERE!!



Before you get tied in a knot anymore ....  
How are you going to do all of this!!



# Marketing Assistance

- Key to all this is having someone specifically responsible for marketing of your club
- Develop a brief for a university marketing student to assist you OR find a sailor who is studying or practicing marketing
- There are plenty of marketing students out there who need some practical experience
- NOW is a good time to approach the universities or colleges

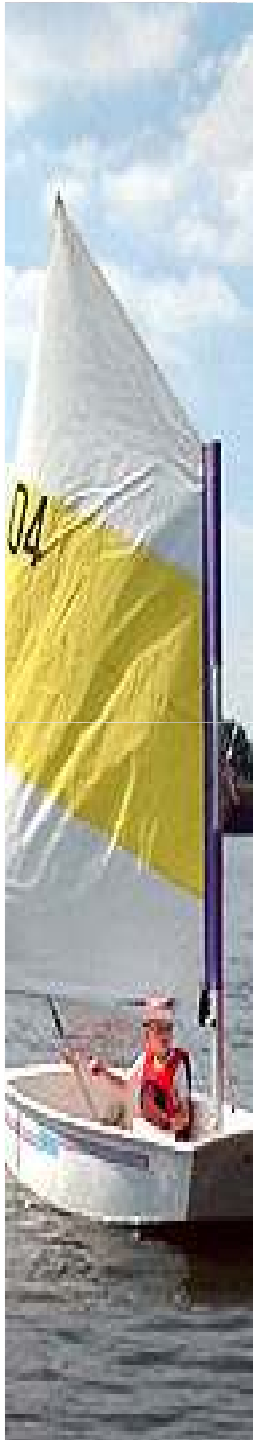


# Communication

- Are you forgetting to talk to new members? Looking at your websites many of you are focussed on current members – very daunting (what's a WAMS and WAGS)
- Every website should have info for new sailors on front page – Have a designated person for new members
- Make sure your communication contains info people want to read
- Make communication **visual** not wordy – you have a visual sport, use it!!



# How you know how to find me?

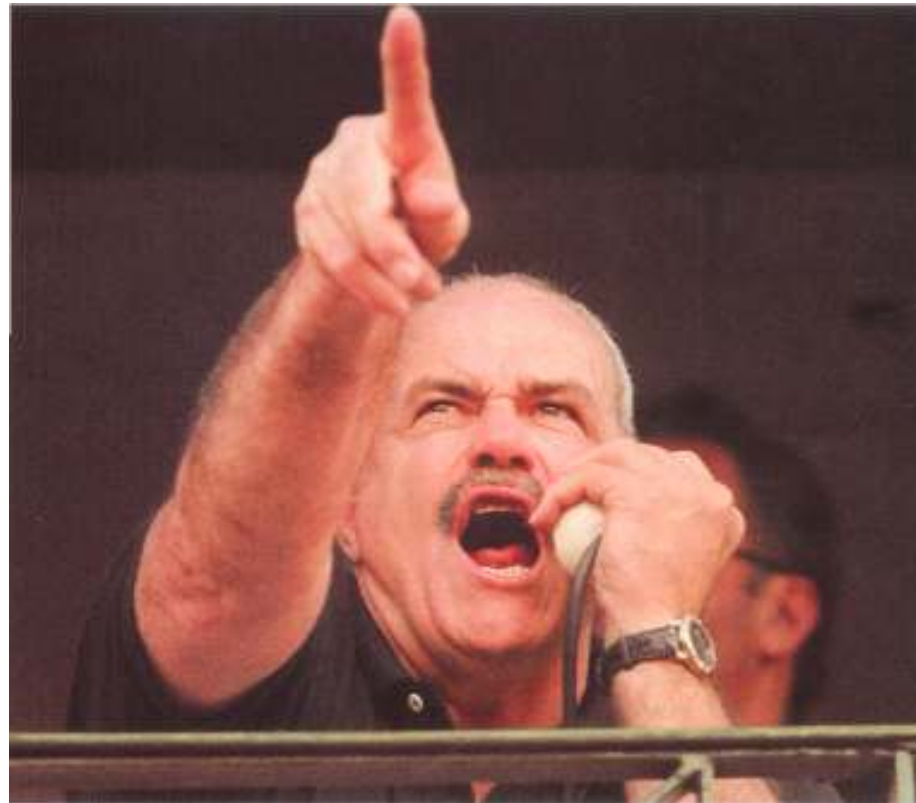




# E-newsletter

- An E-newsletter is a MUST!! ([majorleague.com.au](http://majorleague.com.au))
- Create a database and continue to build it – through events, competitions and partnerships
- Make it visual (not 'wordy')
- Make the heading exciting – It could be your only chance
- Make it FUN!!
- Rugby World Cup - generated 240,000 ticket sales (\$13.4M) before tickets went on sale through Ticketek through one email

# Media and PR



**Why aren't you listening to me???**

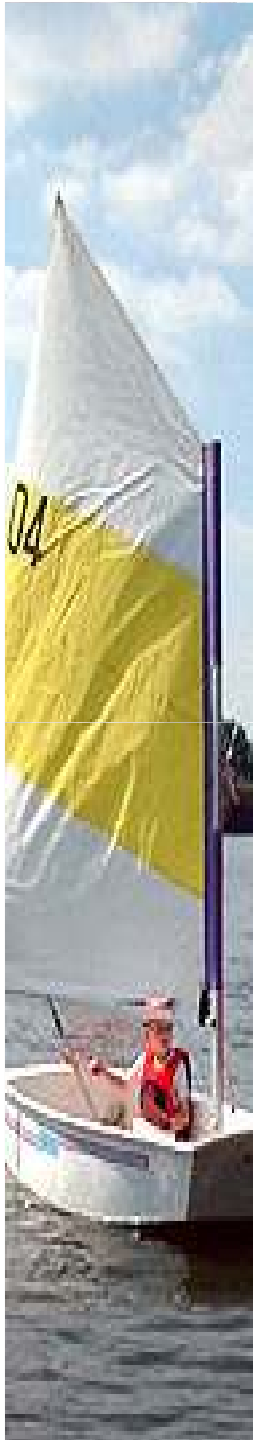




# Media and PR

- Build a relationship with your local media – ring them, meet them, invite them – add them to your e-news
- Email short ready to publish articles and a photo to sailing & boating websites. Eg: Sail-world.com
- Find out the best time and way to communicate with them
- Always follow up with a phone call
- Keep them informed – regularly
- Look for opportunities/ angles – Members who excel, birthdays, milestones, local personalities
- Designate a club photographer – Quality close up action shots will get you attention

**Are you bending over backwards for your sponsors?**





# Sponsorship

- Build long term relationships not quick fixes – deliver doughnuts, write them a note (maybe birthday)
  - Don't wait till the sponsorship is finished to contact them
  - Do your research and look for timely opportunities
  - Look for synergies – Try this...
    - Words relating to potential sponsors (cars, hardware, text, phone, bank)
    - Slogans (We try Harder, It's the Real Thing etc..)
    - Words relating to your sport – sail, trailer, wind, ropes, crew
- Put them all together and look for synergies (7:11pm)





# Sponsorship

The process should be:

- Asset audit – What do we have to sell?
- List potential sponsors
- Look for synergies
- Make a phone call to potential sponsor
- If there is interest, develop written sponsorship proposal and ask if you can present it to them face-to-face, otherwise email it to them
- Follow it up with a phone call
- Confirm any relationship in writing





# Sponsorship

## Structure of a sponsorship proposal

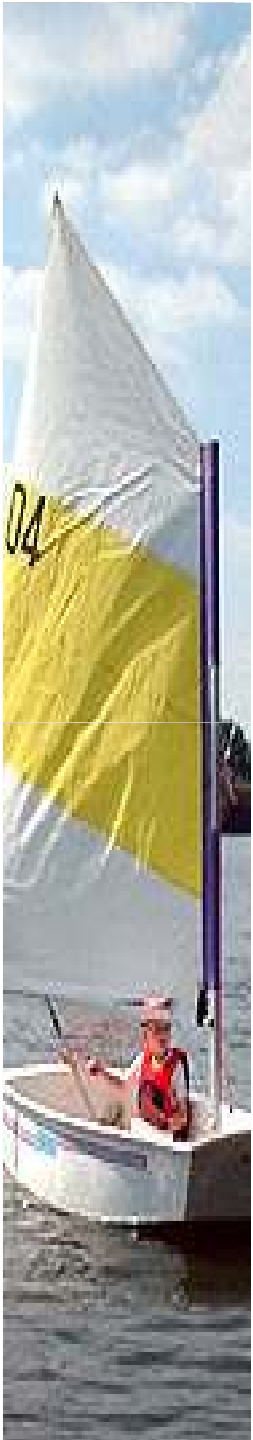
- Introduction – Tailor this to make them feel special
- About Us – How many sailors, demographics, events, when, other sponsors.
- The Sponsorship Benefits – signage, logo on shirts and caps, access to members, logo ID on website, banner and flyers, naming rights to Rookie Sailor of the Year, two seats at our luncheon and two afternoons of sailing
- Investment Required and term
- Thank You for your time



**STOP – I've had enough...**



# HAVE FUN....



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