



Landcare Notes

Sponsorship

Sponsorship plays an increasingly important role in supporting Landcare projects, providing additional resources so groups can achieve their goals through more effective projects.

What is it?

Sponsorship is provided by corporate and philanthropic organisations (foundations, trust funds, bequests etc) to support and encourage individuals and organisations. It may be a large sum or small, for short or long term projects, and be highly project-specific or quite broad ranging.

Sponsorship can also include time, labour, knowledge and training, donations of goods and services, discounts and special deals, loan of equipment and resources and joint fund-raising activities.

Each sponsorship is different and should be tailored to the specific project, with the arrangement between your group and your sponsor/s seen as a partnership that will benefit both sides.

How to do it

Your group's potential sponsor could be a multinational company or a national, state or local business. No matter who or what they are, follow these steps to ensure the partnership works for everyone.

Research

Before you contact a sponsor, find out more about them. You need to approach the right person – many requests fail because they land on the wrong desk. Write first, then follow up with a phone call to organise a meeting.

Explain your project

Prepare well because a sponsor will ask questions before committing themselves.

You will need to detail relevant experience, the short and long-term outcomes of the project, what deadlines you are working to, how the project will be managed, what it might lead to and if it is part of a regional action plan.

Have this all on paper so you can provide them with a copy, and show a professional, enthusiastic and responsible attitude during your meeting.

Tell them what you need

Sponsors appreciate specific requests so be clear about your needs, why the project is necessary and how it is relevant to them.

What happens next?

If the sponsor is providing an asset, such as a computer, rather than funds, you should explain what will happen to that asset when the project is complete. You also need to explain how you will maintain your results over the long term.

Sponsor acknowledgement

It's generally understood that the level of acknowledgement depends on the level of support. The minimum is to include the sponsor's name and/or logo on any printed material (including media releases) and on signage at the project site, but there could be other possibilities.

You should involve your sponsor in developing suitable publicity or use their own promotional material if it is available.

Offer them a tour

A sponsor may want to visit the site of your proposed project. If not, make sure you include photographs and maps in your initial letter and take them to the meeting.

Progress reports

If successful, you should prepare a letter or progress report for the sponsor with photographs, so they are kept up to date. If



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any problems arise with the project, discuss them with your sponsor because they may be able to help.

Participation

Some sponsors like to get involved in project activities or have their staff take part. If they do, it can be a great publicity opportunity for the sponsor, the project and your group.

Unsuccessful? Ask why

Sometimes, despite following all the steps above, your sponsorship proposal may be rejected. Don't be afraid to ask why, so you can make any necessary adjustments before you approach another potential sponsor.

Think local

Sometimes we are so busy looking at the big picture we forget what might be available closer to home. Local businesses and organisations can provide smaller but equally valuable resources such as materials, fuel, machine hire, food or drink, labour, time, local seeds and plant stock.

They may also be able to help you with stationary, office space, computer or photocopier services, space on a web site or a pre-paid mobile phone to help coordinate your activities. There are many Landcare groups who have had sponsors to help them to achieve successful projects.

Your local Landcare coordinator or CMA investment/grants officer can provide information on those projects and alternative sources of funding and resources (see 'Further references').

Landcare Australia has a great deal of experience in matching sponsors to groups needing sponsorship.

Further references

Statewide Landcare Team Victoria (2004)

Being Investor Ready:

<http://www.landcarevic.org.au>

Funding information

Find and Manage Money:

<http://www.ourcommunity.com.au/community>

Landcare Australia Limited - *Funding Opportunities:*

<http://www.landcareonline.com/page.asp?pID=86>

Australian Government – *Register of Environmental Organisations: Tax Deductible Organisations*

<http://www.environment.gov.au/about/tax/reo/index.html>

Related Landcare Notes

This Landcare Note is one of a series. These notes provide an excellent guide for the ongoing operation of your group.

Landcare Note 3.1: *Funding Options*

Landcare Note 3.2: *Partnerships and Collaboration*

Landcare Note 3.5: *Local Fundraising*

Other information

For the Landcare coordinator or investment/grants officer in your region – contact your Catchment Management Authority www.delwp.vic.gov.au



Victorian
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Acknowledgements

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