

This is Google's cache of <https://www.paramonosenterprises.com/blogs/athlete-model-education/effective-athlete-sponsorship>. It is a snapshot of the page as it appeared on 24 Dec 2017 07:05:06 GMT.

The [current page](#) could have changed in the meantime. [Learn more](#)

[Full version](#) [Text-only version](#) [View source](#)

Tip: To quickly find your search term on this page, press **Ctrl+F** or **⌘-F** (Mac) and use the find bar.

Paramonos Enterprises



AUG. 12, 2017

EFFECTIVE ATHLETE SPONSORSHIP

Not every company who sponsors athletes is doing it effectively! So often, they are investing a lot and getting not much in return! It's pretty much a donation right?

Sponsoring an athlete is about engaging in mutually valuable, commercially smart and effective relationships.

With the clamp down on spending that almost every company has felt in the past decade, particularly in relation to marketing, it's time to get savvy and treat athlete sponsorship the same way we treat any other part of our business.

It's vital to have a shared understanding of needs and purpose, a robust strategy, with measurable elements, activities and outcomes and for sponsors to be aware of the skills and value of an athlete beyond their sporting abilities.

The real key to success is having a clearly communicated plan which allows for maximised opportunities which can only be created by the sponsor/athlete collaboration. And that's when the true value of athlete investment is realised, and the incredible benefits are received.

A SIMPLE DIAGRAM OF THE PROCESS OF CREATING EFFECTIVE SPONSORSHIPS

A blue rectangular button with a white speech bubble icon and the text "Message Us".

Contact Us

ATHLETE SPONSORSHIP PROGRAMME

PHASE 1 - OBTAIN: ACTIVITY OVERVIEW

WHICH ATHLETES

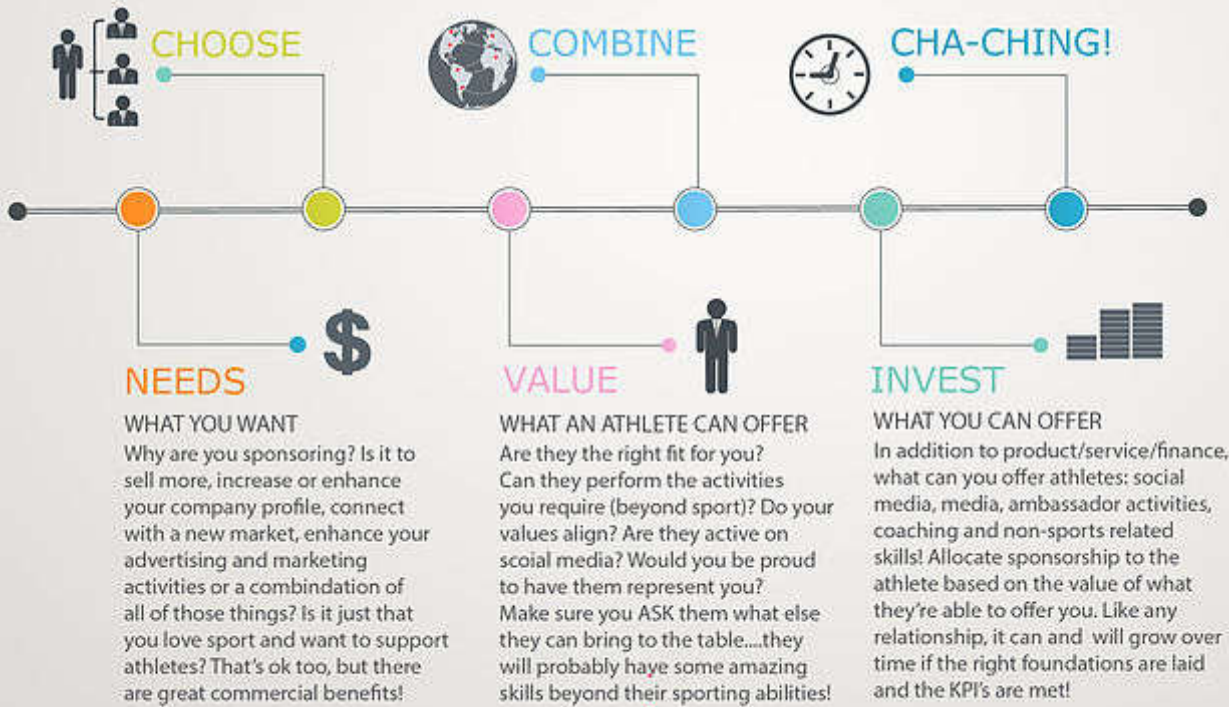
What sport and what level of athlete can best represent your business and meet your needs? Get creative and think outside the square!

COLLABORATE

Clearly communicate your requirements, expectations and specific actions and activities required by the athlete. Make sure they are empowered with knowledge.

EFFECTIVE SPONSORSHIP

With value, needs, actions and expectations clearly communicated the sponsorship can commence. Accountability is made possible and the activity and success are easily monitored and reviewed.



www.thesponsorshipconsultants.com.au

[@Getsponsored](https://www.instagram.com/getsponsored)

I'd love to hear YOUR thoughts, experiences (good and bad) and get a really powerful conversation started.....It's my strong belief that athlete sponsorship in Australia needs a big shake up and we are the ones to create that change!



SHARE

Leave a comment

 Message Us

Contact Us

Name

Email

Message

//

POST COMMENT

[BECOME A MODEL](#) [CONTACT US](#) [PARAMONOS CAREERS](#)

SIGN UP FOR UPDATES



Copyright © 2017, [Paramonos Enterprises.](#)



DISCOVER

JCB



VISA



[Message Us](#)

[Contact Us](#)