



## MEMORANDUM

**TO:** Whitby Iroquois Soccer Club, Board of Directors and General Membership

**CC:** Donna Hathaway, Secretary

**FROM:** Paul Bumstead, Director of Sponsorship and Fundraising

**DATE:** November 19, 2005

**RE:** **2006 Annual General Meeting**  
**Report on Sponsorship and Fundraising for 2006**

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The following is a summary of the activities associated with sponsorship and fundraising for WISC during the past year, beginning November 2005 and ending October 2006.

### Goals for 2006

The Goals for the Director of Sponsorship and Fundraising for the 2006 Calendar year were defined as follows:

- Expand the base of sponsors and confirm and revise, as necessary, sponsorship funding levels for the purpose of achieving a 25% increase in sponsorship money;
- Maintain open lines of communications with sponsors;
- Research and entertain programs for alternative funding opportunities for the Club and bring reasonable programs and alternatives to the Board of Directors for review/consideration and to the general membership as necessary; and
- Work with the Director of Competitive Teams to complete review of all House League and Competitive Team Sponsors with the purpose to build a comprehensive database of sponsors and money received by sponsors on a Club Wide basis.

The role of the Director for Sponsorship and Fundraising will continue to be to promote the Whitby Iroquois Soccer Club to area businesses and to review all reasonable alternatives to generate the required funds to support all Club programs and activities while maintaining an affordable experience for the membership.

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### **Sponsorship Funds for 2006**

In 2005 total funds received through sponsorship totalled \$34,875 for the House League program. In 2006, the financial report will show that \$39,730 was received in sponsorship money, reflecting an increase of 14% over the 2005 level.

Tim Horton's continues to be our most significant sponsor, with CIBC, McDonald's, and Motor City Saturn contributing at a significant level. These sponsors account for almost 40% of the money received by the Club for House League activities, for which we are extremely proud and grateful.

In total, some 50 sponsors contribute to our House League activity. We thank them for their support and look forward to continuing our relationship in 2007.

### **Communication with Sponsors**

In 2006 more emphasis was placed on communicating effectively with sponsors. Although no tangible measure can be provided at this time that shows an improvement in the effectiveness of that communication, more effort was expended this year to make more frequent contact with individual sponsors, to shorten time frames for returning calls, and to address sponsor issues directly.

Several issues arose during the year, where sponsors had issues related to their sponsorship. These issues became more problematic than necessary when the issue was lost as a result of Club inaction or the transfer of less than accurate information related to the issue by both Club and Sponsor. In these few cases, part of the fault lay with the sponsors for providing inaccurate information, while part of the fault lay with the Club for not dealing with the issue as promptly/effectively as possible.

To the former issue, additional information is required on the sponsorship form to more clearly define sponsor specific requests.

To the latter issue, sponsors more often than not contact the club by the general phone line or general admin e-mail address (rather than the sponsor specific e-mail address). A mechanism must be put in place that quickly identifies the Director responsible for an incoming issue and a approach/process defined that clearly delineates actions to be taken by club officials in response to those issues.

### **Update Sponsorship Forms**

For the 2006 season, the sponsorship form was revised in terms of graphic presentation and in terms of more comprehensive sponsorship level descriptions that allow for greater flexibility and choice for the prospective sponsor. Feedback on the revised form was positive.

It is noted that there were some comments/suggestions received by the Club to improve the clarity of the form (i.e. specific instruction as to where detailed user request information can be placed, revised policy with respect to appreciations plaques). These have now been incorporated into the form for the 2007 season.

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### **Investigate Alternative Fundraising Opportunities**

Much of the focus on this year's sponsorship activity was put towards improving communications and increasing individual sponsor participation in the program. Over the course of the year very few new fundraising opportunities presented themselves directly to the Club.

The Club did pursue fundraising potentials outside the realm of sponsorship. Specifically, during the 2006 year, the Club has been investigating possible grants from the Trillium Foundation. This is "a work in progress" by other Directors of the Club (Special Projects) and is not addressed as part of this report.

### **Goals for 2007**

In 2007, it is recommended that the Director of Sponsorship and Fundraising be charged with:

- Expanding the base of sponsors and confirm and revise, as necessary, sponsorship funding levels for the purpose of achieving a \$5,000 increase in sponsorship money;
- Improving the mechanisms and lines of communication by which sponsor inquiries and issues are managed;
- Continuing to research and entertain programs for alternative funding opportunities for the Club and bring reasonable programs and alternatives to the Board of Directors for review/consideration and to the general membership as necessary; and
- Working with the Director of Competitive Teams to complete review of all House League and Competitive Team Sponsors with the purpose to build a comprehensive database of sponsors and money received by sponsors on a Club wide basis.

The role of the Director for Sponsorship and Fundraising will continue to be to promote the Whitby Iroquois Soccer Club to area businesses and to review all reasonable alternatives to generate the required funds to support all Club programs and activities while maintaining an affordable experience for the membership.



**Paul Bumstead**  
**WISC, Director of Sponsorship and Fundraising**

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