




SPONSORSHIP
READY

**SCHOOLS HAVE A HUGE OPPORTUNITY TO
ATTRACT REAL SPONSORSHIP WITH THE
RIGHT STRATEGY, TOOLS AND SUPPORT**



SPONSORSHIP READY

Welcome

Welcome to Sponsorship Ready. At its heart Sponsorship Ready is a program designed to make sponsorship a sustainable revenue line for schools. In doing so the program delivers great community engagement opportunities and platforms to effectively share a schools purpose, vision and values to their communities.

Sponsorship Ready provides the strategy, tools and support for a schools passionate sponsorship seekers to be effective in their respective communities. It builds capacity and capability. Terry Johnston, Director of Sponsorship Ready supports his clients to implement a 3 step framework to which generate results fast.

3 Step Framework

Step 1 - Strategy

During this phase we develop an inventory of your schools sponsorship assets, finding anywhere between 20% to 50% more sponsorship inventory than your school had considered. Its only after this process can the schools new sponsorship strategy be developed.

Step 2 - Tools

This phase involves developing a suite of sponsorship selling tools that are designed to showcase a schools reach and impact in their community and thus its ability to deliver on a sponsors commercial, brand and community engagement objectives. Indeed demonstrate that it can help small to medium enterprises in the local community reboot their business post covid and compliment spend in other advertising mediums.

Step 3 - Support

The third phase is about being careful, strategic and considered in terms of how the school takes its new proposition to market within clear governance boundaries. How to warm the market; how to leverage business categories; how to launch & sell in.

Free School Sponsorship Strategy Session

To discuss the best approach for getting your school Sponsorship Ready, I invite you to take advantage of our free School Sponsorship Strategy Session. This meeting can be face to face or via TEAMS video conference to discuss the strategies best suited to your particular school

www.sponsorshipready.com.au



Terry Johnston

Director

With 20+ years' experience in senior sponsorship executive roles putting together deals on the national and international stage, Terry has recently turned his focus to assisting grass roots sporting clubs, associations and schools to unlock their sponsorship potential.

Terry established Sponsorship Ready to use the principles he developed selling six and seven figure sponsorships deals to major brands to empower schools and community sporting organisations to leverage their reach and impact, grow their sponsorship revenue, and therefore their sustainability and positive community impact.

Terry is a member of the Australian Institute of Company Directors (AICD), holds a Bachelor of Business from Queensland University of Technology (QUT), is a Director of Brand Ambassadors Pty Ltd (ABN 75 144 371 278 & Sponsorship Ready is a brand operating under this ABN), is on the panel of consultants for Tourism and Events Queensland (TEQ), a former Director of the Townsville Fire WNBL and a current Non-Executive Director (Independent) of The Sports Federation of Queensland (QSport). He lives in Brisbane with his wife and daughter where he is involved in grass roots community sports each weekend himself. And yes he very successfully implemented Sponsorship Ready at his daughters school!



The opportunity

- Leverage the enormous reach and impact schools have on their communities and develop mutually beneficial sponsorship relationships that can be linked to improving outcomes for students.
- Create deeper collaboration between school council, P&C and school leadership
- Highlight transparency, clear boundaries and a framework/process to work within
- Promote professionally the schools identity, purpose, vision and values to the wider community and the good governance it has in place
- Demonstrate integrity and ethics, build trust, and work collaboratively with the community to achieve the school vision.
- It is clear from newsletter advertising that businesses are eager to carefully position their brands in the heart and mind of parents and the school community so why not extend this to sponsorship?
- Learnings have been the outputs of Sponsorship Ready also has value from a brand positioning, general marketing & enrolment point of view.



Clients of Sponsorship Ready include:

- Brisbane State High School
- Marsden State High School
- Ascot State School
- Queensland Secondary School Rugby League (QSSRL)
- Coombabah State High School
- Mountain Creek State High School
- Corinda State High School
- Calamvale Community College
- Bentley Park College
- Nambour State College
- Queensland Independent Secondary School Rugby League (QISSRL)

"The Ascot State School P&C is very grateful to Terry for the strategy and design work he conducted during 2017 and 2018 to put the sponsorship program into a professional and sustainable state.

Our school has a very active and passionate school community, and many members of the community looking for a commercial connection between their enterprises, and the ethos of the school.

Terry helped framed up how the school would benefit from a more professional program, and how the sponsors / partners would benefit from a more professional program. The work Terry did is still the basis for the sponsorship work we do now.

And that sponsorship program has had a material impact on the financial position of our P&C, which has enabled a material impact on the learning environment of our students. Terry knows what he is talking about."

Byron Reistra

President P&F Ascot State School




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Terry Johnston Director
 Tel. 0419 757 896
 Email. tj@sponsorshipready.com.au
www.sponsorshipready.com.au

Book your free school sponsorship strategy session today