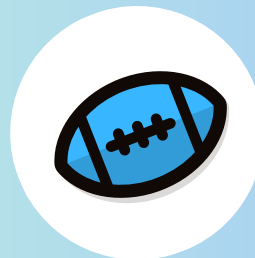
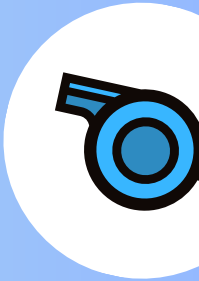


**SPORT NSW INDUSTRY FORUM**

# SPORT PARTNERSHIPS: CURRENT TRENDS 2023

**OCTOBER 2023**



# SPORT PARTNERSHIPS: CURRENT TRENDS 2023



## OTHER SIDE OF THE TABLE

### BURNOUT AND OVERWHELM IMPACTING RESULTS

Nearly two thirds of Australians are experiencing high levels of burnout. As senior leaders grapple with mounting stress and exhaustion, their ability to foster robust relationships & deliver on expectations is at risk.

Sporting organisations are realising that burnout in key decision-makers can lead to missed opportunities, reduced creativity, and strained relationships with sponsors.

This trend highlights the need for sports to prioritise the well-being of their staff. And, to support the people you work in partnership with each day - as true partnerships are about achieving great things together.

### WHERE YOU GET YOUR MONEY MATTERS

The recent changes to how we live and work has significantly shifted the sponsor landscape, with lots of new and different brands in market. Coupled with a growing emphasis on ethical considerations (sustainability, environmental and social responsibility), some brands' money is now viewed very differently than others.

This means sports are assessing the potential reputational consequences of partnering with particular brands or industries. This scrutiny is occurring even when tempting financial offers are on the table, if the brand does not align with their sport's mission or the preferences of their playing community, it has to be a 'no, thank you'.

Consulting with your community and having clear agreement on who you will and will not partner with is central to your success when considering this trend.

### UTILISATION OF DATA IS THE KING OF ROI

Brand and fan budgets are tightening, alongside a looming recession - sports that are retaining and attracting partners are using data better to articulate the value they deliver in exchange for their partner's investment.

Harnessing more sophisticated data collection and finding better ways to use it, is of greatest value to brand partners so they can better understand your audience, their behaviours, and how to reach them most efficiently.

Consider what data you have, what you're willing to share and how it could bolster your sport's ability to demonstrate ROI and measure brand impact effectively.

### TECH CREATING AN INTEGRATED WORLD OF OPPORTUNITIES

The rapid evolution of mixed-reality and immersive experiences using Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI) and wearables, are providing fresh opportunities to drive attractiveness to partners.

Together with the growing influence of Gen Z & Gen Alpha, who are tech-first, short on attention, and have a thirst for authentic experiences - this is driving sports to adopt innovative digital strategies to stay in the game.

In considering this trend, explore small steps you can take towards an integrated experience on and around the field, as well as utilising tech to make your job easier.

### FOCUS ON DIVERSITY IMPACTING SPEND

The composition of sports administration teams is taking centre stage as a critical driver of growth in sport sponsorships. Inclusive administration teams play a pivotal role in advancing diversity, equity, and inclusion (DEI) within the industry, making sure the benefits of sports are accessible to all.

Diverse representation in leadership positions, brings a wealth of perspectives and experiences to the decision-making table, enriching the industry and opening doors to new and different partnership opportunities.

With a recent surge in investment in female sports, both from government and brands, the focus on representation within sports administration is more crucial than ever. Consider the makeup of your team and how well they mirror your community when making your next hire, as partners will be focused on this too.



# SPORT PARTNERSHIPS: CURRENT TRENDS 2023



# OTHER SIDE OF THE TABLE

MY NOTES:

MY ACTIONS:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_





## Are you in charge of growing partnerships for your sport?

If you're a sports industry professional who is:

1. DONE losing time and money on unprofitable partnerships,
2. DONE saying yes to any sponsor that comes along because you struggle to articulate your value to partners you do want,
3. READY to end the cycle of stress that comes from poor planning and execution.

**We get it!** We've sat in those seats ourselves and we know how hard it can be. That's why we created...**Your Partnership Builder**

Specifically built for the sport's industry, Your Partnership Builder is our 7-month interactive online program that arms you with the knowledge, skills and tools to create an effective commercial partnership plan.

## A powerful commercial partnership plan will transform your sport. Imagine:

- A partnership plan that works - with clear actions for you to implement.
- Reporting increasing partnership revenues to your executive team.
- Brands knocking on your door to discuss partnership options.
- More time to enjoy your job and the sport you love.

## SPORT NSW SPECIAL OFFER - SIGN UP TODAY!

Thanks to our partnership with Sport NSW Your Partnership Builder is now at a reduced fee of **20% off**.

**Sign up before 30 November 2023**, to start transforming your partnership program from as little as \$146 + gst per month.

**Sign up here:**  
[jointheclubhouse.com.au](https://jointheclubhouse.com.au)

*Presented by:*

**OTHER SIDE  
OF THE TABLE**

