Sponsorship Negotiation Planner

A practical worksheet to help clubs negotiate confidently and protect value.

Many people talk about negotiations as being about “win win”.

In practice, this can be unhelpful. It creates pressure to reduce price too quickly or to compromise unnecessarily.

In reality, there is only one thing that truly matters in a negotiation:

Does the sponsor feel like they are getting a win?

If the sponsor believes the arrangement works well for them, feels fair, and meets their needs, the partnership is far more likely to go ahead and continue.

This planner is designed to help clubs prepare properly before and during sponsorship discussions so they avoid unnecessary discounts and build stronger long term partnerships.

Section 1: Deal Overview

Sponsor business name:
<Insert>

Contact person:
<Insert>

Proposed sponsorship package:
<Insert summary>

Initial proposed value:
£<Insert>

Meeting date:
<Insert>

Section 2: What Does Winning Look Like For Them?

Every sponsor has their own idea of what a “win” looks like.

For one business it might be:

- Visibility in the clubhouse
- Being seen as community focused
- Supporting something their staff or customers care about

For another it might be:

- Exclusivity
- Longer term presence
- Recognition at key moments
- Association with a particular team or event

Before negotiating, answer:

Why do they want this?
<Write here>

What matters most to them?
<Write here>

What problem are they trying to solve?
<Write here>

The clearer you are on this, the easier it is to structure the deal without immediately reducing price.

Section 3: Your Position

Before entering negotiation, be clear on your own numbers.

Ideal price:
£<Insert>

Acceptable range:
£<Insert range>

Absolute minimum:
£<Insert>

Non negotiables:
<Insert items you will not remove>

If you do not define this in advance, you will make emotional decisions in the meeting.

Section 4: What Can We Add That Costs Us Nothing?

If a sponsor says “I need more value”, the answer is not automatically to reduce price.

Often you can add perceived value without reducing revenue.

Examples:

- Additional social media post
- Extra announcement during a match
- Framed photo for their premises
- Newsletter feature
- Sponsor spotlight article
- Invite to presentation event
- Meet the team photo opportunity

List your own ideas below:

<Write ideas here>

These are tools you can use instead of discounting.

Section 5: Concession Planning

Never reduce price without planning how you will do it.

Avoid natural steps.

For example, if your initial price is £1,000:

Do not move to £950, then £900, then £850.

Small natural reductions suggest there is still more room to move.

Instead use structured, unnatural steps:

£1,000
£906
£752

Smaller planned steps signal that you are approaching your limit.

Write your concession structure below:

Starting price: £<Insert>

First move if necessary: £<Insert>

Final acceptable position: £<Insert>

Remember:

If you reduce price, remove something from the package.

Never give something for nothing.

Section 6: Trading, Not Giving

If a sponsor pushes for a lower price, consider trading.

Examples:

"We can look at £800 if we reduce the social media activity from monthly to quarterly."

"We can adjust the investment if we agree a two year commitment."

"We can hold the price if we confirm by <date>."

Every concession should be linked to something in return.

Write possible trades below:

<Insert ideas>

Section 7: Reading the Room

If a sponsor accepts your first offer immediately without discussion, this may indicate your pricing is too low.

If a sponsor pushes back slightly but stays engaged, that is normal and healthy negotiation.

Silence or delay often relates to timing, not rejection.

Stay calm and structured.

Section 8: Final Confidence Check

Before confirming the deal, ask yourself:

Does this still feel fair?

Can we deliver everything promised?

Would we be comfortable repeating this deal next season?

Does the sponsor feel positive about the agreement?

If the answer is yes, proceed confidently.

If not, pause and reassess.

Key Negotiation Principles

- Preparation reduces pressure.
- Do not negotiate against yourself.
- Add value before reducing price.
- Use structured concession steps.
- Link any reduction to a trade.
- Confidence increases perceived value.

Negotiation is not about winning against the sponsor.

It is about structuring an agreement that the sponsor feels good about, while protecting the club's long term value.