



International Mounted Games Association Sponsorship and Promotions Sub-Committee

Work Order Document

Requested:	10/12/2014
Deadline:	30/09/2015 (final) 30/08/2015 (for executive officers)
Reference:	SAP-201415-001
Name:	Sponsorship Strategy

Requirements:

IMGA is becoming bigger and bigger all the time. As we do, the workload is steadily increasing and with it our costs. In the absence of any sort of meaningful sponsorship income we are left with little choice other than to constantly increase affiliation fees for our members. This is something which some of our smaller members in particular are starting to find hard to deal with.

The current situation is therefore unsustainable and alternative forms of income need to be found.

Virtually every sport lives and dies by its income from sponsorship and we are no different. However we have been singularly unsuccessful in the past at tapping into this revenue stream.

It is therefore the job of this sub-committee to do some in-depth research into the world of sports sponsorship, find out how it works and what you need to do to tap into it. This should then be formulated into a proposal document including a number of recommendations which can be put to the IMGA AGM in 2015.

The document itself should follow the same basic "look and Feel" and layout of other official IMGA documents, all of which can be found at:

<http://www.mounted-games.org/imga/documentation/index.html>

The objective is to have a fully formulated and agreed document in place to put to the IMGA international representatives for approval at the next IMGA AGM in November 2015.

In order to achieve this, the sub committee should aim to present a first draft for comments to the IMGA executive officers well in advance of that date.

A completed document agreed by all members of the sub committee and the IMGA executive officers must be in place no later than 30th September 2015.

Completed Date:	
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Comments:

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