Tiparra

OPERATING GUIDE · SPONSORSHIP · SEPTEMBER 2026

Sponsor packages you can defend.

Nobody publishes what your inventory is worth. Two government agencies say so, in print. Here is how to work it out yourself, and how to prove it afterwards.

> **There is no price list.**
> **There is a method, and it is yours.**

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What's inside.

A working guide for whoever has to put a number on a sponsorship and then defend it. Written for a volunteer with an hour, and for a commercial manager with a rate card.

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PART ONE

Why there is no price list.

Before working out what to charge, it is worth knowing why nobody can tell you. The answer is not that the information is hard to find. It is that it does not exist.

01

Nobody publishes what this is worth.

Somebody has probably told you to benchmark your sponsorship pricing. Two government agencies have written on this, and between them they describe the problem exactly.

TWO AGENCIES, ONE UNANSWERED QUESTION

SPORT NEW ZEALAND	NSW OFFICE OF SPORT
Sponsorship "does not have a standardised valuation system accepted by the marketing industry."	"Price yourself competitively. Find out what similar sponsorships are selling for."

One says no system exists. The other says price against it.

Sport NZ, Sport Sponsorship: Securing and Retaining Commercial Partners. NSW Office of Sport, sponsorship proposals guidance, updated 15 December 2025. Both quoted verbatim.

Sport New Zealand's guidance is blunt about it. Sponsorship, it says, "does not have a standardised valuation system accepted by the marketing industry", unlike television rate cards which "calculate audience reach and apply consistent costs". That is a government agency telling clubs, in print, that the thing they are about to price has no agreed way of being priced.

The NSW Office of Sport, updating its guidance in December 2025, tells clubs to "price yourself competitively" and to "find out what similar sponsorships are selling for". Reasonable advice, except that no register of comparable sponsorships exists in either country. The number the second agency sends you looking for is the number the first says nobody has agreed how to calculate.

We went looking anyway. The Australian Sports Commission does not publish it. The Australian Sports Foundation does not. Sport New Zealand does not. There is no academic dataset of community sponsorship values, and the commercial intelligence platforms that do hold deal data cover professional North American leagues and sell access to it.

The gap is real, two governments have left it standing, and this document is what fills it.

So this guide contains no price bands, and that is deliberate. What follows is a method for arriving at your own number, written down step by step, so that when a sponsor asks how you got there you can show them.

02

What a club actually has to sell.

Before pricing anything, it helps to know what the shape of club sponsorship really looks like, because it is nothing like the deals the industry writes about.

10

SPONSORS PER CLUB, ON AVERAGE

Across 191 clubs in 30 randomly selected Victorian communities, the mean was ten sponsors, ranging from none to fifty. Local businesses accounted for 81.9% of all sponsorships recorded.

That number changes what pricing means. A professional club negotiates a handful of large partnerships with procurement departments on the other side. A community club is running ten relationships with local businesses, most of them worth a few hundred dollars, several of them people the club president knows personally.

A published price band is useless in that distribution. It would be wrong for the club with fifty sponsors and wrong for the club with two, and it would be spectacularly wrong for the club that has one large partner and nine small ones. What works instead is a method that scales: the same four steps whether the answer comes out at four hundred dollars or forty thousand.

TWO SHAPES, ONE METHOD

This guide splits worked examples two ways, and the split is not by sport. It is by whether somebody at the organisation is employed to do commercial work.

Shape	Who	What is true of them
Local and regional	Community and semi-professional clubs, events and festivals, venues, tourism and destination organisations	Many small sponsors, mostly local businesses. Sold by somebody whose main job is something else. No rate card
Professional	Professional clubs and leagues	A commercial department. Fewer, larger partners. An existing rate card. Category exclusivity that means something

If you are not sure which you are, the test is whether anyone's job title includes the word commercial. That is a better predictor of how you should price than what sport you play or how many people come through the gate.

0 3

What your sponsor is actually asking for.

The pricing conversation goes better once you know what is happening on the other side of it. What is happening is that they cannot prove any of this works either.

76%

CANNOT PROVE THE RETURN

Brand owners naming measurement and demonstrating ROI as their single biggest sponsorship challenge. WFA with Lumency, November 2025, 41 brand owners across 17 categories representing US$8.2bn of sponsorship spend.

The same survey found 59% still invest under one per cent of their sponsorship budget in measuring whether it worked, and that activation spending has fallen to 76 cents for every dollar of rights fee, down from 81 cents two years earlier. Sponsors are buying more and doing less with it.

Read that as a rights holder rather than as a brand and it changes the pitch. Your partner is not withholding budget because your inventory is overpriced. They are sitting on an investment they cannot evidence, with nobody resourced to fix it. **The organisation that fixes it for them is holding something worth paying for.**

THE THREE THINGS THEY ASK PROPERTIES FOR

The most substantial study of what sponsors want from rights holders is now some years old, and we are flagging the date rather than dressing it up as current. Its findings have not been superseded by anything with a disclosed method.

- **84% want recognition and recall research.** Did the audience notice us.
- **81% want attitude research.** What do they think of us now.
- **70% want audience demographics.** Who are these people.

A sign answers none of the three. Not because signage is worthless, but because it cannot tell you who walked past it. That is the gap your digital inventory sits in, and it is the reason a package with countable actions in it prices differently from a package without.

PRO-TIP · ASK WHAT THEY ARE MEASURED ON

In the first meeting, ask your contact what their own manager asks them about this sponsorship. Most will tell you honestly, and most will say something vague, because 40% of sponsors never write measurement expectations into the contract at all. Whatever they say is the thing your report should answer.

PART TWO

What you have to sell.

Eight things, in four groups, arranged from what a sponsor is seen by to what a fan actually does. The order matters more than the list.

04

Your inventory, in four groups.

Most sponsorship inventory lists are flat, which hides the only thing about them worth knowing: some of it can be counted and some of it cannot.

FOUR GROUPS, FROM SEEN TO COUNTED

1 · PLACEMENT
Splash screen, in-app banners, branded content hubs. They see it.

2 · MESSAGE
Sponsored push. You send it, and you see who opened it.

3 · PARTICIPATION
MVP Voting, Live Predictions, polls, check-ins, Leaderboards, fan galleries.

4 · CLAIM
Partner Offers and bespoke activations. A fan takes something. You count it.

A fence sign lives in group one. Everything below it is a decision somebody made.

WHY THE GROUPS ARE ORDERED THIS WAY

Group one is what a fence does, moved onto a phone. Useful, cheap to deliver, impossible to evidence beyond an impression count. Group four is a fan deciding to do something, which produces a record with a person attached to it.

Everything between is a step along that line. When you build a package, you are choosing how far down it to go, and that choice is what separates your tiers. It is also what you are actually selling when you charge more for one package than another.

PRO-TIP · ONE FROM GROUP FOUR, ALWAYS

Even in your smallest package, include one thing a fan can do. A single sponsored poll or one claimable offer gives you a number to put in the report, and a report with a number in it is the thing that makes the second conversation easier than the first.

0 5

Three tiers, and what goes in them.

Three is enough. More than three and the conversation becomes a comparison exercise; fewer and you have nothing to move a hesitant sponsor up into.

TIER ONE · THE SUPPORTER

Who it is for: a local business that wants to be seen backing the club, and does not have a marketing plan for it.

What is in it: placement, plus one thing a fan can do. A banner, a mention in the content hub, and one sponsored poll or vote across the season.

What they get in the report: reach, and the count from their one Action.

TIER TWO · THE PARTNER

Who it is for: a business that wants fans to do something, not just see something. Usually one with a shopfront, a booking system or a product to move.

What is in it: everything in tier one, plus sponsored push, multiple Actions across the season, and a Partner Offer with redemption reporting.

What they get in the report: reach, interactions, redemptions, and who engaged.

TIER THREE · THE PRINCIPAL PARTNER

Who it is for: the relationship that carries your name alongside theirs.

What is in it: everything, plus splash screen presence, category exclusivity, bespoke activations designed together, and a say in the calendar.

What they get in the report: all of the above, plus a conversation about next season that starts before this one ends.

Notice what is not in those descriptions. There is no price, and the tiers do not differ by how much exposure a sponsor gets. They differ by how far down the four groups the package reaches, which is a thing you can explain in one sentence and a sponsor can understand without a media plan.

PART THREE

Putting a number on it.

Four steps, five adjusters, and two worked examples. The method is the same at four hundred dollars and forty thousand.

06

The method.

Four steps. Write down what you decide at each one, because the written record is the thing that makes the number defensible later.

FOUR STEPS, IN ORDER

1	2	3	4
Find your anchor	**Count your audience**	**Place it in a tier**	**Adjust, then hold**
What a sign already costs at your club	Who you can reach, not who follows you	By what is in it, not by a price band	Up or down for the five value drivers

THE POINT OF STEP ONE

Your anchor is a price somebody in your market already agreed to pay.

STEP ONE · FIND YOUR ANCHOR

What does your club already charge for something? A fence sign, a jersey panel, a hoarding, a page in the season program, a naming right on a junior round. Whatever it is, somebody in your market agreed to pay it, which makes it real in a way no benchmark is.

If you sell nothing yet, ask two clubs in your competition what theirs costs. Most will tell you, and that conversation is worth more than any figure in a report.

STEP TWO · COUNT WHO YOU CAN ACTUALLY REACH

Not your follower count. The number of people who have your app and have said yes to notifications. That is the audience you can deliver a sponsor to, and it is the only audience number you should ever put in a proposal.

Audience size is the one price driver with real evidence behind it. A study of 112 naming-rights deals found audience size explained more than four-fifths of the variation in what those rights sold for. Major-league and North American, so directional rather than a formula.

STEP THREE · PLACE IT IN A TIER

Which of the four groups does this package reach into? A package that stops at placement is a Supporter. One that includes Actions and an Offer is a Partner. One with exclusivity and bespoke work is a Principal Partner.

STEP FOUR · ADJUST, THEN HOLD THE NUMBER

Move up or down for the five drivers in the next section. Then stop, write the number down with your reasoning beside it, and do not renegotiate with yourself before the meeting.

0 7

What makes your inventory worth more.

Five adjusters. One has real evidence behind it, four are commercial judgement. We have said which is which, because a sponsor who asks will want to know.

Driver	Which way	How solid
Audience size	The main one. More reachable people, more value	**Evidenced.** 112 naming-rights deals, audience size explained most of the variance
Category exclusivity	Up, and often a lot	Judgement. Research finds sponsors value it most of all, but nobody has published what it is worth in money
Countability	Up. A package with redemptions in it prices above one without	Judgement, supported by what sponsors say they want
Activation load	Up, when you carry it	Judgement. See below
Delivery cost to you	Sets your floor, never your price. Below it you are doing a favour with paperwork	Arithmetic

THE ACTIVATION ONE IS WORTH EXPLAINING PROPERLY

A sponsor buying a sign buys exposure, then has to spend again to make it do anything. A sponsor buying an Action is buying a position that arrives already working. Those are different products and they price differently.

At professional scale that difference is money. Sponsors budget separately for activation, and the WFA data shows that budget falling. At local scale it inverts, and this is the more useful version: your sponsor was never going to activate anything. **The value is that the club does the work, and the sponsor gets something that functions without them.** A bakery is not going to build a half-time poll. You are.

One honest limit. There is no published evidence on how much a digital platform reduces activation cost, so argue the mechanism and never put a percentage on it. Digital also replaces part of activation, not all of it. A branded marquee with staff handing out samples is not an Action, and a sponsor who wanted that still wants it.

Worth remembering which way the benefit runs: under-activated sponsorships are the ones that quietly do not renew, so carrying the activation protects your own renewal rather than doing them a favour.

0 8

Worked example: a local club.

A community football club, 600 app users, 380 with notifications on. It sells fence signs at $450 a season. It wants to price a package for a local physiotherapist.

STEP ONE · THE ANCHOR

The fence sign is $450. That is the number the club already gets somebody to pay, so it is where everything starts.

STEP TWO · THE AUDIENCE

380 people can be reached directly. The club has roughly 900 social followers, but that number does not go in the proposal, because the club cannot deliver those people to anybody.

STEP THREE · THE TIER

The physio wants bookings, not awareness, so this reaches into group four. That makes it a Partner: banner placement, two sponsored Actions across the season, sponsored push on match days, and a Partner Offer with redemption reporting.

STEP FOUR · THE ADJUSTMENT, WRITTEN DOWN

Above the sign, because the package includes things the sign cannot do: a claimable offer, two Actions and a report. Category exclusivity across allied health, which the club can offer because it has no other health sponsor. Delivery costs the volunteer about two hours a month, which sets the floor well below the anchor.

The club lands on a number, writes down these four steps beside it, and takes both to the meeting.

What the club does not do is look up what a physiotherapist somewhere else paid. That number does not exist, and if it did it would describe a different club with a different audience in a different town.

PRO-TIP · SAY THE REASONING OUT LOUD

"It is more than the fence because it includes a claimable offer and a report, and it is exclusive across allied health" is a sentence a physio can evaluate. A number with no reasoning behind it is a number to be negotiated down.

Worked example: a professional club.

The same four steps, with three differences: the anchor is a rate card, exclusivity is contested, and the sponsor has an activation budget of their own.

WHAT CHANGES

- **The anchor is internal and already exists.** You are not asking another club what they charge, you are pricing a new asset against your own existing ones. What does the LED perimeter package cost? Price app inventory against that, on the basis that it is addressable and the perimeter is not.
- **Exclusivity is a real negotiation.** At community level it is usually free to give because nobody else in the category is asking. At professional level it is the single most valuable thing on the table, and the research says sponsors know it. Price it separately rather than bundling it.
- **Activation becomes a conversation about their budget, not just yours.** A sponsor already spending on activation can be shown that inventory arriving pre-activated changes what their money has to cover. That argument works here and does not work at community level, where there was no activation budget to redirect.

THE MEASUREMENT CLAUSE, WHICH MATTERS MORE HERE

Only 40% of sponsors write measurement expectations into the contract. At professional scale, be the party that insists. Agree in writing what will be reported, how often, and what each term means, before anybody signs.

That last part is not pedantry. There is an accredited industry standard for what counts as a viewable in-app impression: at least half the pixels, for at least one continuous second, and two seconds for video. **There is no agreed standard anywhere for what counts as an engagement, and none at all for a redemption.** If those words are in your contract undefined, you and your sponsor will eventually disagree about what you owe them.

> **Define engagement and redemption in the contract. Nobody else has defined them for you, and the argument only happens once the money is spent.**

PART FOUR

Running it.

One page a month, four objections you will hear, thirty days to first report, and the categories to check before you sign anything.

10

The one-page partner report.

This is the asset that renews the partnership. Twenty minutes a month once you have done it twice.

> TEMPLATE · PARTNER REPORT, [MONTH] [SEASON]
>
> **Reach.** [X] fans received the activation. [Y] of them are members.
>
> **Earned interactions.** [X] votes and taps. Best two: [action], [action].
>
> **Redemptions.** [X] offers claimed. [Y] inside [the window that matters].
>
> **Who engaged.** [One sentence, at the level your consent permits].
>
> **What we would change next month.** [One thing].

THE LAST LINE IS THE WHOLE DOCUMENT

A report that only reports is a receipt. A report that recommends is a relationship, and it is the difference between a partner who reads your email and one who forwards it to their manager.

The recommendation does not need to be clever. "Move the offer to Friday night, the queue is longer and the kitchen is quieter" is a perfectly good one. It says you watched, you thought about their business rather than yours, and you are planning next month already.

TWO RULES

- **Keep it to one page.** A two-page report gets skimmed. A one-page report gets read and forwarded.
- **Send it on the same day every month.** First Monday, or the day after the last home game. A report that arrives when expected becomes something people look for rather than something you chase.

> PRO-TIP · KEEP EVERY REPORT
>
> Twelve of these is a season of evidence, and a season of evidence is what you put in front of the next sponsor. It is also, eventually, your own comparable set, which is the thing this whole guide exists because nobody has.

Selling it, and the four objections.

The pitch is short. The objections are predictable, and three of the four are really the same objection wearing different clothes.

> **TEMPLATE · THE APPROACH**
>
> "We have [X] people using the club app, and [Y] of them have notifications turned on. That means when we run something for you, we can tell you exactly how many people saw it and how many did something about it."
>
> "We would put you in front of them [describe the Action], and we would send you a one-page report every month with the numbers in it."
>
> "It is $[number], and here is how we got there. [The four steps.]"

"WE ALREADY SPONSOR YOU"

Good. This is not instead of the sign, it is the part of the sign that can be counted. Most clubs add digital inventory to an existing package as extra value in the current term, then price it properly at renewal once there is a report to point at. That is an easier sell than asking for more money for something nobody has seen.

"HOW DO I KNOW ANYONE WILL SEE IT?"

You do not have to promise they will. You have to promise you will tell them the truth about it afterwards. That is a much easier promise to keep and a much rarer one to receive.

"THAT IS MORE THAN THE SIGN"

Yes, and here is the difference: the sign cannot tell you who walked past it. Say the four steps out loud. A price with visible reasoning is a conversation; a price without one is an opening bid.

"CAN WE JUST TRY IT FOR A MONTH?"

Usually yes, and usually worth it. One month gives you a report, and a report is a better salesperson than you are. Set the trial up so it ends with a number rather than with a feeling.

> **Three of those four objections are answered by the same thing: showing your working.**

The email that gets a meeting.

Short, specific, and about their business rather than your club. Most sponsorship emails fail because they open with the club's needs.

> **TEMPLATE · FIRST APPROACH, BY EMAIL**
>
> **Subject:** [Business name] and [Club name], one idea
>
> Hi [name],
>
> We have [X] people using our club app, mostly [who they are: juniors' families, locals within a few suburbs]. [Y] of them have notifications on, so we can actually reach them.
>
> The idea: we run [the specific Action] presented by you, and we give you an offer that people claim in the app. At the end of the month you get one page telling you how many saw it, how many acted, and when.
>
> Fifteen minutes to walk you through it? No pressure either way, just reply here or give me a buzz.
>
> Cheers,
> [Name]

THREE THINGS THAT EMAIL DOES

- **It describes their audience, not your club.** "Juniors' families within a few suburbs" tells a physiotherapist something useful. "We are a proud community club" does not.
- **It names the actual thing.** Not "digital engagement opportunities". A poll, an offer, a report.
- **It asks for fifteen minutes.** Not a meeting, not a proposal, not a decision.

> **PRO-TIP · SEND IT TO THE OWNER**
>
> At local level the person who decides is usually the person whose name is on the door. At professional level it is rarely the person who answers the general enquiries address. Find the actual name before you write, and the email works twice as hard.

The first thirty days.

From signature to first report. The aim is to get a number in front of the sponsor inside a month, because the first report is what makes the second season easy.

When	What happens	Who
Week one	Collect artwork, offer terms and the category exclusivity wording. Agree in writing what will be reported and what each term means	You and the sponsor
Week one	Set the offer up in the admin portal: value, terms, validity dates, redemption method, any cooldown	You
Week two	Go live with placement. Run the first Action. Send the first sponsored push at a time that suits the fan, not the sponsor	You
Week three	Check the numbers midway. If something is not working, change it now rather than reporting a bad month you could have fixed	You
Week four	Write the one-page report. Include the recommendation line. Send it and ask for ten minutes to talk through it	You

THE TWO THINGS PEOPLE GET WRONG IN MONTH ONE

Launching everything at once. Run one Action first, see how it goes, then add. A sponsor who sees one thing work will agree to three. A sponsor who sees three things launch at once has no idea which one did anything.

Waiting for a good month. Send the first report even if the numbers are small. Small and honest, arriving on time, builds more trust than large and late. And it sets the baseline that everything afterwards gets compared to, which is how you show improvement later.

> **The first report matters more than the first month's numbers. One is a habit, the other is weather.**

Before you sign: categories and the law.

Some sponsor categories are constrained, and one of them changed twelve days before this guide was written. This section states what is published. It is not legal advice.

READ THIS FIRST

What follows describes published legislation and regulator guidance as at 31 August 2026. What applies to your organisation depends on your structure and your existing agreements. Check with your own adviser before signing or renewing anything in these categories.

WAGERING: THE LAW CHANGED ON 19 AUGUST 2026

The Interactive Gambling Amendment (Gambling Reform) Act 2026 received Royal Assent on 19 August 2026. Its substantive prohibitions commence on **1 January 2027**.

The Government's own guidance describes the scope as capturing "any on-field, external stadium and perimeter signage, as well as signage in coaches' boxes", alongside a ban on wagering advertising on players' and officials' uniforms.

1 Jan 2027

NO NEW WAGERING DEALS FROM THIS DATE

Existing arrangements are grandfathered. Hall & Wilcox reads that as running to 31 December 2031, provided the arrangement is not varied to extend its duration or increase the prominence of the advertising. That reading is theirs, not a statutory statement.

Horse, harness and greyhound racing are excluded from the definition of a sporting event. Two law firms describe the prohibitions as blanket, without an elite or grassroots distinction, and neither addresses community clubs directly. **Whether your own arrangement is caught is a question for your adviser, and this guide will not answer it for you.**

Tiparra permits no wagering sponsors and no wagering content in any app on the platform. That is policy, not a reading of the Act, and it means the app side of your inventory raises none of these questions. Your signage and uniforms are a separate matter and the one the Act is aimed at.

Alcohol, and what you can share.

The alcohol constraint is not where most people think it is, and the privacy one catches more clubs than turnover suggests.

ALCOHOL: FUNDING CONDITIONS, NOT LAW

The ABAC Responsible Alcohol Marketing Code expressly excludes sponsorship agreements from its application. Advertising arising from a sponsorship is covered; the sponsorship itself is not. New Zealand's Advertising Standards Authority says it more plainly: it "does not have jurisdiction over sponsorship agreements, but does cover any advertising promoting the sponsorship".

The real constraint is funding conditions. VicHealth requires a harmful-industry relationship declaration from applicants seeking $35,000 or more. Healthway's Co-Supporters Policy, effective May 2025, allows it to decline or terminate funding where an organisation promotes unhealthy brands, covering alcohol, gambling, tobacco and food high in kilojoules, saturated fat, added sugar or salt. Take money from either body and their conditions bind you. Take none and they may not apply at all.

In New Zealand, the Online Casino Gambling Act 2026 has been in force since 1 May 2026. Licensed online casino operators cannot use naming rights, event sponsorships, broadcast sponsorships or celebrity endorsers. Sports and race betting sit under the separate Gambling Act 2003, which this guide has not examined.

What you are allowed to share.

Reporting to a sponsor means telling somebody outside your organisation about your fans. Most clubs believe privacy law does not apply to them, and for a lot of them that is wrong.

THE EXEMPTION IS REAL, AND NARROWER THAN IT SOUNDS

Australia's small business exemption still stands. Organisations turning over $3 million or less are generally outside the Privacy Act, and despite a wave of articles this year claiming otherwise, it has not been repealed.

But three exceptions catch clubs, and the one that catches most is not turnover:

- **Being related to a body corporate that is above the threshold.** Most community clubs sit under a state or national body well above $3 million. This likely catches more clubs than the turnover test does.
- **Holding health information.** Injury records and medical clearances count, and turnover becomes irrelevant.
- **Disclosing personal information for a benefit** without the individual's consent. The regulator's own example is a charity providing customer lists in exchange for sponsorship benefits.

That third one is worth care. No regulator, case or guidance addresses whether sponsor engagement reporting falls inside it, so this guide states the test and not the answer. The safe path either way is consent at collection that specifically covers sharing with commercial partners, unbundled from everything else.

THREE THINGS THAT APPLY REGARDLESS

- **The Spam Act has no small business exemption.** Every organisation sending marketing email or SMS is bound today, at any turnover.
- **The statutory tort for serious invasions of privacy commenced 10 June 2025** and applies whether or not you are covered by the Privacy Act. Being under the threshold is not a defence to it.
- **New Zealand has no exemption of any kind.** Every club is an agency under the Privacy Act 2020, whatever its size.

PRO-TIP · REPORT THE GROUP, NOT THE PERSON

"Mostly juniors' families, Saturday mornings" tells a sponsor something useful and identifies nobody. Almost every commercial question can be answered at that level, and doing it by default keeps you clear of most of the above. One to watch if you have a partner across the Tasman: from 1 May 2026 New Zealand's IPP 3A places a notification duty on whoever collects personal information indirectly, and in a club-to-sponsor flow that is the sponsor.

Sources cited.

Every figure in this guide traces to a document we opened. Where a widely repeated number turned out to have no source, we have left it out and said so.

SPONSORSHIP PRACTICE AND MEASUREMENT

WFA with Lumency, *Global Sponsorships and Partnerships: The evolution of client practices*, November 2025: 41 brand owners across 17 categories, voluntary online survey conducted mid-2025, representing US$8.2 billion of sponsorship spend; 76% name measuring and demonstrating ROI as their biggest challenge; 59% invest under 1% of budget in measurement; activation spend of $0.76 per $1 of rights fee, against $0.81 in the 2023 wave. Note the sample is global, with 2% of respondents in Asia-Pacific roles. · ANA and MASB, *Improving Sponsorship Accountability Metrics*, July 2018: 182 respondents, fieldwork February 2018, North American sample; 84% seek recognition and recall research, 81% attitude research, 70% audience demographics; 40% write measurement expectations into contracts. · O'Reilly, N. and Lafrance Horning, D., "Leveraging sponsorship: The activation ratio", *Sport Management Review*, 16(4), 2013: notes recommended activation ratios ranging from 1:1 to 8:1 and concludes that ratio-setting is the wrong frame.

VALUATION AND PRICE DRIVERS

Gerrard, B., Parent, M. and Slack, T., hedonic pricing analysis of 112 North American stadium naming-rights deals: audience size is the fundamental driver of asset value, explaining more than 80% of variance. Major-league and North American, so directional rather than a formula. · Bai, Y., Yim, B.H., Breedlove, J. and Zhang, J.J., *Sustainability* 13(3), 2021: sponsoring firms perceive category exclusivity as the most valuable sponsorship benefit; qualitative case study, five stakeholder interviews. · Farrelly, F. and Quester, P., "What Drives Renewal of Sponsorship Principal/Agent Relationships?", *Journal of Advertising Research*, 43(4), 2003: renewal turns on market orientation, trust and commitment; AFL and its major sponsors; sample size not disclosed in the accessible record. · Cornwell, T.B. and Kwon, Y., *Journal of the Academy of Marketing Science*, 48(4), 2020: systematic review 1996 to 2017, finding "a surplus of research that examines audience responses" and "a shortage of research that examines marketing management of the sponsorship process".

GOVERNMENT GUIDANCE AND SECTOR DATA

Sport New Zealand, *Sport Sponsorship: Securing and Retaining Commercial Partners*: sponsorship "does not have a standardised valuation system accepted by the marketing industry". · NSW Office of Sport, sponsorship proposals guidance, updated 15 December 2025: "Price yourself competitively - find out what similar sponsorships are selling for." · Martino, F. et al., "A state-wide audit of unhealthy sponsorship within junior sporting clubs in Victoria, Australia", *Public Health Nutrition*, 24(12), 2021: 191 clubs across 30 randomly selected Victorian communities, audited September to November 2019; mean of ten sponsors per club, range zero to fifty; local businesses 81.9% of all sponsorships.

MEASUREMENT STANDARDS

Media Rating Council, *Mobile Viewable Ad Impression Measurement Guidelines*, 28 June 2016: a viewable in-app display impression requires at least 50% of pixels for at least one continuous second; two continuous seconds for video. In-app environments are explicitly in scope. · IAB and MRC, *Attention Measurement Guidelines* v1.0, November 2025: provides no single unified definition of engagement. No standard for redemption exists in either document or anywhere else we could find.

REGULATORY

Interactive Gambling Amendment (Gambling Reform) Act 2026 (Cth), Royal Assent 19 August 2026, substantive prohibitions commencing 1 January 2027; scope and dates from the Australian Government's published FAQ; grandfathering to 31 December 2031 as read by Hall & Wilcox. · ABAC Responsible Alcohol Marketing Code, 21 May 2025. · Advertising Standards Authority NZ, Alcohol Advertising and Promotion Code, April 2025. · VicHealth harmful industry relationship declaration, from 1 September 2020. · Healthway Co-Supporters Policy, effective May 2025. · Privacy Act 1988 (Cth) s 6D and OAIC guidance on small business, trading in personal information, sporting clubs and de-identification. · Privacy and Other Legislation Amendment Act 2024 (Cth), Schedule 2, in force 10 June 2025. · Spam Act 2003 (Cth). · Privacy Act 2020 (NZ); Privacy Amendment Act 2025 (NZ) introducing IPP 3A, in force 1 May 2026. · Online Casino Gambling Act 2026 (NZ), in force 1 May 2026.

What we deliberately left out.

Five things a guide like this would normally contain. None of them exists in published form with a disclosed method, so none of them is here.

Any price band for a sponsorship package at any level. No published benchmark exists for sponsorship pricing at club scale in Australia or New Zealand, from any government agency, sporting body or academic source. · Any recommended activation ratio: published guidance ranges from 1:1 to 8:1, and the peer-reviewed study examining it concluded ratio-setting is the wrong approach. · Any figure for what category exclusivity is worth in money, or for how much a digital platform reduces activation cost. Both circulate widely and neither has a disclosed method. · Any sponsorship renewal or churn rate. No publisher has one with a defensible source. · Any engagement or redemption benchmark, because no agreed definition of either metric exists to benchmark against.

Tiparra platform benchmarks for club-scale apps are in preparation and will be published with their sample size disclosed. Until then, the only comparable set that describes your organisation is the one you build from your own monthly reports.

Tiparra

Price it once. Then prove it.

Tiparra is a white-label fan engagement platform, used by clubs and organisations from Super Rugby to community football across Australia and New Zealand. We help them stop renting attention and start owning the audience relationship.

> **The club that can answer what a sponsorship returned is the club that gets the renewal conversation.**

WHAT TO DO NEXT

Take one existing sponsor and one month. Write down what they got, what it cost you to deliver, and what happened. That single page is worth more than any price band, and it is the beginning of your own comparable set. When you want a hand reading it, get in touch.

START THE CONVERSATION

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Your app. Your channel. Your rules.