

# JO Sponsorship

**Sperry and New England Ropes** are this year's national sponsors of the JO Program. We will ask each host club to display sponsor banners at your event.

Getting sponsorship for your event may be easier than you think. It's as simple as knowing what you have to offer and finding local companies that share similar goals. We will work with you to insure that restrictions do not become roadblocks to seeking sponsorship for your event. Out of respect for our national sponsors, we ask that *you not invite competing sponsors*.

## USOC

The United States Olympic Committee (USOC) has jurisdiction over the term "Olympic" in the United States, by federal law. Since "Junior Olympics" includes the term, the USOC controls its use, as well. Only National Governing Bodies (US Sailing, in our sport) may conduct Junior Olympic programs, and all Junior Olympic programs must be licensed by the USOC. USOC does not allow title sponsorship, however, presenting sponsors are permitted.

## Local Sponsorship

In addition to the national sponsorship that they provide, you are encouraged to contact your local dealerships to augment the national sponsorship. See [Sample Sponsor Presentation](#) for good ideas on how to do this.

## National Sponsorship

US Sailing will continue to seek additional national-level sponsors, bringing the proceeds of these sponsorships to the program in general, and to local events as appropriate. Local organizing groups assume primary responsibility for local sponsorship.

## The Key to Success

The key to success in getting and keeping sponsorship is to focus on identifying those companies, national or local, that are most compatible with the offerings of your event and the JO program. Develop specific plans as to how most effectively to contact them and, most importantly, what to discuss. The sample presentation provides an excellent example.

## The Opportunity

Clearly, Junior Olympic Sailing offers the traditional sponsorship opportunities of T-shirt identification, on-site banner identification, web site identification and other visibility and participation at JO events.

In most cases, the opportunity represents more of a contribution than a true sponsorship. Contributions are not a bad thing! However, since the donor is receiving limited value in return, the contribution amount and longevity are often based on availability of funds, personal relationships, and the like, rather than budgeted business decisions with a quantifiable return on investment.

To move beyond contribution-type value (signage, logos on T-shirts, etc.), it is important to view the JO program in a broader context so that its greater value can be clearly seen and demonstrated to a broader sponsorship market. In this context, Junior Olympic Sailing can now be described as follows:

- 30+ major events located throughout the nation
- Multi-day events
- Involve from 100-700 active participants, ages 8-18
- Male and female mix
- Upscale family socioeconomic demographics
- Generally occur in or near major population centers
- Coordinated national program association and visibility
- Significant related adult involvement
- High local community visibility

Viewed from this perspective, your Junior Olympic Festival becomes much more than a sailing event at the local yacht club where a sponsor can post a sign or present an award. A compelling case can now be made to national brands with local outlets which are interested in presenting their community spirit, enhancing their image, indirectly relating to the "Olympic" movement, leveraging a national sponsorship, and building business.