

Why Allow Sponsorship Banner Ads?

The purpose of this brief document is to provide you with an overview of a few benefits your club can receive by using ClubRunner to connect and communicate with your community and businesses, as well as to create new opportunities for PR through your local media.

It's my opinion that in addition to being a great electronic tool for intra-club communications, ClubRunner can also provide substantial opportunities to increase membership, advance public awareness of what your Rotary club and RI accomplishes and allows clubs to create new relationships that can be of great benefit when your club is seeking sponsors for your annual fundraisers.

Initially one of the concerns clubs have about clubrunner has to do with the cost of the subscription... just how do we pay for it, especially if we are a large club with upwards of 100 or even 200 plus members.

Size of Club in Members	Monthly Fee*
Up to 20 members	\$19.95
Between 21 and 30	\$24.95
Between 31 and 40	\$29.95
Between 41 and 50	\$34.95
Between 51 and 80	\$39.95
Between 81 and 120	\$49.95
Between 121 and 200	\$59.95
Between 201 and 300	\$79.95
Between 301 and 500	\$99.95

Plus one-time setup fee of \$199

Considering all of the communication value that clubrunner offers, anyone using the features and benefits of clubrunner quickly sees that the average cost to clubs in District 6910 of \$240 - \$800 a year subscription fee is not a large amount of money when compared to the results that a club can receive when the components of ClubRunner is fully utilized.

Banner Ads

Built into ClubRunner is a feature that helps clubs to actually have their

subscription paid for each year. This can be accomplished by offering sponsorship Banner Advertising space on your ClubRunner website. The average club in district 6910 only needs to have 3 - 6 paying sponsors to cover the cost of a year's subscription.

You can offer any member of your club or for that matter any business in your community the opportunity to purchase a Banner Ad on your site for a fixed number of dollars. Currently the clubs using the sponsorship feature charge an annual fee anywhere from \$50.00 - \$120.00

I don't know of too many advertising opportunities for any size business to reach out to the leaders and others in their community and receive a years worth of advertising space for a mere \$50.00 - \$120.00.

The best testimony I can offer for adding Banner ads to your ClubRunner web site is to let you know that the Athens club has this down to a science.

As I understand it they have as many as 60 sponsors who purchase a yearly Banner Ad for \$120.00 a year. My calculator shows that adds up to a yearly income of \$7,200.00; more than enough to pay their yearly ClubRunner subscription costs for their large club and still have thousands of dollars left over for their club's use in their community. There are a few nuances to how they pitch this deal... and I know that if you contact the Athens club ClubRunner Administrator, Blake Giles, he will surely share what he knows about operating a successful ClubRunner Banner Ad program.

Here are a few new Sponsorship ideas that I intend to launch, as soon as we are able to do so. Ideas, that I believe will surely help clubs to have an easier time encouraging businesses, both small and large, to participate in their ClubRunner sponsorship program.

As it stands right now, clubs are offering a participating sponsor a Banner Ad only on their Rotary Club's Web Site.

I'm intending to implement a plan that will allow clubs to offer, at a slightly higher annual fee, additional benefits to those businesses that sign up for a Banner Ad on a club's Web Site.

For instance, how about offering those business's whose customer, client, patient base extends beyond the local of that club the opportunity to have

their ad displayed on the Rotary club sites outside of their city, town or county?

I'm also planning on providing an opportunity to clubs to offer some businesses to have their Banner Ads displayed on the District 6910 Web Site.

Now the \$50-\$150 a year a sponsor pays for their Banner Ad can provide additional opportunities for that business to receive visitors that they might not otherwise attract to their web sites.

By now, you've heard me say many times that "content is king" when it comes to the Internet and Websites.

It behooves us to add fresh content on a regular basis. For if we fail to upload fresh content there will be little reason for members of your club or "Friends of Rotary" in your communities to visit your web sites. Our plans will include helping you to give the visitors to your ClubRunner sites an experience that will cause them to return on a regular basis.

To accomplish this, I'll be convening a panel of ClubRunner administrators who have the skill set to understand and administer ClubRunner. Together we're going to come up with ways to gather a variety of interesting and helpful content that would include information about Rotary International as well as specific clubs community activities, fundraisers, etc. We intend to compile and offer all ClubRunner clubs the best of the best of those out of the ordinary stories, motivational articles, as well as, videos, graphics and photos of interest.

It's also in our thinking to provide opportunities for visitors to the District site to receive rewards when they participate in a variety of puzzles and contests.

Obviously the whole idea is to drive potential visitors to all participating clubs sites so that the Banner Ad sponsors have additional possibilities to gain new customers, clients and business opportunities.

Two other ClubRunner components that are important to the success of this Sponsorship Banner Ad program are sending out your Rotary clubs eBulletin on a weekly or bi-weekly basis along with the building of a "Friends of Rotary" list of people who will receive your eBulletin

You can learn the simple steps it takes to create and email a club eBulletin or Newsletter with ClubRunner and how to build a “Friends of Rotary email list by visiting the District Web Site at <http://www.rotarydistrict6910.org> and clicking on the ClubRunner Tips link located in the Site Pages area on the left side of your Browser screen.

I will keep you all updated as we progress with all that I’ve just described.

Please be sure to contact me if you would like to join the District 6910 ClubRunner Sponsorship Banner Ad planning and execution team. We are about to make some history, as together, we help clubs to raise funds in one the easiest fundraisers imaginable.

Many thanks from AntonZ

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