

With a little creativity clubs can open up a whole new range of sponsorship targets. Here are some win-win sponsorship proposals with a difference.

Sponsorship proposals



Car dealerships

Generally car dealerships in most towns are very attractive buildings and so would make a great place for a social function such as a cocktail night, trivia night or even presentation night. For the car dealer, they capture the audience of potential customers for a number of hours and you have a unique event venue.



Learn to drive schools

If your club has participants aged between 16 – 19, then you should approach the local driving school for sponsorship. Invite the parents and kids to an evening on safe driving techniques. A benefit for your members and again a valuable source of referrals to the driving school.



Local cinema

Hold an event at the local cinema and invite your players and supporters. It could be a themed night related to a particular movie. For example, you could make it a ladies night, serve champagne and canapés and watch a relevant movie. If you have a junior club the movie options are endless and kids love the movies. You could even create a screening season. Cinemas will be grateful for the business, especially if held during their quiet periods.



Ladies fashion boutiques

Stores that sell solely to ladies are a great sponsorship target. Run a fashion show and invite all the family and friends of the community to attend.



Dentists

This is a no brainer if you play a contact sport. Offer the dentist exclusive rights to come and talk to the players at the start of the season about mouthguards and allow them to take bookings for fittings.



Local supermarket

There are a couple of options here. You can offer them the exclusive rights to stock your canteen, which for many clubs is tens of thousands of pounds. You can also ask your local supermarket to introduce your club to their suppliers who are always looking for new ways to get their products to market.

DISCLAIMER:

Information is for guidance only and does not constitute formal professional advice. As such, no reliance should be placed on the information contained in this toolkit. Where specific issues arise in your organisation advice should be sought from the relevant expert(s) as necessary.