

Prepare Your Club for Sponsorship and Create a Winning Proposal



Print v Digital

Brochure v Website

The challenge of producing a sponsorship brochure/presentation

- **Digital or Hard Copy?** Clubs often struggle to decide. Hard copies are expensive to print and distribute, while digital files may not feel as professional if not well-designed.
- **Cost of Design:** Good design isn't cheap! Many clubs don't have the budget for professional designers, so they rely on free tools or volunteers.
- **Printing Costs:** If you go for hard copies, printing quality brochures can be pricey, especially for small clubs already operating on tight budgets.
- **Balance of Quality:** It's tricky to create something that looks polished and represents your club well without breaking the bank.



Scale of **distribution** being an issue

- **Limited Reach:** Small clubs often lack the means to distribute materials widely. Most brochures stay local, limiting their sponsorship potential.
- **No Marketing Team:** Many clubs have no dedicated team to ensure brochures get into the right hands—it's often up to a handful of volunteers with limited time.
- **Printing Quantity:** Too few copies mean you run out quickly. Too many means you waste money on unused materials.
- **Digital Challenges:** Sharing PDFs online doesn't always reach decision-makers. Emails get ignored, and files can end up out of date very quickly.



Relying on networks of **volunteers**

- **Volunteers Wear Many Hats:** Volunteers already juggle coaching, administration, and more. Asking them to create or distribute sponsorship materials adds extra stress.
- **Inconsistent Skills:** Not every volunteer is a graphic designer, marketer, or writer. Quality can vary, and best efforts might not deliver the results we hope for.
- **Limited Time:** Volunteers do this out of love for the club, but they often only have evenings or weekends, leading to delays.
- **Retention:** Volunteer turnover/Succession can mean unfinished projects or inconsistent efforts year to year.

Hear what some of the volunteers using SNAP have to say on our official [YouTube Channel](#).



Documents quickly becoming **out of date**

- **Frequent Changes:** Sponsorship details, key events, and even contact info can change often, making printed materials quickly obsolete.
- **Cost of Updating:** Every change means reprinting or redistributing, which costs time and money.
- **Perceived Professionalism:** Outdated materials send the wrong message. Sponsors may think, *“If they can’t manage this, can they handle our brand?”*
- **Digital Updates Aren’t Simple:** Even PDFs can feel outdated fast, especially if they’re hard to edit without design tools.



Creating a value-driven pitch for sponsors

Value creation

Sponsorship isn't just about logos on kits. It's about creating mutual benefits. What can you offer sponsors?

• Key ways to create value:

- **Audience Access:** Highlight your club's fanbase—non-playing members, players, social media followers, etc.
- **Brand Visibility:** Think of events, social media, and local community initiatives as places for sponsor exposure.
- **Storytelling:** Share how your club makes a difference. Sponsors love being part of a good story!

• **Tip:** Make it personal. Research potential sponsors and tailor the value to their goals.



Quality of activations

Activations are how sponsors engage with your audience. The more engaging, the better!

- **Ideas for grassroots sports:**

- Sponsor-branded games or challenges during halftime.
- Local business stalls at your events.
- Fun giveaways—like water bottles or sports gear with the sponsor's logo.

- **Why it matters:** Sponsors need visible results to justify their investment. Create memorable moments for your audience that tie back to them.

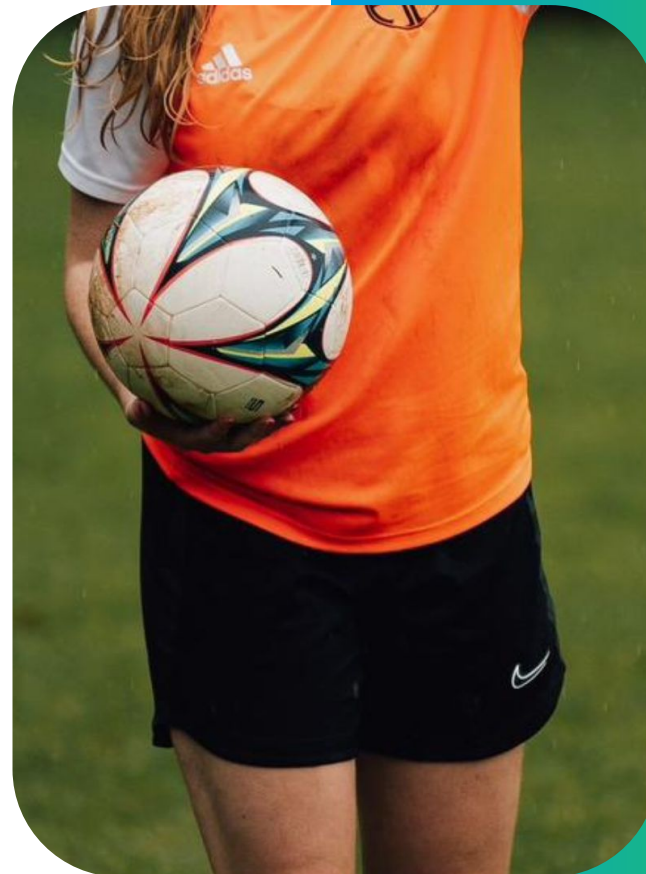
- **Tip:** Collaborate with sponsors on ideas—they often have creative marketing teams ready to help!



Focus on ROI/ROO

Sponsors want proof their support is worth it. Show them the impact of their investment in you.

- How to prove ROI:
 - **Numbers:** Track event attendance, social media reach, and impressions (e.g., kits seen on match days).
 - **Testimonials:** Share feedback from players, parents, or fans that highlight sponsor value.
 - **Follow-up Reports:** Create a simple post-event summary for sponsors showing what they gained.
- **Tip:** Start small. Every grassroots clubs can show ROI through engagement and community goodwill.



Setting realistic sponsorship goals

Agreeing commission/upside on the deals & not looking for gold on the "Rights Fee" (the upfront funding)

Sponsorship isn't just about the upfront "rights fee"—it's about building a partnership that keeps growing. If you focus too much on the funds provided at the start, you risk undervaluing the long-term potential of a deal.

Here's the smarter play:

- **Include a commission structure:** If your sponsor sells a product/service, think about what percentage of these could be redirected back to your club.
- **Offer add-ons or growth incentives:** Build in bonuses if the sponsor's activation efforts (e.g., social campaigns, event promotions) exceed certain targets.
- **Keep it fair but attractive:** Sponsors want to see value in return for their investment, but they'll stick around longer if they know there's potential upside for everyone.

Key takeaway: A sponsorship deal isn't a one-time transaction. Think of it as a collaboration that can grow and evolve.



Creating a "raffle" for all sponsorship items

Not every club is ready, willing or has the volunteers to deliver activations.

Selling tickets at a flat rate, first out gets x, second out gets y!

Here's how it works:

1. Bundle all your sponsorship items (e.g., logo on team shirts, banner placement, naming rights for events, social media shout-outs).
2. Sell tickets at a flat rate: Every sponsor gets an equal chance to win premium items.
3. First draw gets first pick, second draw chooses next, and so on.

Why it works:

- Smaller sponsors feel they have a shot at high-value perks, leveling the playing field.
- It creates excitement and urgency—people love a good competition!
- You maximise income by selling all tickets at the same price while showcasing the full range of sponsorship options.

Pro tip: Run the raffle live at a club event or online. Build hype and show transparency by drawing names in front of an audience.

Key takeaway: This approach simplifies your sales pitch and creates buzz while offering fair value to all sponsors, big or small.



#TheSNAP effect

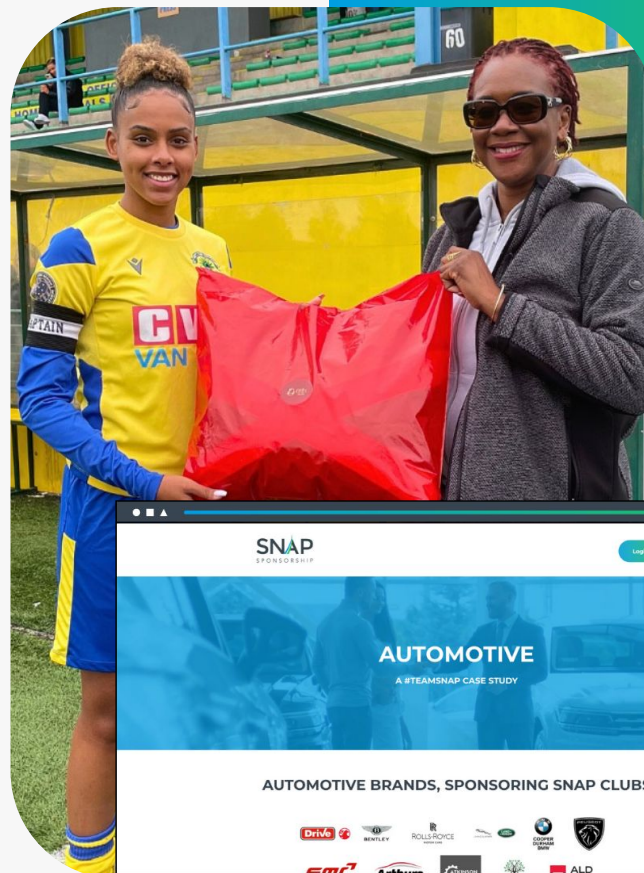
Knowledge Base & Library

Think of this as your go-to toolkit for sponsorship success! Our Library is packed with:

- Process frameworks to help clubs build their profile and market it to both internal and external audiences
- Sponsorship strategies and tips to attract and secure additional partners.
- Industry-focused case studies showing real-world wins from other clubs just like yours.

The Benefit:

No need to reinvent the wheel—learn from others, avoid common mistakes, and apply proven techniques to boost your sponsorship success.



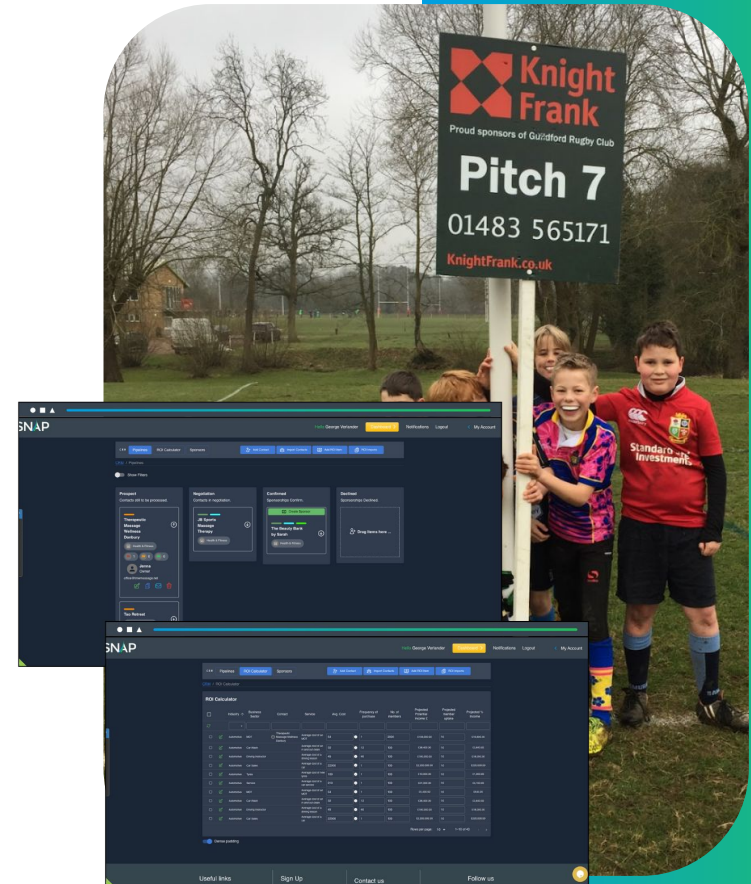
CRM & ROI Calculator

This feature helps you understand, and show partners your potential value through sponsorship!

- Load up your sponsor contacts whilst accessing over 70+ industry templates.
- Assign these ROI figures to potential/pre-existing sponsors to reflect value.
- Send professional, value-driven emails to leverage your audience to sponsors.

The Benefit:

Show sponsors the numbers that matter to them. It's all about proving why supporting your club is a no-brainer.



Social Sharing

Simplify your social media game! With this feature, you can:

- Connect a range of your club's social media channels directly to the platform, including Facebook, X, Instagram and LinkedIn.
- Schedule posts to promote your club's profile, your sponsors, and available sponsorship opportunities. You can also send out custom posts!
- Automate your posting schedule to save invaluable time before the season even starts.

The Benefit:

Your club gets more visibility, sponsors see the consistent promotion, and you build an engaged community without burning out.



Professional Contracting

Say goodbye to messy paperwork. Access professional, customised contracts in a few clicks.

- Ensure your sponsorship deals are organised and agreed in writing.
- Export PDF contracts directly to sponsors.

The Benefit:

Quick, efficient, and professional contracts mean you spend less time on admin and more time growing your club.



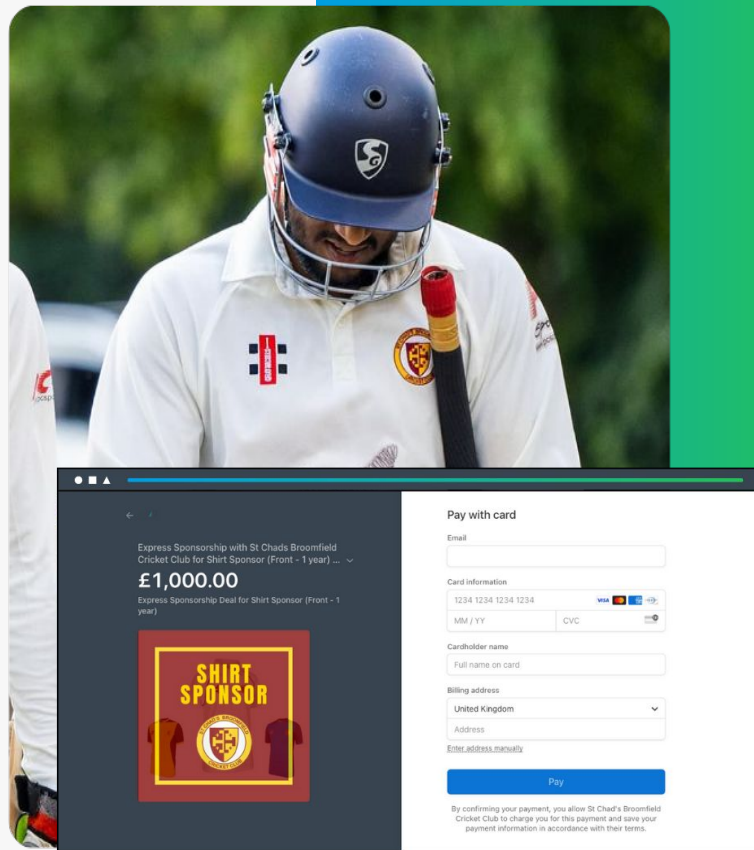
Efficient Payment

Collect sponsorship payments seamlessly through our Stripe-powered feature.

- Automate payment collection to avoid the awkward “chase” emails.
- Keep track of payments in one place.

The Benefit:

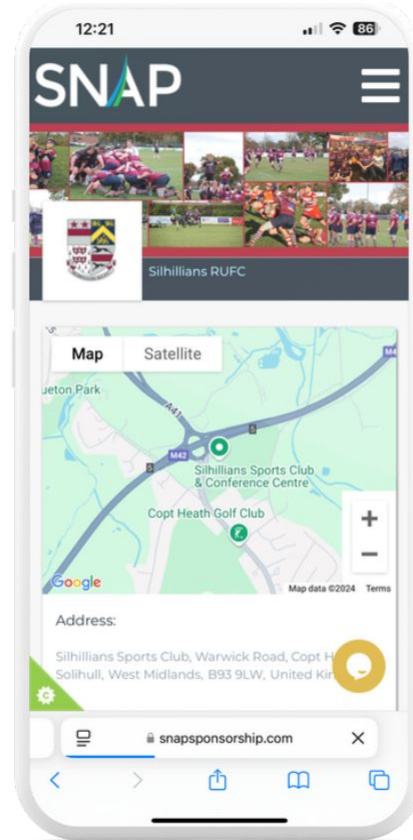
No more headaches trying to follow up or juggle bank transfers. It's secure, simple, and saves you time to focus on what matters—your club.



Guest Speaker

Lee Jones

Chairman
Silhillians RUFC



Summary

What is Value - In the eyes of the sponsor

Great Activations - How will people take action

Shared Risk / Upside - How will the deal grow over time

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Thank You!