

Securing Grassroots Sponsorships From **Local Businesses**

Strategies for Building Community Partnerships



What You'll Learn Today



**Why local businesses
sponsor grassroots
clubs**



**How to approach local
businesses as a
grassroots club**



**Creating long-term
partnerships with local
businesses**



**Success Story -
Woodbridge
Cricket Club**

Why local businesses sponsor grassroots clubs

Sponsorship Benefits For Businesses

- **Community Connection:** Showcase their support for the local community.
- **Brand Visibility:** Exposure through team kits, events, and local media.
- **Customer Loyalty:** Build trust and goodwill with local residents.
- **Networking Opportunities:** Forge relationships within the community.



What Local Businesses Look For in Partnerships

- **Alignment with values:** Community involvement, youth engagement, etc.
- **Tangible benefits:** Marketing exposure, event participation.
- **Budget considerations:** Affordable sponsorship options for small businesses.
- **Personal connections:** Authentic relationships over sales pitches.

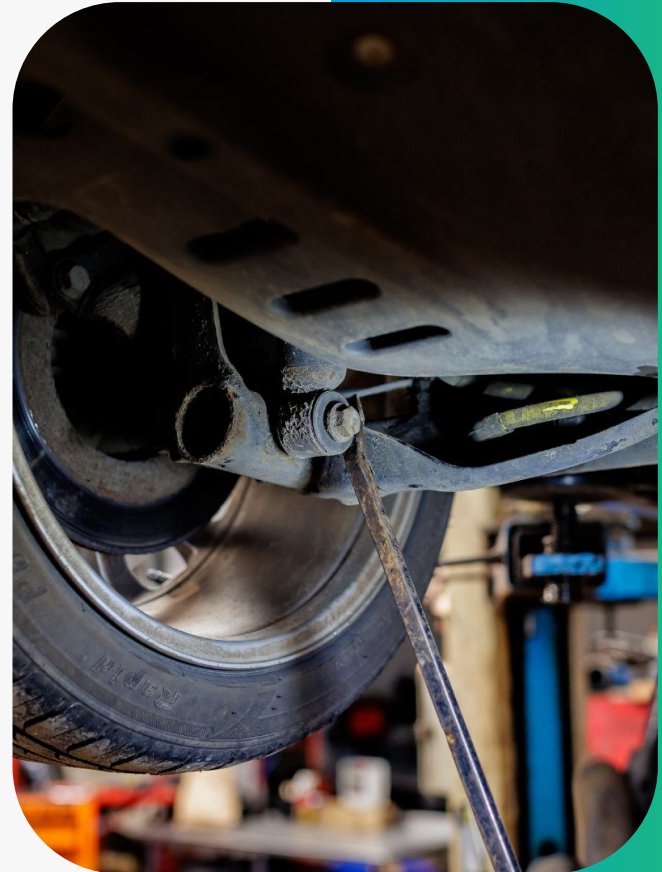


How to approach local businesses as a grassroots club

How to Make the **First Move**

Pick an industry! e.g. an MOT Garage

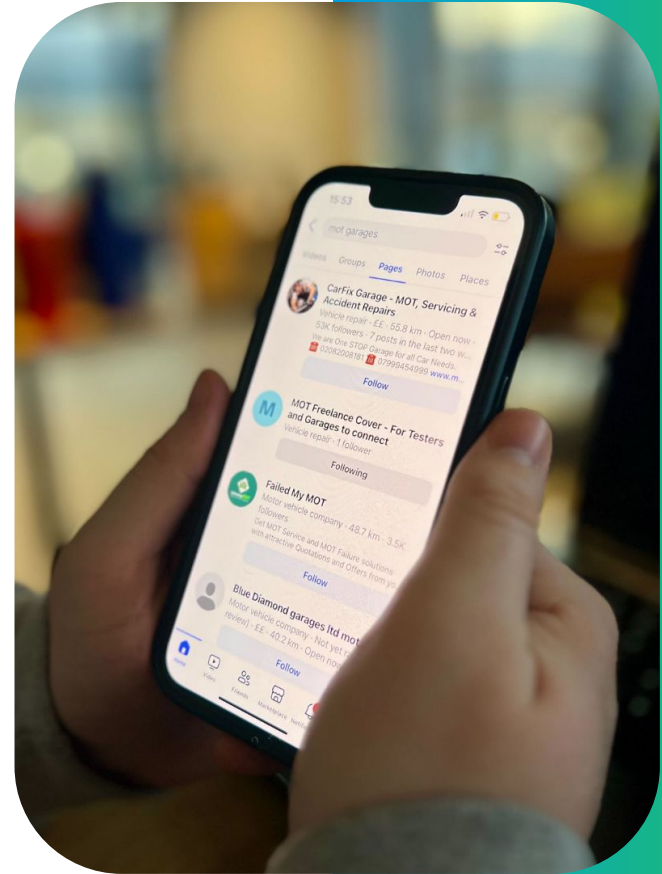
- **Research the Business:** Understand their brand, values, and customer base.
- **Make it Personal:** Reference their community ties or mutual connections.
- **Be Clear on Value:** Highlight specific benefits for their business.
- **Start Small:** Offer affordable, entry-level sponsorship packages.
- **Follow Up:** Send a thank-you and maintain communication.



Creating long-term partnerships with local businesses

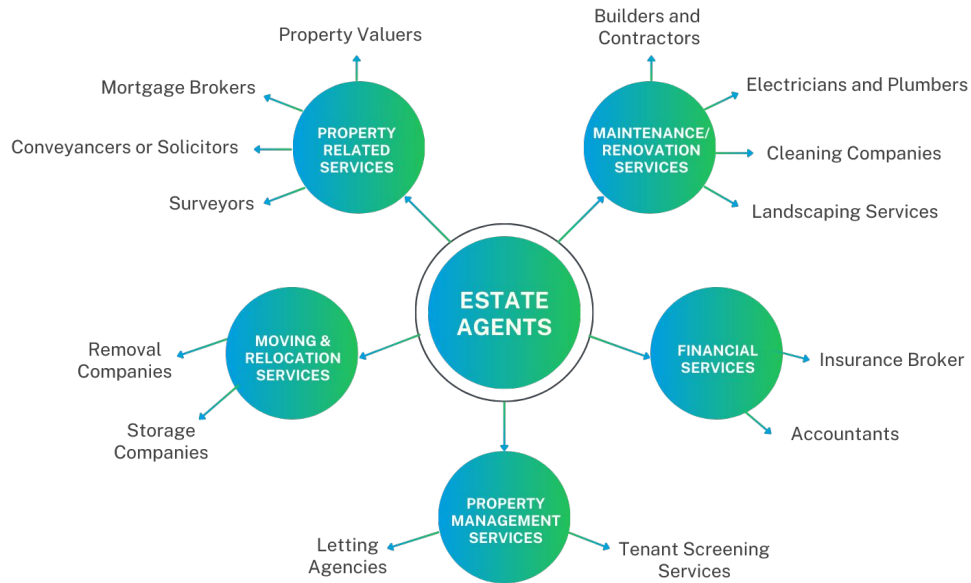
Nurturing Lasting Partnerships

- **Communicate Regularly:** Share updates on how their sponsorship is making an impact.
- **Deliver Value:** Provide consistent visibility and involve them in events.
- **Celebrate Them:** Publicly acknowledge their support on social media and at events.
- **Adapt and Grow:** Offer scaled sponsorship options as their business grows.



Land and Expand

Identify what businesses are connected to each other, e.g. an Estate Agent may be associated to the following:

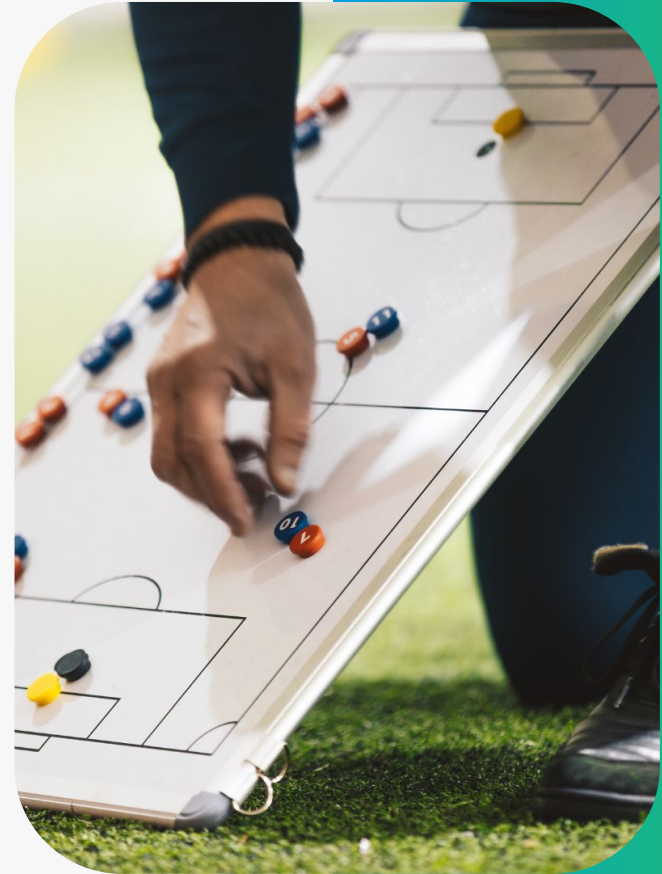


Next steps

Your Sponsorship Action Plan





Follow these steps to secure sponsors:

- **Identify Potential Sponsors:** Create a list of local businesses to approach.
- **Customise Your Pitch:** Highlight mutual benefits and align values.
- **Prepare Marketing Materials:** Have a sponsorship brochure or proposal ready.
- **Follow Up and Stay Engaged:** Build relationships for the long term.







Securing sponsors with **SNAP**

Before SNAP

-  Struggling with old, ineffective methods that hold you back?
-  No clear guidance on how to approach sponsors in your local area?
-  Find it difficult to retain sponsors season after season at your club?
-  Experience time-management constraints when trying to communicate with sponsors?

After SNAP

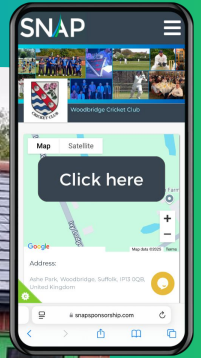
-  Your club is instantly seen by local businesses and big brands!
-  Ready-made tools and guides to make securing sponsorship easier!
-  Step-by-step frameworks for building lasting sponsor partnerships!
-  Built-in messaging tools to strengthen sponsor relationships!

Success Story

Club Spotlight:

Woodbridge Cricket Club

- **The Challenge:** Limited funding and resources with no prior sponsorship experience.
- **The Approach:** Promoted sponsorship offers internally whilst tailoring comms to specific industries based on ROI value.
- **The Result:** Secured 21 sponsors from diverse industries (e.g., hospitality, trades, pet supplies), increasing revenue from £300 to nearly £4,500 in 8 months.
 - **Benefits for the club:** New training equipment/funded coaching courses for members to train youth section.
 - **Benefits for the sponsor:** Increased local visibility and community engagement.



Q&A

This is part of our webinar series:

Securing Sponsorship in **90 Days** : A 4-Part Series for Grassroots Clubs



12th December

Webinar 1: Prepare Your Club for Sponsorship and Create a Winning Proposal

[Watch recording →](#)



16th January

Webinar 2: Securing Grassroots Sponsorships From Local Businesses

[Watch recording →](#)



13th February

Webinar 3: Maintaining and Growing Grassroots Sponsor Relationships



13th March

Webinar 4: The Future of Grassroots Sponsorship

The background of the slide features a dark, semi-transparent overlay on a photograph. On the left, a woman is shown from the chest up, holding a large pizza. On the right, a man is shown from the chest up, celebrating with his right arm raised in the air. The overall tone is celebratory and community-oriented.

Join our weekly webinars to find out more about SNAP

Tuesdays 7pm

Fridays 12pm

Follow #TeamSNAP



Thank You for Joining!

[Visit our website for more tools and support!](#)