

Maintaining and Growing Grassroots Sponsor Relationships

Retain sponsors and turn short-term deals into long-term partnerships



What You'll Learn Today



**Retaining sponsors
and delivering on
promises**



**How to approach and
build relationships with
local sponsors**



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



**Success story -
Clanfield Football Club**

Retaining Sponsors and Delivering on Promises

The Importance of Retaining Sponsors

- **Steady Cash Flow** – Reliable funding helps with planning, buying equipment, and growing your club.
- **Stronger Ties** – Long-term sponsors mean better trust, membership perks, and support.
- **Credibility Boost** – Loyal sponsors make your club look solid to attract more sponsors and members.
- **Less Hassle** – Finding new sponsors takes time and effort—keeping them is way easier!



How to Deliver Promises for Your Sponsors

- **Clear Communication** – Keep sponsors updated. Regular check-ins show you value the partnership.
- **Maximise Visibility** – Deliver the agreed-upon benefits-branding/social media promotion etc.
- **Engage & Involve** – Invite sponsors to events and create opportunities for them to connect with your audience.
- **Show Results** – Provide insights on how their sponsorship benefits them—reach, engagement, and ROI etc.



How to Approach and Build Relationships With Local Sponsors

Asking Brands for Their Objectives

- **Research and Identify Potential Sponsors** - Identify local businesses that align with your brand, event, or cause.
- **Craft a Compelling Sponsorship Proposal** - Highlight exposure, audience engagement, and potential ROI.
- **Make the Initial Contact and Pitch Your Idea** - Offer flexible sponsorship options to accommodate different budgets.
- **Nurture the Relationship for Long-Term Success** - Maintain ongoing communication and explore future collaboration.



Creating Long-Term Partnerships with Local Businesses

Insurance Case Study

Sponsor Objectives

- Enhance local brand visibility for the insurance sponsor.
- Engage the community and collect data via club events.
- Connect with members through multiple communication channels.
- Network and educate potential clients at pre-match lunches.



Insurance Case Study

Sponsorship Activation

- Branded pitch-side banner, program ad, and event presence.
- Official sponsor of the Minis Festival and other club activities.
- Sponsorship of the Man of the Match awards to boost visibility.
- Promote insurance policies via digital, social media, and events.



Insurance Case Study

Sponsor Benefits

- Increased policy uptake through brand exposure.
- Promotion of special offers via programs and newsletters.
- Direct access to rugby club members.
- Enhanced sales through advertising and event presence.

“SNAP tailored an effective, activation-based sponsorship program”

A-Plan Insurance



Automotive Case Study

Sponsor Objectives

- Increase brand exposure and promote the showroom to club members.
- Generate sales leads within the club community.
- Boost car sales through more test drives and experiences.
- Expand reach via club members and their extended network.



Automotive Case Study

Sponsorship Activation

- Pitch-side advertising and programme adverts at home matches.
- Sponsored "Man of the Match" award at 13 first XV games.
- Rebate system to reward the club for member-referred car purchases.
- Additional activations like "Volunteer of the Month" and annual awards.



Automotive Case Study

Sponsor Benefits

- Increased car sales through direct member engagement.
- Enhanced brand exposure at club events and fixtures.
- Direct access to members and local media coverage.
- Positive association with grassroots rugby and community support.



Medical Case Study

Sponsor Objectives

- Boost brand awareness through venue and digital promotion.
- Engage the community and highlight the hospital's location.
- Educate the community on eye health.
- Drive laser eye surgery referrals through club interactions.



Medical Case Study

Sponsorship Activation

- Sponsored sign placed along the main road outside of the club.
- Sponsor made the official partner of the Minis Festival at the club.
- Branding featured on festival equipment throughout the event.
- Easter egg hunt with Optegra branded bunny.
- Eye health education delivered through fun activities, and used in “National Eye Health Week” campaigns.



Medical Case Study

Sponsor Benefits

- Enhanced brand exposure through roadside, pitch-side, and program ads.
- Increased laser eye surgery referrals.
- Improved eye health awareness for Minis players.
- Greater community awareness of the eye hospital's location through the Minis Festival.

“Great to build our brand awareness while engaging in the local community”

Optegra



Next Steps


Your Sponsorship Action Plan


- **Build Relationships** – Maintain regular contact, invite sponsors to events, and publicly acknowledge their support.
- **Show Value** – Provide reports on brand exposure, community impact, and engagement metrics.
- **Offer Perks** – Give exclusive benefits, integrate them into club activities, and boost direct fan engagement.
- **Secure Renewal** – Start renewal talks early, adapt packages to their goals, and propose long-term partnerships.





Retaining sponsors with **SNAP**

Before SNAP


 Lack of understanding on how to activate brands through sponsorship


 Constraints towards record-keeping and managing volunteer roles/actions


 Difficulty in keeping track of ongoing deals and renewals


 Challenges with chasing payments and verifying income within clubs

After SNAP

 Access to industry focused activation plans/case studies

 Internal tools to help users manage records and committee/volunteer actions

 In-built notifications for renewal reminders to ensure retention process can begin on time

 Automatic payment collection through Stripe to make income easier to obtain

Success Story

Club Spotlight:

Clanfield Football Club

- **The Challenge:** Lack of time to manage various club roles, including securing sponsorship funding.
- **The Approach:** Using the SNAP system to be flexible with packages, creating value-driven partnerships.
- **The Result:** Raised £5,500 in first 6 months using the SNAP platform.
 - **Benefits for the club:** More funding towards projects like youth programmes.
 - **Benefits for the sponsor:** Increased brand awareness and community connection.



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

[Watch recording →](#)



13th March

Webinar 4: The Future of Grassroots Sponsorship

The background of the slide features a dark, semi-transparent overlay over 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 waist 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

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