



# **CLUB SPONSORSHIP TOOLKIT**

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# INTRODUCTION

Money is vital to the survival of grassroots football clubs, but with so many clubs seeking limited funding opportunities, what can you do to help make your club more sustainable?

This toolkit is a summary document to assist clubs in the sponsorship landscape. The aim is to provide a quick introduction and an overview of the key points and processes when trying to find a sponsor.

We understand that clubs may be looking to rely on sponsorship now more than ever, so we hope to give your club the best chance at securing those funds via the advice detailed in this document.

Prior to entering into any contractual agreement with a product, activity or service that may be considered to be detrimental or inappropriate to young persons, clubs should contact [Support@NorfolkFA.com](mailto:Support@NorfolkFA.com) to seek approval.



# WHY IS SPONSORSHIP IMPORTANT?

Sponsorship is important for a grassroots football club as it can help to fund necessities to ensure the club can continue to run. Not only does it provide the means for your club and team to operate, but it can also, on a vanity level, demonstrate that you're a professional club.

Sponsorship is an excellent way for your club to raise revenue while raising the profile of the organisation that is sponsoring you. You must remember when seeking sponsorship that any agreement you come to will be a two-way thing. Your club will be expected to honour obligations in order to maintain the sponsorship.





# WHAT CAN YOUR CLUB OFFER A SPONSOR?

Before you approach any company for sponsorship you need to know what your club has to offer. In essence this is an inventory of all the assets you may have, what rights you own, your access to players and members, the value of your brand and the events and other opportunities that may be available.

## Tangible Assets

Presence on club website

Presence on social media channels

Advertising space in matchday programmes

Kit branding

Tickets and hospitality to fixtures

Branding at fixtures/events

## Intangible Assets

Success of the team/club

Image of the sport

Profile in the local media

Number of fixtures and spectator numbers

Accessibility of the sport

# KIT BRANDING OPPORTUNITIES AND REGULATIONS

The FA have regulations in place relating to kit branding and sponsorship that you will need to consider before you make any offers.

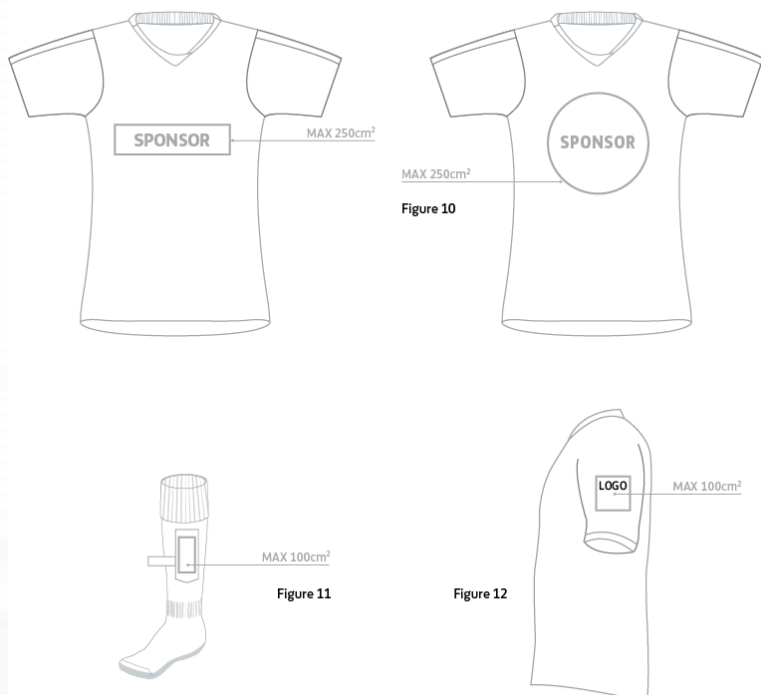
In addition to the most commonly used front of shirt sponsor, there are also opportunities for teams to secure more than one kit sponsor. The below images display the accepted placements and sizes of a potential sponsor.

We strongly recommend clubs read the full set of regulations in The FA handbook before confirming any kit sponsors. The regulations are available online here: <http://handbook.fapublications.com/#!/book/30/chapter/s2699-kit-and-advertising-regulations>

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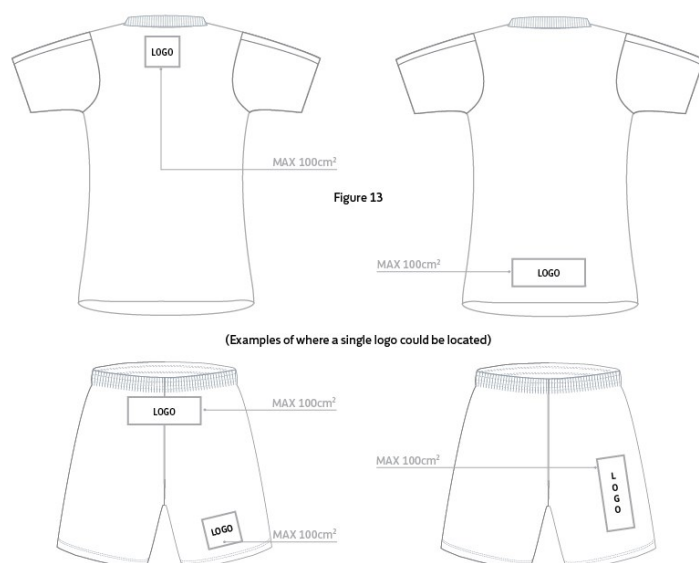
## SPONSOR DESIGNATIONS

Regulation C.2(i) front of the shirt and sock tie-up



## SPONSOR DESIGNATIONS

Regulation C.2(i) Back of the shirt and shorts



# FINDING A SPONSOR

## TOP TIPS

### Be realistic

The likelihood of a large, well known company with no obvious connection to your club offering sponsorship is small.

### Utilise your contacts

Your players and/or the parents of players may work for/own a company that could be a potential sponsor.

### Start local

A lot of sponsorship, funding and in-kind donations can potentially come from local businesses. Research your local businesses, the work they do, what their values are and see what potential links you could make.

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# APPROACHING A POTENTIAL SPONSOR

Be creative and impactful—first impressions count! Make sure your request stands out from any others they may receive.

Proof read your letters/emails—lots of times! If you are sending the same information to lots of brands, ensure you have removed any reference to another brand.

Have an introductory document that can be used to give an overview of your club, some key statistics and the opportunity - list some of your assets and how a sponsor can get involved.

Make it clear and easy to understand.

Follow up –make a note of the date you send the email/letter and follow up after a minimum of 2 weeks. This gives the brand enough time to consider your offer and will remind them to respond.



# HOW MUCH DO YOU NEED?

The key points to consider are as follows:

- ⇒ Be reasonable and realistic
- ⇒ Don't ask a small company for a large amount of money, they will most likely say no
- ⇒ Have an idea on what a company is likely to be able to spend. The internet can sometimes give you an idea of advertising spend which is a useful benchmark – but don't rely on that too much.
- ⇒ Decide on whether you want money, product, equipment or services, or are you willing to take a combination?
- ⇒ What other support can the company offer you that is of value, e.g. PR/marketing support, resource etc? This can often be worth as much, if not more than money
- ⇒ Be prepared to be flexible


# MAINTAINING A SPONSOR

Once you secure a sponsor, you need to make sure you keep it.

**First and foremost... Do not commit to anything you cannot be sure to deliver; don't make promises you can't keep!**

Communication is fundamental – it can often make or break a sponsorship. Keep a sponsor regularly informed about what you are doing and what is happening.

Plan regular meetings and report on your activities, results and upcoming schedule



How do we keep our sponsors happy?

Keep a record of all your media coverage

Agree how they want to interact and who will be the key contact both within your club/team and your sponsor's

Inform a sponsor in advance of events in case they wish to attend – give them plenty of notice

If a sponsor doesn't want or need regular information, make sure you gather it anyway and keep it for your own records – this will be very useful for renegotiation or when talking to other sponsors.



For all queries regarding sponsorship for your club/  
team, please contact [Support@NorfolkFA.com](mailto:Support@NorfolkFA.com)