

# Creating a Sponsorship Pack

## Introduction

When it comes to developing a sponsorship pack there is no “one size fits all” document, clubs seek sponsorship for various different projects and events. We have compiled this document as an extension of the Sport England Sponsorship Toolkit available through [Club Matters](#) to support you in designing your own unique Club offer. This document will provide guidance, samples and templates that you can use to develop a sponsorship proposal specifically for your club. In most cases these templates and examples are generic to all disciplines, but some examples are swimming focused, but can be adapted to suit the needs of Waterpolo, Synchro and Diving too.

This Guidance document will include information on:

- Step by step guide to compiling a sponsorship proposal
- Templates / samples and top tips
- Examples of companies that you should approach
- Links to additional documents and contacts
- Club case studies

## Getting Started

Before you can start compiling your sponsorship proposal you must first consider:

- What you are requesting funding for
- Ensure you are able to demonstrate what you would like sponsorship for
- Be prepared to show your club finances

Once you have considered these areas and you have a clear idea of your sponsorship project, finances required and benefits of your sponsorship offer you are ready to begin.

When compiling your sponsorship proposal there are 7 key areas that must be included:

1. Covering letter
2. Cover page
3. Positioning statement
4. Benefits list
5. Key contacts page
6. Testimonials
7. Pricing

## 1. Covering Letter:

Your covering letter needs to be tailored to the sponsor, which means if you are approaching several sponsors from different industries you will need to produce more than one cover letter. Each letter must follow the normal conventions for a letter:

- Present on letter headed paper
- Date the letter
- Clearly identify the sender and proposed recipient [try to use a named individual where possible]  
Companies House can be checked to find out details about a company for free [here](#)
- Do not use abbreviations or industry specific terminology

Your letter doesn't need to be more than four paragraphs, but must ensure that the information included is succinct, comprising of a brief introduction and a focus on potential outcomes for the sponsor (not what's in it for your organisation)

- 1<sup>st</sup> Paragraph: Should introduce yourself and your club and an overview of your industry.  
2<sup>nd</sup> Paragraph: Outline of the reason you are approaching the prospective sponsor  
3<sup>rd</sup> Paragraph: Reference any documents you are attaching  
4<sup>th</sup> Paragraph: Advise who to contact for information and how they should do this

Please see below a template which you may wish to use to set out your covering letter, this can be changed and adapted to suit your sponsor or club requirements.

### TEMPLATE COVERING LETTER

Club Name  
Club address

Sponsor first name and surname  
Sponsor position  
Sponsor company  
Sponsor address

Date

Dear [Insert Sponsors name / organisation name]

Thank you for taking the time to read this proposal, it is very much appreciated.

[Club Name] is the [sentence about your club linked to your club mission statement]. We are currently undergoing a review of our club strategy which has revealed some areas for potential investment from local businesses in [insert your local area].

Enclosed is a copy of our sponsorship proposal outlining some key investment opportunities for your organisation, which will raise the profile of your company within the local community, amongst other businesses and potentially generate new business. This offer has only been extended to a small select group of organisations and we are experiencing a high level of interest.

If you would like any additional information or to talk over the contents of the proposal in person please contact me on [Add in contact details]

Thank you again for your time and we look forward to hearing from you soon.

Yours faithfully/ sincerely

[Name]  
[Position]

## 2. Cover Page:

Your cover page is the window into your organisation, it needs to be a compelling invitation for your potential sponsor to learn more about your organisation so it must be appropriately dressed. Your front page needs to be:

- Relevant
- Striking
- Visually interesting

### EXAMPLE COVER PAGE



# Flip Flop Swimming Club Sponsorship Proposal: 2017

**Logo's on:**

- Event Promotion
- Club Kit
- Club Hats

**Links to:**

- Club Website
- Member mail shots

**Mentioned in:**

- Social media
- Local press

  

### 3. A Positioning Statement:

A positioning statement should excite potential sponsors and compel them to invest in your club. It should provide a brief overview of what your club is trying to achieve, and highlight the benefits of the partnership to the sponsoring company.

#### Top Tip\*

Do not just focus on the history of the club, tell the club's story and how the club can generate positive outcomes for the potential sponsor.

## TEMPLATE POSITION STATEMENT

### Flip Flop Aquatic Club - Positioning Statement

[As an opening statement insert your club's mission statement & Vision]

Swimming is England's most popular participation sport with 2.9 million people swimming every week. (Quote from recent research – Health benefits) By investing into our swimming club your organisation would be supporting this number to grow and also investing in future elite swimmers.

#### Our Swimming club has:

- Current membership of XXX club members including XXX volunteers & coaches & XXX swimming Members
- Club Swimmers competing in a minimum of XXX internal Competitions and XXX external competitions per year
- Access to an average of 350 Spector's at each competition.
- A number of performance / elite level athletes. XXXX gained XXX medals at XXX competition
- Links to local swim schools and community swimming programmes reaching XXX swimmers and parents in the local community

We urge you to invest in this local swimming club through opportunities outlined in this proposal. Your return on investment will not only be seen in your bottom line, but also in the health and wellbeing of the local community and in the development of our future potential Olympians.

## 4. A List of Benefits:

When promoting the benefits of your club to potential sponsors, you should list the key areas in order of priority to your sponsor (this may need to change depending on the sponsor). Each benefit you highlight should have at least one paragraph of justification detailing how this will be of a benefit to the sponsors company. Below is an example paragraph and an outline of key areas you should consider when writing your benefits.

### CLUB BENEFITS TEMPLATE

#### Flip Flop Aquatic Club – Benefits

Our current membership offers your organisation an established market place in which to promote your company. Many of our members are young working families keen to invest in the future of their children through property, education and legal protection, which is an ideal market for you to expose your brand.

#### Internal Competitions

You can have direct exposure through our 4 internal competitions per year by sponsoring the events. These internal competitions usually have around 100 participants entering and spectators bring in the form of parents, grandparents, aunts and uncles of around 100 none member spectators, and usually 100 member spectators. We advertise these meets on our website, through our texting service and Facebook page. We can attach your company logo to all communication, for entries and results as well dedicating a section of our programme to you company. There is the opportunity to have an entire programme dedicated solely to your company by becoming our principle sponsor.

#### External Competitions

- Length of time you have been holding internal events
- What opportunities there are to advertise during these events
- Social Media promotion during events
- Catchment area of competitors

#### Website

- How you use your website
- How many hits per day/week
- Social Media reach – Facebook/Instagram/Twitter [how many friends, followers & likes you get]
- Links to other partners, local authorities, community groups etc.

#### Competitive Teams

- Number of teams & ages
- Number of teams in the leagues you enter
- Number of spectators at meets
- You may want to include a map of the area your teams cover on an annual basis:
- Follow up exposure after meets: Press releases, Regional Websites etc.
- Micro League is a junior league aimed at providing foundation competition to 9-12 year olds. This league is made up of 22 clubs across the North West.

#### Volunteer workforce

- Size of your volunteer team
- Amount of events they go to
- Conferences, workshops and clinics they attend
- Numbers of hours per week in and around local Leisure centres, café's etc.

## 5. Key Contacts:

To establish confidence with potential investors it is important to offer a window into the structure of your club and some basic background information around your committee and governance structure.

List key role holders from your committee, detailing their profession, current status within the community and any board or positions of influence they may hold. Include a photograph alongside these biographies, but do not include contact details. Ensure you seek permission before using committee member's photograph and personal details.

### EXAMPLE KEY CONTACTS



Verity Dobbie

Verity is the managing partner of a small law practice in North West Durham where she specialises in family law. Married with a teenage daughter she has swum competitively since she was nine, and despite Orwell's dire predictions she couldn't wait for 1984 to turn 25 and start in Masters.

Her adventures as "the Binge Swimmer" can be followed in the Swimming Times and on her blog "Binge Swimming". Verity also writes the Masterstroke's column in the Swimming Times; She is passionate about the sport and loves its inclusiveness and the fact that it is as satisfying for the complete novice as it is for the more seasoned competitor.



Geoff Stokes

Geoff holds a number of positions within regional and national swimming administration.

He is a member of the South East Region board, a Masters coach for Rushmoor Royals SC and a member of Spencer Swim Team.

He is also the liaison and adviser for the ASA and British Swimming Masters Championships representing the relevant Masters committees. As a swimming judge, Geoff supports age group competitions throughout the year.



Shelley Robinson

Shelley became involved with swimming through her children in the early 1980s. She qualified and ended up as head coach before becoming a Masters coach.

She is also qualified as an official, has run her own swim school and training organisation. After learning to swim butterfly at 40, Shelley started to compete as a Masters swimmer.

More than 20 years later, she is covering both ends of the age range in swimming as South East Region Welfare Officer and a Masters swimmer in her seventh decade!



Sharon Lock

Sharon was a swimmer in her youth and then re-started Masters at the age of 30. She has competed in all levels of Masters Competitions and has enjoyed limited success at Worlds & European (not top three but mainly in the top 10). She has been an enthusiastic promoter of Masters Swimmers and has been Leics County Rep for five years, helping to organise Regional Development Days & Team Managing Leics Team for inter-counties.

## 6. Testimonials:

Testimonials are a great way of promoting the success of your club and what better way of showing a potential sponsor how great your club is than other organisations, members and partners saying it for you. In this section you could also include any awards your club has received, for example, ASA Aquatic Awards, Regional awards and the reason behind them.

- Approach past investors and sponsors
- Current members including parents (including comments about club champs, fundraising events etc)
- Current partners
- Awards received
- Successful recent projects (other recent investment)

### EXAMPLE TESTEMONIALS

#### Flip Flop Swimming Club – Testimonials

“We have been a sponsor of Flip Flop Swimming Club for twelve years... It has been one of the most wonderful partnerships we’ve had in Lancashire”. – Flip Flop Estate Agents

“We’ve been at the Flip Flop Swimming Club Open Meet for three years. We have a stand at the event and receive a great deal of interest from new customers. It’s been a great opportunity and we love being a part of it!” – Flip Flop Automotive

“We love sponsoring Flip Flop Swimming Club. It’s one of our most valuable partnerships. We get a lot of traffic at their internal galas, it’s a great family event. We have really high hopes for the turnout we’re going to have at the zoo for the rest of the summer based on traffic we’ve gained from the events. We plan on becoming a long-term partner with flip flop swimming club.” Flip Flop Zoo



## 7. Pricing:

When looking at pricing options for your sponsorship areas, be clear in:

- What the investment opportunities are
- How much they will cost the sponsor
- Payment options for the sponsors
- The return on investment for the sponsor

If there is room for negotiation on your proposal, specify this so that potential sponsors feel comfortable to approach you with alternative proposals

### EXAMPLE CLUB RATE CARD

#### Sponsorship Rate Card

We have many different areas your organisation can sponsor our club. This rate card shows an overview of our annual investment opportunities and their potential investment price.

Sponsorship Type	Suggested Amount	Return
Event / Principle Sponsor	£3000	<ul style="list-style-type: none"><li>▪ 800 entry forms each year, these are all advertised through Swimnorthwest regional website and contacts.</li><li>▪ 1000 championship programmes</li><li>▪ Link on website to your organisation</li><li>▪ Advertisement on the electronic timing board</li><li>▪ Logo on all coaches &amp; swimmers Kit</li></ul>
Website	£1000	<ul style="list-style-type: none"><li>▪ Your logo on every page of our site</li><li>▪ Links directly through to your company site</li><li>▪ Company advertised through social media; Facebook, Instagram and Twitter</li></ul>
Micro League Team	£1000	<ul style="list-style-type: none"><li>▪ Logo on hats</li><li>▪ Logo on t shirts</li><li>▪ Team competes at 5 venues across the north west each year with xxx different clubs / spectator</li></ul>
Arena League Team	£1000	<ul style="list-style-type: none"><li>▪ Logo on hats</li><li>▪ Logo on t shirts</li><li>▪ Team competes at 5 venues across the north west each year with xxx different clubs / spectator</li></ul>
Turn Flag Sponsor	£500	<ul style="list-style-type: none"><li>▪ Used at training 6 times a week, seen by</li><li>▪ Used at 4 internal galas</li><li>▪ Used at 2 open competitions</li><li>▪ Exposure to XXX spectators</li></ul>
Starting Blocks	£100	<ul style="list-style-type: none"><li>▪ Used at training 6 times a week, seen by</li><li>▪ Used at 4 internal galas</li><li>▪ Used at 2 open competitions</li><li>▪ Exposure to XXX spectators</li></ul>
Volunteer Workforce	£500	<ul style="list-style-type: none"><li>▪ Logo on t-shirts</li><li>▪ Seen at xxx events</li><li>▪ X local</li><li>▪ X national</li><li>▪ Xx international</li></ul>

If any of these payment options do not fit your requirements or you would like additional return on investment, please be assured that XXX will do everything within its power to accommodate your requirements.



## Final Page:

Your final page should simply thank the reader for their time and signpost them to who they can contact for more information.

### EXAMPLE FINAL STATEMENT

Thank you for taking the time to read our Sponsorship Pack. We would welcome the opportunity to discuss our sponsorship proposals further and answer any questions you may have.

Please contact XXX to arrange this at your convenience

# Swim England Sponsorship Guidelines

It is important that you have read and fully understand the Swim England and British Swimming guidelines before structuring your programme and approaching a sponsor.

- It must be made clear to the sponsor that when sponsoring the Club this in no ways provides rights to association with any British Swimming or a GBR representative team, or members of that team, even when Club members are involved in British swimming activity or form part of any GBR representative team
- The sponsor does not have any rights to use Club members' images in their GBR representative kit or clothing with the British swimming logo on. They can only use images of the athlete in the kit that the sponsor provides to the Club as Club kit
- The sponsor cannot make reference to members of the Club as GBR team members in their marketing and promotional materials as this creates an association with the GBR team for which they have no rights
- The sponsor cannot request or insist that a club member wears their Club kit, with or without the sponsors branding on, at any time whilst the athlete is representing British Swimming or on international duty as part of a GBR representative Team.
- The sponsor cannot request or insist that a club member wears their GBR representative team kit or clothing with the British swimming logo on when conducting personal appearances or taking part in any PR, marketing or promotional activity on behalf of the sponsor.

## Personal Sponsorship Guidelines - Branding

- When representing the sponsor they must not wear their GBR Team kit unless the sponsor is also the sponsor of the Team or the Official Kit Supplier to the Team (e.g. TYR)
- When on representative team duty the athlete must wear only the kit provided by the Official Kit Supplier to the Team and is not permitted to wear items supplied by their personal sponsor
- Their personal sponsor is not entitled to any branding on the athlete's GBR Team kit or on their racing suit even when the athlete exercises their freedom of choice to wear an alternative brand to compete in
- When on international duty and participating in any media activity the athlete may not display any personal sponsor branded products
- When competing in selection events e.g. Olympic trials, the athlete is competing under their club and can therefore carry branding on their kit – apparel and swimwear provided that such branding is in line with FINA GR 6 Advertising and BL 7, which stipulate the number and size of any brand advertising permitted

# Case Studies:

## Northgate Swimming Club - Shropshire

Northgate Swimming Clubs most recent sponsors were Bridgnorth Aluminium who provided the club with £3000 in a three year deal for club poolside shirts for all members and Central Food Services who provided a £1000 for medals at our PB Buster 2016. Logos on the shirts were subject to a commitment from Northgate to use / promote the sponsor name for 3 years. The medal sponsorship is given by a successful businessman whose daughter swims for Northgate (and wants nothing in return).

As a club we know the importance of fund raising and have done a number of events each year and any funds raised get split with our nominated charity for each year and the club. Events like the 24 mile Bridgnorth Walk and bag packing at local stores each year have raised around £5,000.

# Bramcote Swimming Club (Synchronised Swimming Section)

## Overview of club:

Bramcote SC is a competitive yet friendly swimming club, based in Nottingham. We cater for a variety of abilities, from improver to national competitor. We also have a synchronised swimming section within the club.

## What did the club want from sponsorship?

- 1) Increase income into the club to help cover misc costs (ex. coach hire for competitions)
- 2) Prestige of having a sponsor would elevate the club's image
- 3) Find out if the club was capable of signing a sponsor.

## How did they go about gaining sponsorship? (i.e. in step by step terms)

- 1) First step was to revamp the sponsorship offer. This included updating contact details and creating an easy to understand PDF that could be presented to potential sponsors either via email or in physical copy. There were four tiers of sponsorship available. (see attached)
- 2) Emailed out internally to our members and externally to local businesses.
- 3) Interest from a club member's father who owns his own business.
- 4) A one year contract was created including obligations of the club and of the sponsor as well as a termination clause. Agreed terms was signed by both parties.
- 5) Invoice produced for sponsor.
- 6) Obligations ticked off throughout the year as per terms with regular check-ins to make sure sponsor was happy.
- 7) Before the end of the contract, contact made regarding prospect of renewal.

## Who did they get successful sponsorship from?

Mint Plumbing and Bathrooms have been a Platinum sponsor of BSC since June 2015.

Alongside this ongoing formal sponsorship, we also successfully applied for two different grants. The first was a local sport fund which gave us funds to kick off a series of taster sessions to establish the new synchronised swimming section as well as a local community fund which gave us a one-off donation for competition costumes for our synchronised swimming section.

## What difference did it make to the club?

In 2015 when we first established the sponsorship with Mint, it was to help cover costs for special 50th Anniversary swimming hats for club members. Since then, thanks to this additional income, the club has been able to send committed poolside volunteers for formal qualifications in coaching/teaching. As well as to cover the cost to hire coaches to out-of-town competitions, buy ipads for training.

## Any lessons learned?

The most effective way to gain a sponsor is also the most time-consuming and that is one-to-one/word of mouth via direct connections into the club. Blindly emailing local companies will rarely elicit a response and much less one that actions anything. So far, we have found that if a sponsor is interested (even in the slightest), they are most likely to want the premium package and ideally exclusively. So it might be worth it to narrow down the options further whereby there is really only 1 package that is high cost but all encompassing.



# Bramcote Swimming Club Sponsorship Packages



*Bramcote Swimming Club offers members one of the best opportunities in Nottinghamshire to develop and achieve their maximum potential in the sport of swimming and synchronised swimming.*

## Why Support Us

- We help grow your brand awareness with regular exposure at training sessions, galas and league events throughout the East Midlands
- We provide an opportunity for you to connect with new customers
- You gain an association with a strong and well supported local sporting community

## What Your Support Does

- You enable the club to grow further
- You help us fund training for our volunteer coaching staff
- You help fund new equipment and swimwear
- You help us encourage young people into sport
- You facilitate our success at competitions and in leagues
- You help support your local community organization

### PLATINUM = £1000

- Logo on all club kit
- Feature, logo and link on club websites
- Exposure on club's social media pages
- Logo appears prominently on all printed literature
- Acknowledgement of your support at host events

### SILVER = £250

- Logo and link on club websites
- Acknowledgement of your support at host events

### GOLD = £500

- Logo and link on club websites
- Exposure on club's social media pages
- Logo appears on all printed literature
- Acknowledgement of your support at host events

### BRONZE = £50

- Acknowledgement of your support on our club websites

Founded in 1965,

*BSC celebrated our 50th Anniversary in 2015!*

We are one of the most successful swimming clubs in the region attending over 30 galas and meets per year around Nottinghamshire, Leicestershire and Derbyshire.

Our club is made up of 300 members from all levels up to Team GB!

Website: [www.swim-to-win.com](http://www.swim-to-win.com)

Contact: [sponsorbramcotesc@gmail.com](mailto:sponsorbramcotesc@gmail.com)



## Burton Amateur Swimming Club

This Idea was devised by Burton ASC's fund raising officer Craig Day. Craig has administered this scheme for the last two years and it has proved popular with local businesses and investors. Craig has had various ideas such as this over the past few years; his time and commitment to fund raising helps to fund courses for volunteers, coaches to competitions and general club costs.

Craig recently got the club involved in a Santa pull run by the Rotary Club and has been given a cheque for £350 to donate to a charity of their choice and is helping to integrate the club into the local community too.



### BURTON AMATEUR SWIMMING CLUB

EST : 1878

Email : [info@burtonasc.co.uk](mailto:info@burtonasc.co.uk) Website : [www.burtonasc.co.uk](http://www.burtonasc.co.uk)



## Sponsor a swimmer for a year

**Burton Amateur Swimming Club is looking for Companies/Individuals to sponsor a swimmer for a year.**

**The Club is looking for a donation of  
£25 for 1 swimmer, £45 for 2 swimmers or  
£90 for 4 swimmers.**

*Other rates are negotiable*

**Evan Bavester**  
Is sponsored by

**Physio Form**  
[Physio-Form.co.uk](http://Physio-Form.co.uk)

**Physiotherapy & Sports Injury Clinic**  
Please book on-line for appointments

- 12b Dallow Street, Burton upon Trent, Staffs DE14 2PG
- 01283 563331
- [appointments@physio-form.co.uk](mailto:appointments@physio-form.co.uk)
- [www.physio-form.co.uk](http://www.physio-form.co.uk)

***In return for your donation,  
Your Company details and  
contact information will be  
on the Club's website for  
the year.***

*Sponsor's advert will appear on our website.*

**Your Company logo will also be on display on our notice board at the Meadowside Leisure Centre, Burton and in any programmes produced by the Club within that year.**

**The swimmer will receive a named Club Hat and water bottle.**

**They will also benefit from improved coaching and new equipment funded from your donation.**

**If you would like more information or would like to sponsor a swimmer then please contact  
Craig Day at [DAY\\_C@sky.com](mailto:DAY_C@sky.com)**

# Useful Links:

For more tips on how to develop your club, visit [5-tips-club-development](#). Here you will find various hints and tips to maximise funding streams for your club.

Have you signed up to easyfundraising? We understand funding is essential for club development. This pack will support you in creating your sponsorship offer but there are a few other routes you can explore. Swim England has teamed up with easyfundraising to provide you with a highly effective free tool to raise money for your club. The site is quick and easy to use. Whenever you or a supporter shop online, simply login to easyfundraising and start shopping with over 3,000 retailers. Every purchase generates money for your club! You can register your club here <http://swimming.easyfundraising.org.uk/>

## For further support:

- <https://www.sportenglandclubmatters.com/club-finances/generating-income/>
- <http://www.uksponsorship.com/spt1.htm#.Wbd-8LKGOpo>
- <https://www.gov.uk/get-information-about-a-company>