Sponsorship Proposal

“Insert Name” Hockey Club

# INtroduction

This document sets out a proposal to link commercial partners with “Insert Name” Hockey Club through a sponsorship agreement that will provide benefits to both the club and the partner. This will enable the club to “Insert what the club will use the money for”.

# HOckey IN Scotland

Hockey is one of the most popular sports in Scotland. There are over 6000 senior members, 32000 junior members playing in 120 senior clubs and 150 registered schools and youth clubs. The sport features prominently on the world stage and Scotland will have a presence in the GB team in the Olympics and their own team at the Commonwealth Games.

# Background (Who you are)

* “Insert Name” Hockey Club was established in “Insert Year”.
* The Club has the following membership characteristics

|  |  |
| --- | --- |
| Adult Female Members | “Add Numbers” |
| Adult Male Members |  |
| Under 18 Female Members |  |
| Under 18 Male Members |  |
| Non Playing Members |  |

* The club has had “Insert %” growth over the past twelve months.
* The club has a playing base at “Insert Ground” and a social base at “Insert Location”
* The clubs runs the following teams

|  |  |
| --- | --- |
| Women’s 1st XI | “Insert League” |
| Men’s 1st XI | “Insert League” |

Add as required

* This is an increase of “Insert Number” teams over the past “Insert Years”.
* The club has an excellent reputation on and off the pitch, being well organised, competitive and social.
* Insert other interesting information about the club

# Accomplishments

“Insert Club Accomplishments”

# Objectives

“Insert Name” Hockey Club has the following objectives

* “Insert Your Club Objectives”
* “Insert Teams” achieve promotion in “Insert Year”
* Increase membership by “Insert %” by the end of the season
* Develop formal links with “Insert Number” of schools by the end of the season.

# Financial REQUIREMENTS to members

Playing hockey has a financial cost to members. These costs include

* Affiliation to the Governing body for insurance and contribution to running the sport
* Coaching Cost - the “Insert Teams” have coaches who receive remuneration
* Pitch hire – This is required for “Insert Number” of training sessions and “Insert Number” of matches each week for the club
* Transport costs – As we play in the national league we are required to travel throughout the country.
* Kit – Each team is required to have a home and away kit
* Junior Development – The club has a thriving junior section to bring the next generation of players through to senior hockey. This is subsidised by senior members.

# Sponsorship

“Insert Name” Hockey Club would like to ask you to consider sponsoring the club for a minimum of one year.

## The core “Insert Name” Hockey Club Brand”

If we were to sum up what “Insert Name” Hockey Club represents we would list the following attributes:

* Strong Men and Women
* Committed to developing all players
* Desire to introduce more people to hockey
* Positive
* Sporty
* Successful
* Healthy
* Disciplined
* Fun-loving

## SPONSORSHIP BENEFITS

We are eager to work with our sponsors to ensure they benefit as much as possible from the partnership. Benefits we have identified include:

* Promotion through naming rights for team/s or the club
	+ Including branding on uniform, website, newsletter and through press releases
* Promotional access to potential customers via the Club and all its networks
* Advertising exposure via the “Insert Club Name” website which is accessed by club members, other Clubs and other players. Our website is updated regularly and is a highly effective promotional vehicle with a wide reach. Many Club members have joined as a result of finding us on the Web
* Publicity opportunities at tournaments and a chance to reach other teams and their supporters.
* Publicity opportunities at social events. Our social committee runs an active social calendar
* An opportunity to extend your marketing database, for example via a raffle held at a tournament
* Recognition of working with a leading club
* Promotion at club events including AGM, Cup Finals, Youth Events
* Exposure through press releases issued locally and associated with each activity
* Branding of programmes – The “Corporate Partner” Youth Hockey Programme
	+ Branding to be extended to Clothing, Resources developed, Publicity material
* Use of images to promote partnership
* Promotional launch
* Provide the opportunity to present prizes at appropriate events
* Event specific clothing worn by participants

## Sponsorship Packages

The club is offering 3 levels of sponsorship package

The Gold Package ~ £5,000 contribution (to be discussed)

As below plus -

Where it applies to corporate logo on playing uniforms. At this level there are two options:

* Corporate logo may appear with other corporate logos on playing uniforms, or
* Corporate logo may be the sole logo featured on one team’s uniform
* Naming rights for a team or the club
* Complementary tickets to annual dinner (4)

The Silver Package - £2,500 contribution

As below plus -

* A feature on the sponsorship page of the club website
* Opportunity to increase marketing database by collecting names at club events, for example by holding a raffle. The raffle prize and the logistics of running the raffle are the responsibility of the sponsor.
* An opportunity to market directly to Club members twice annually via our Club emailing list
* Logo and details in membership packs given to all new members
* Pitch side banner at main pitch for games
* Complementary tickets to annual dinner (2)

The Bronze Package - £1,000 contribution

* One year's "click through" advertisement on the home page of our website
* Press release regarding the development of the sponsorship
* Advert in the quarterly newsletter

## Benefits

Benefits to corporate partner

* Association with a strong Olympic and Commonwealth Games Sport
* Association with a family club in the “insert area” region
* Multiple exposure over a full calendar year
* Exposure at National and Local levels
* Significant contribution to local communities and the government health agenda

Benefits to the “Insert Club”

* Adding value to existing club programmes
* Links to commercial image
* “Add other details”

Benefits to Scotland

* Increase capacity of sports clubs
* Strengthening of the volunteer sector
* Development of partnerships and community cohesion

## Sportsmatch

Sportsmatch is a source of government funding that encourages the corporate sector to support sport by offering to match donations pound for pound. The criteria for the programme includes

* increasing participation at the grass roots level
* new or enhanced activities,
* activities that provide links to the local community and ensure long term benefits.

# Implementation

* Gain agreement from corporate partner to the project
* Draft and agree terms of agreement
	+ Including
		- Funding
		- Promotional responsibilities
		- Timescales
* Apply for sportsmatch
* Commence Programme
* Quarterly-monthly review