



Secure Thousands in Sponsorship for Your Sports Club

Find **MORE** sponsors, win **BIGGER** deals and secure sponsors
over **MULTIPLE** years

Name: _____

Company: _____

Date: _____

Castle Sport

Business Strategies for Sports Organisations

MODULE 1: GETTING STARTED

How to use these resources so that you secure thousands of pounds in sponsorship for your club



1. Complete the workbook in order
2. Fully complete all pages even if you genuinely believe you “know it” already
3. Complete the short progress check at the end of each lesson.

Why, because we have tried and tested these resources in both business and sports clubs setting to find the most effective order and selection of resources. They have been piloted with clubs who have given feedback on the success of the resources and they have been refined further to improve their success.

Stick to the training and you too will have the same success as others who have gone before you.

Finding money for your club



I am sure you all generate income from a number of different resources and to varying degrees of success. These may include:

1. Membership Income – subs or sales of merchandise, and other goods.
2. Awards and grants – typically for one off projects or new programmes. Awards for All, Sports Match, Big Lottery, etc.
3. Fundraising – raffles, bag packs, dinners, etc.
4. Sponsorship – team sponsors, club sponsors, player sponsors, event sponsors, etc.

This course is to assist you to build on your success within the area of sponsorship. In particular:

- securing more sponsors,
- winning large sponsorship deals and
- winning deals that are over multiple years.

Your experience of sponsorship



Have you been looking for sponsorship for your club or have you had success in finding a sponsor? We all have different experiences good and bad when it comes to sponsorship. It is always good to learn from others what has worked and what has not worked.

This is a quick opportunity to share with your club committee and learn from each other.

Good	Bad

Review your progress



Please take a moment now to reflect on the work you have done during this step and how it has helped you to move your Club forward to securing thousands more pounds in sponsorship.

Question	Yes	No	Some what
Do you understand the importance of following this course step by step and completing all steps?			
Are you aware of where your club generate money and see sponsorship as a focus area to make more?			
Have you taken time to reflect your sponsorship experience and scribbled down good and bad experiences?			



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