



Secure Thousands in Sponsorship for Your Sports Club

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

Name: _____

Date: _____

Castle Sport

Business Strategies for Sports Organisations

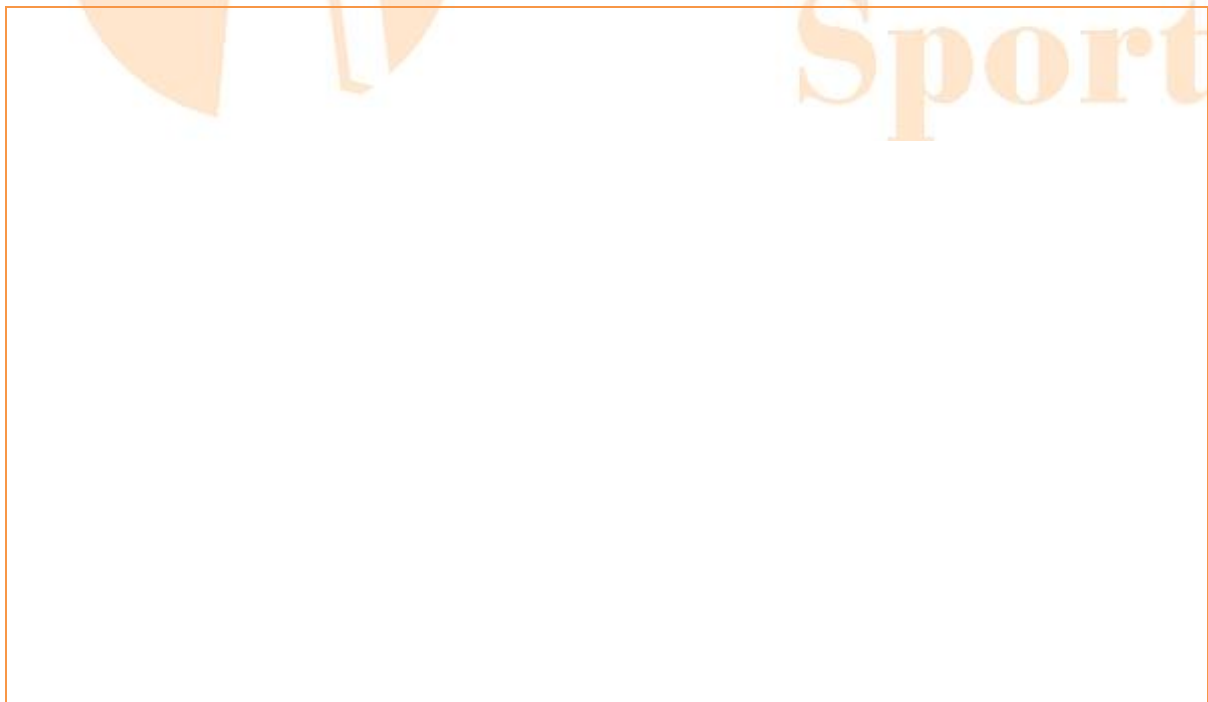
MODULE 2: YOUR PRODUCTS & SERVICES,

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Your products and services



Brainstorm ideas below of products/services you could offer potential sponsors. Don't worry I will suggest a few but it is a good exercise to force you to start thinking differently about your sponsorship offering!

A large, empty rectangular box with a thin orange border, intended for the user to brainstorm ideas for products or services to offer potential sponsors.

What can you sell to Sponsors?

Did you get any of the ones from below? Tick the ones you think your club could offer to sponsors. If you came up with any new ones to this list please add them in at the bottom.

Products and services	Tick	Products and services	Tick
Hospitality		Run basketball sessions for their employees	
Team sponsor		Inclusion in press releases	
Player sponsor		Opportunity to provide prizes	
Club sponsor		Support sponsor activities	
Event or Tour sponsor		Support sponsor charity	
Employee volunteering programme		Direct sales opportunities online	
Website links		Create joint media stories	
Links to your social media network		Focus survey groups	
Signage		Motivational speaker from club	
Promotion or contest on your website		Enhance their CSR programmes	
Support them launch a new product		Provide stories with sponsor to engage media	
Sponsor display at your games		Offer business back – what are they selling your club needs?	
Sales stand at games		Provide introductions or business networking at your games	
Access to your database for marketing		Advertise in your newsletter	
Adverts and articles in programmes		Make their products part of your membership benefits for players	
Promotion on your website		Opt-ins for your community to receive sponsor information	
Creation of an event for their employees		Minibus sponsor	
More...			

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
Have you spent time on your own or with others brainstorming ideas for products and services you could offer to sponsors?			
Have you gone through the list of suggested products and services and selected ones you believe you could deliver for sponsors?			
After reading through the list of suggested ideas did it generate any other ideas you were then able to add to the bottom of the list?			



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