

Securing Sponsorship

Resources to help you with your funding

We provide a range of resources to help you find, apply, secure and sustain funding for physical activity and sport in London. Some of these are in the form of written bitesize guides, to help you with a specific stage in the funding process. When using this guide 'From idea to funding application,' you may also want to use it alongside any or all the following resources:

- [Finding funding for your physical activity project](#)
- [From idea to funding application](#)
- [The Do's and Don'ts when writing a funding application](#)
- [Writing a funding bid – top tips](#)
- [Developing a strong evidence base to support your funding application](#)
- [Applying for facilities funding](#)
- [Securing sponsorship](#)
- [Funding guide for individuals](#)

What do we mean by sponsorship?

Sponsorship is a form of advertising through brand marketing. Often it is an association of two organisations (effectively two brands) where both receive benefit. The sponsor receives publicity through increased brand awareness, by being tied to the organisation that is being sponsored. That organisation in turn benefits from investment and often other perks connected to the business of the sponsor.

Why is it important?

Those delivering physical activity and sport who are in need of funding often overlook sponsorship as an opportunity to gain funding. Yet, increasingly organisations are finding success in diversifying fundraising to include corporate funding, and sponsorship can be a great way of securing regular funding over a longer period

What could I receive sponsorship for?

It really depends on your organisation – what you do, who you engage with, and your profile. Sponsorship is essentially advertising, so think about any opportunity for a brand to be seen and heard through what you do. Examples include:

- Naming rights for club events – trivia night, awards night, fetes, fun runs
- Naming rights for club programme or teams - individual junior teams, or school holiday programmes for example
- Naming rights for the venue or a part of the venue
- Naming rights for the scoreboard
- Website banners and advertising space



- Social media naming and advertising space
- Club newsletter banners and advertising space
- Membership card sponsor
- Shirt sponsors – sponsors logo appears on shirts
- Team sponsors – sponsors logo appears on team photos and on any media the team generates
- Equipment sponsors – sponsor logo appears on equipment; vehicles, nets, posts, padding
- Club merchandise – sponsors logo appears on team apparel, cups, drink bottles, hats etc.

How much could I receive?

It is important to be realistic. Start with a figure or set of figures (if you are looking for more than one sponsor) and consider most companies spend no more than 10% of the turnover on marketing, and sponsorship is often 10-20% of this marketing budget. Multiply your figure by at least 100 and compare this to the turnover of companies you may approach to understand whether you are pitching at the right level.

Where do I start?

The formal way to seek sponsorship is to go through a systematic process, starting with a plan. This can be a basic document which sets out what you think could be sponsored (in marketing terms this is the 'value proposition'), who this might be attractive to, and how you intend to approach them.

The sponsorship proposal

Whichever way you engage with potential companies, you will need to have developed a proposal. This is a document that can be provided to the potential sponsor that clearly sets out how a relationship could benefit that company and why they should sponsor you. The proposal will need to show:

- Your story – who you are, what you do, where you've come from and where you're aiming to get to. Include photographs and film to bring this to life
- Facts and figures – you will need to evidence your proposal with some appealing stats. How many members do you have? How many Facebook likes, how many Twitter followers? How often are you reported on in the local newspaper? How many people attend your events?
- Your Value proposition – what you are offering to the potential sponsor
- The proposed Return on Investment (ROI) – what would a company or companies get for their money based on what you are offering?
- Details of next steps and contacts for your organisation.

Don't just rely on email

The easy option is to send a proposal to lots of hand-picked organisations via email, however the most successful plans often include face-to-face engagement. Working your way through a cluster of local businesses by going in person to each shop and asking for the manager can often be far more efficient and successful than emailing the enquiry address and hoping it is passed on to the right person. For larger organisations, an introductory phone conversation with the manager might help you get a foot in the door, rather than an email.



Think about sponsorship in terms of a partnership

It is important to consider that once your sponsor is investing in your organisation, it is likely that they will want to be continuously involved. Sponsorship is not just about a logo on kit bags or the minibus. Sponsorship will require a partnership approach, and if it works it could be a long-term arrangement that provides continuous investment.

Case Study

The Kinetic Foundation

Croydon's Kinetic Foundation aims to use a sport offer to attract and engage disadvantaged young people from South London, particularly in Football and Netball.

The Foundation has been successful in attracting sponsorship from a number of local companies, including a glazing company, construction company and local physiotherapists. They have also cultivated relationships with large corporates.

These relationships have come from a mixture of methods. They appeal for sponsors through social media and through their participants, blanket e-mail local companies, and speak to companies face-to-face. They also run Football tournaments through a relationship they have developed with a private equity broker, who invite their own clients annually to a tournament with the young people that Kinetic support. Kinetic present to the companies on the day and follow up with an email afterwards. This has led to them being nominated as Rutland LLP charity of the year.



Posted on 21 Nov 2016

We are sponsoring the Kinetic Academy

Do you live in Croydon? Do you know a teenager or young person in the local community? Would you like to help them to succeed and improve their life?

At Albion Windows we are proud to serve the local community. Established for over 35 years we have helped improve the lives of thousands of homeowners in Croydon and the surrounding areas. We install quality windows, doors, and conservatories, offering 10 year guarantees on all our products. We are FENSA registered, which means quality and customer satisfaction with every installation we complete.



We are extremely proud of our local heritage and we're dedicated to improving the lives of local residents. That's why we are sponsoring the Kinetic Academy.

Harry Hudson, Operating Officer at the Foundation, explains the value in preparing in advance: *"Do your research and find out what they're looking for. Find out what their aims are for the next 2 or 3 years and how you can help. And once you've established a relationship, make sure you manage it well. It can last for years."*

His top tip is to boost your online profile, as Twitter followers and Facebook friends are easy ways to show your potential sponsor your reach for their market.



For further information

If you need further support in this area, then London Sport may be able to help. Contact Caroline Brooks, Funding Manager, in the first instance – caroline.brooks@londonsport.org.

Search for available funding

Our free online funding search tool is available for you to search for the latest funding available to you.

[Search for funding now](#)

Explore physical activity and sport data and insight to support your funding application

Our free online insight and data tool is available for you to explore the latest physical activity and sport data and insight in London to support your funding applications.

[Find insight and data to help here](#)

Any questions?

We hope you found this guide useful and best of luck with your funding application. For any questions related to this guide or about our funding support, please contact us below.

funding@londonsport.org

0203 848 4360

Publication date: 10 November 2017