## **gaining Sponsorship – Sports Clubs**

### Purpose

Every club can gain sponsorship.

A little work goes a long way. The below sections should be completed in order.

### Preparation

Firstly, write a document which outlines your club, which you can readily send to potential Sponsors:

* 1. Club Ethos
  2. What skills your members develop
  3. Number of members
  4. Recent developments
  5. Competitions results
  6. Existing Sponsors
  7. Vision for the year
  8. Planned Trips
  9. Electronic Media Presence

### Gain Affiliation with National Governing Bodies

1. Gain affiliation with Sport England: <http://www.sportengland.org>
2. From there you will be put in touch with the area manager who can help identify funding opportunities.
3. Gain affiliation with the national governing body of your Sport. There will be one!
4. Gain affiliation with the BUCS specific area of your sport – The Union can help point you in the right direction.

### Gain Corporate Sponsors

1. What competitions will you be going to? Who sponsors those competitions? Send those same companies an Email and ask for club sponsorship. You will be surprised!
2. Who sponsors clubs on campus already? Approach the same sponsors
3. Who is interested in recruiting Aston Graduates/Placement Students (who do the careers service have good links with)
4. With corporate sponsors, look on the websites and search Google for the “Graduate Marketing Officer” of a particular company. Every firm who recruits graduates will have someone in this position and this is the contact who you should approach in the first.
5. Will you do any trips? Who will be interested in sponsoring it? A Student Holiday company can organize it for you and gain you sponsorships and affiliation with their various partners.
6. Look at other bigger/better clubs from different Universities FB Pages and look who sponsors them and then send those same companies an email to ask if they would be interested in sponsoring a club at Aston.

### Local Sports Partnerships

* 1. Local Council Funding:  The council will help subsidise training sessions and competing more than the union, due to restricted budget, can.

### Other Sources/Tips

* 1. Present a professional online presence:
  2. Ask companies for donation in return for having their logo on club merchandise/ online platforms.
  3. It all adds up!