**Factsheet**

**Attracting and retaining sponsors**

**Step 4 – Attract/re-sign sponsors**

## **Why do businesses sponsor football Clubs?**

Generally, the four reasons a business will sponsor a local football club are:

1. They have an existing connection with the club, either as a player, member, supporter or have a family member or friend linked to the club;
2. They want to be a part of the club, engaged and feel a strong sense of belonging and inclusion within the club community;
3. They want to contribute, or at least be seen as contributing, to the local community;
4. It is financially beneficial to them.

## **Create social benefits as well as financial benefits**

It is important as you are creating your sponsorship packages (Step 3) that you focus not only on creating financial value for sponsors, but creating social and networking opportunities that make sponsors feel they are a real part of the club.

## **Don’t just think cash**

Typically, Clubs only seek money in return for their sponsorship packages. In many cases though, businesses will be more able to contribute goods, services, access their staff, facilities and resources to a greater value than simply paying cash. Clubs will maximise their sponsorship potential if they think beyond cash as the core return for their sponsorship packages.

<What are we missing here?>