



Nunthorpe Squash Club

Sponsorship Engagement Policy

1. Introduction

Nunthorpe Squash Club recognizes the importance of fostering strong relationships with local businesses through sponsorship arrangements. This policy aims to define the expectations and benefits associated with sponsorships, ensuring a mutually beneficial relationship between the club and its sponsors.

2. Responsibilities of the Squash Club

a. Brand Promotion:

- The Squash Club agrees to actively promote the sponsor's brand through various channels, including but not limited to club events, social media, newsletters, and club merchandise.

b. Media Exposure:

- The club commits to providing the sponsor with significant media exposure, such as logo placement on club materials, banners, and promotional materials.

c. Staff Engagement:

- The Squash Club will encourage its members and staff to actively engage with the sponsor's products or services, fostering a positive relationship between the sponsor and the club community.

d. Events and Collaborations:

- The club may collaborate with the sponsor to host joint events or promotions, enhancing the visibility of the sponsor within the local community.

3. Benefits to Sponsor's Staff

a. Club Memberships:

- Sponsor's staff may be eligible for discounted or complimentary activities within the club.

b. **Event Access:**

- The sponsor's staff will receive priority access to club events and tournaments.

c. **Exclusive Offers:**

- Special discounts or promotions on club programs and services will be extended to the sponsor's staff.

4. Media Exposure and Brand Image

a. **Logo Placement:**

- On agreement, the sponsor's logo will be prominently displayed on club promotional materials, website, and social media platforms.

b. **Press Releases:**

- The Squash Club agrees to feature the sponsor in press releases and news articles related to club activities.

c. **Event Naming Rights:**

- Depending on the sponsorship level, the sponsor may receive naming rights for specific events or tournaments.

5. Mutual Benefits for Club Members

a. **Exclusive Discounts:**

- Club members may receive exclusive discounts or special offers on the sponsor's products or services.

b. **Networking Opportunities:**

- Sponsor-hosted events may provide networking opportunities for club members.

6. Annual Review

This policy will be reviewed annually to assess the effectiveness of the sponsorship program and make any necessary adjustments to better align with the goals of both parties.

Template for Initial Sponsorship Inquiry Letter



[Date]

[Prospective Sponsor's Name] [Company Name] [Address] [City, County, Post Code]

Dear [Prospective Sponsor's Name],

Subject: Inquiry Regarding Potential Sponsorship Partnership

I hope this letter finds you well. My name is Kelvin Bowes, and I am writing on behalf of Nunthorpe Squash Club. As a prominent and active sports club in the Nunthorpe and North East region, we are enthusiastic about establishing partnerships with local businesses that share our commitment to community engagement and sports development.

After careful consideration, we believe that a partnership between Nunthorpe Squash Club and **Prospective Sponsor's Company** could be mutually beneficial. Our club offers a dynamic platform to showcase your brand to a diverse audience, and we are confident that our members and the local community would greatly benefit from the products and services offered by **Prospective Sponsor's Company**.

We have developed a comprehensive sponsorship program that outlines the various ways we can promote your brand, provide media exposure, and extend exclusive benefits to your staff. We are committed to working closely with our sponsors to ensure a successful and rewarding partnership.

I would be delighted to arrange a meeting at your convenience to discuss this potential partnership further. We have exciting plans for the club in 2024. Please find attached our detailed sponsorship engagement policy for your review.

Thank you for considering Nunthorpe Squash Club as a potential partner. We look forward to the opportunity to collaborate and create a lasting and mutually beneficial relationship.

Sincerely,

Kelvin Bowes, Club Secretary. Nunthorpe Squash Club, Guisborough Road,
Middlesbrough TS7 0JA secretary@nunthorperecreationclub.cu.uk