



The marketplace for sports sponsorship

Why?

Amateur sport is a hugely underutilised marketing platform for businesses and its benefits are often misunderstood or unknown.

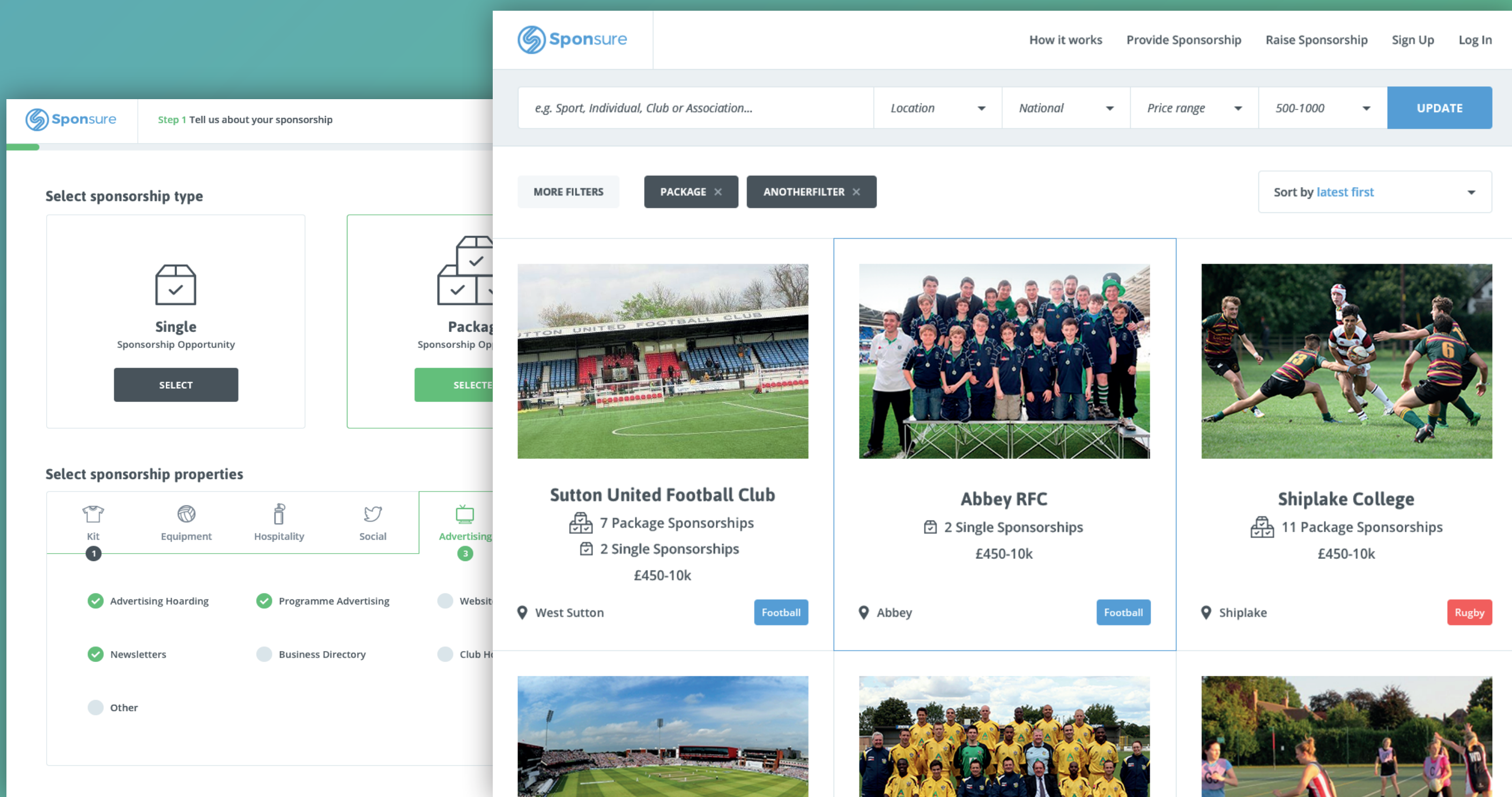
For businesses, there is no easy way to find and purchase relevant sponsorship opportunities

For clubs, finding sponsorship is hard work and time consuming

Sports clubs #1 concern is financing

Our Solution

We created Sponsure to enable businesses and brands to engage with audiences through amateur sport and for sports clubs, individuals, schools and universities to raise sponsorship efficiently



Sponsure enables...



Business/Brand



Sport

- ▲ To find and purchase sponsorships that best meet your business objectives
- ▲ To create an emotional bond with highly targeted audiences that cannot be created through advertising
- ▲ To increase brand awareness and drive sales
- ▲ To differentiate yourself from your competition
- ▲ To support your local community
- ★ To maximise sponsorship revenue
- ★ To increase ability to attract new and varied sponsors
- ★ To reduce the time spent finding & negotiating sponsorships
- ★ To manage all sponsorships in one place
- ★ Raising awareness of your club or sport

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We sponsor both football and hockey teams in the local area. We use the sponsorship to raise our brand awareness and generate sales, this is our 5th year of doing it, and one of our main routes to market.

Oliver Cannell - Director, Woodys' Shutters

UK Market Size

15.9m

Number of people aged 16+ that participate in sport weekly

2.4m

Students across 164 higher education establishments

8.2m

Children attend 25,000 schools

160,000+

Amateur Sports clubs

9.8m

Registered club members

5.5m

Registered businesses

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Sponsorship is a vital part of the club's finances. The sponsorship we attract helps fund everything from kit to tours and upgrading our facilities for the benefit of our players and members

Dave Husbands - Chairman, Reading Abbey RFC

FAQ's

Who can raise sponsorship with Sponsure?

Any person, persons, group, establishment, association, club, school, etc that plays a sport.

Isn't sponsorship expensive?

No, this is a common misconception. Sponsure has sponsorship opportunities starting from £100.

How much does it cost to promote a sponsorship opportunity?

It is FREE to list and promote as many opportunities as you like.

How does Sponsure charge?

Sponsure charge a 12.5% commission on the successful transaction of a sponsorship opportunity.



www.sponsure.com

