

Sustainability

Ensuring your goals build for the future of your club



Aims and objectives



Give your club a stable platform

Increase your financial strength

Look to the future

Financial stability



Recruitment – Why?



Build better, stronger, bigger club

BUCS medals

Sponsors

**Money – club
subscriptions**

**Bigger
talent pool**

Scholars

Success

Recruitment – What/how?



- Sports Fair
- Open days
- Applicant visit days
- Website
- School visits
- Talent ID/scouting
- Promotional video

Alumni – why?



Money

**Circles of
influence - £60m**

Legacy

**Connections –
sponsorship
potential**

**Famous alumni -
exposure**

Experience/advice

Alumni – what/how?



- UBSport Alumni club
- Friends of UBSport
 - Athletics
 - Hockey
 - Korfball
 - Swimming
- Alumni Sports Day
- Invitational matches
- Alumni newsletter



Sponsorship – why?



MONEY

Partnerships

Work experience

Professionalism

Association

Sponsorship – how?



Two options



We do the hard work
so you don't have to...

Find out more in the
Sustainability workshops

Club

Club sourced and managed

Unable to use UB Sport benefits
e.g. no sponsor branding at Sports
Fair or other UB Sport events

Sponsorship – UBSport support



- UBSport branding benefits
- Proposal writing
- Contract negotiation
- Managed by full time staff member

Next step email Kate k.allum@bham.ac.uk

RTB Sponsorship

raising the bar
CAFÉ BAR



The Big Boy contract - £1500 (towards match teas)

In return:

- Club teas held in RTB
- 2 x club socials in RTB per term
- 1 x club fundraiser in RTB per term
- RTB logo on club page on UBS website
- RTB logo on club Facebook page
- RTB logo on club twitter page
- RTB logo on club website
- RTB logo on any promotional flyers printed by the club
- Kit sponsorship

RTB Sponsorship

raising the bar
CAFÉ BAR



The Smaller Boy contract - 2 x £500 (towards match teas)

In return:

- Club teas held in RTB
- 1 x club social in RTB per term
- 1 x club fundraiser in RTB per term
- RTB logo on club page on UBS website
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- RTB logo on any promotional flyers printed by the club

Sponsorship – top tips



- Be realistic
- Don't be greedy
- Only offer what you can deliver
- Provide evidence



I WANT YOU!



Graduate



LEGO 8805 Minifig Series 5 © abm 2011


Aims and objectives were...



Give your club a stable platform

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Look to the future



If you put the effort
in there are treasure
chests to be found