

Season Sponsorship Planning Template

This template is designed to help your club plan sponsorship income for the full season rather than relying on last-minute approaches or informal arrangements.

A clear plan gives your club:

- Confidence
- Realistic income targets
- Structure for approaching businesses
- Better renewal rates
- Less stress during the season

You can complete this at the start of each season and review it monthly.

How to Use This Template

1. Complete Sections 1–4 before the season starts.
2. Use Section 5 monthly to track progress.
3. Review renewals at least 3 months before expiry.
4. Keep this document updated and stored in your club records.

All shaded sections marked with < > should be filled in by your club.

SECTION 1 – SEASON OVERVIEW

Season: <2025–2026>

Club Name: <Club Name>

Lead Sponsorship Contact: <Name>

Email: <Email>

Phone: <Phone>

1.1 Annual Sponsorship Income Target

Total sponsorship income target for this season:

£ <Target Amount>

This figure should be:

- Realistic
- Based on your club size
- Achievable within your volunteer capacity
- Aligned to your club's financial needs

1.2 Why This Target?

Briefly explain what this income will support:

<Example: Kit replacement, pitch hire, junior development, clubhouse improvements>

SECTION 2 – BREAKDOWN BY SPONSORSHIP TYPE

List the types of sponsorship your club will offer this season.

Sponsorship Type (examples)	Target Price	Number Available	Target Income
Shirt Sponsor	£ < >	< >	£ < >
Sleeve Sponsor	£ < >	< >	£ < >
Pitchside Board	£ < >	< >	£ < >
Player Sponsor	£ < >	< >	£ < >
Event Sponsor	£ < >	< >	£ < >
Digital Sponsor	£ < >	< >	£ < >

Total Target Income from Table Above: £ < >

This should match your overall annual target.

If not, adjust.

SECTION 3 – TARGET NUMBER OF SPONSORS

Total number of sponsors required to hit target:

<Number>

Breakdown:

- Main sponsors: < >
- Secondary sponsors: < >

- Event sponsors: < >
- Other: < >

Consider:

- How many businesses realistically exist locally?
- How many can you personally approach?
- Do you have capacity to manage them?

SECTION 4 – OUTREACH TIMELINE

Do not wait until the season has started.

4.1 Planning Calendar

Month	Action
March	Identify renewal sponsors
April	Renewal meetings
May	Approach new sponsors
June	Confirm artwork and agreements
July	Collect payments
August	Season launch visibility

Adjust to match your sport.

4.2 Allocation of Responsibility

Who is responsible for:

Sponsor renewals: <Name>

New business outreach: <Name>

Artwork and assets: <Name>

Invoicing and payment tracking: <Name>

Sponsor relationship management: <Name>

Avoid “everyone” as an answer. Assign clear ownership.

SECTION 5 – RENEWAL PLANNING

Renewals are easier than new sales.

List current sponsors:

Sponsor Package Value Renewal Date Contacted?

< > < > £ < > <Date> Yes / No

Begin renewal conversations at least 3 months before expiry.

Never assume a sponsor will automatically renew.

SECTION 6 – MONTHLY TRACKING

Update a table like this once per month.

Month	Target Income	Secured	Outstanding	Notes
April	£ < >	£ < >	£ < >	
May	£ < >	£ < >	£ < >	
June	£ < >	£ < >	£ < >	

This keeps momentum and avoids panic.

SECTION 7 – RISK CHECK

Answer honestly:

- Are we relying too heavily on 1 sponsor?
- Do we have a renewal plan?
- Have we priced packages properly?
- Do we have written agreements in place?
- Are we confident delivering what we promise?

If unsure, review the relevant guides in the toolkit.

SECTION 8 – END OF SEASON REVIEW (To Complete Later)

At the end of the season, record:

Total income achieved: £ < >

Number of sponsors secured: < >

Renewal rate: < > %

What worked well:

What needs improving next season:

Important Notes

- Do not reduce price without reducing what is included.
- Always confirm agreements in writing.
- Always invoice formally.
- Always deliver what you promise.
- Professional habits build long-term income stability.