

1. LOCAL SPONSORSHIP AND COMMERCIAL ASSETS GUIDE

A practical guide for grassroots sports clubs in Tendring

Introduction

Some clubs struggle to raise sponsorship not because local businesses are not interested, but because the club does not clearly explain what it has to offer. This guide helps clubs understand and map their commercial assets so they can confidently explain their value to potential sponsors.

An asset is anything that gives a business visibility, association, or goodwill through your club.

Most clubs have far more assets than they realise.



What assets have you got to offer as a club?

A good idea is to brainstorm this with members who run businesses

Step 1: Understanding what a commercial asset is

A commercial asset is anything that allows a sponsor to be seen, remembered, or associated with your club.

This does not have to be expensive or complicated. In most cases, it is about regular visibility and community trust rather than one-off exposure.

Sponsors value:

- repeated visibility
- familiarity
- association with something people care about
- local trust

Grassroots clubs are very strong in **all** of these areas.

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Step 2: Clubhouse and venue assets

Your venue is often your strongest asset.

Examples include:

- posters or framed sponsor boards
- digital screens if you have them
- bar areas and social spaces
- noticeboards
- entrance areas and hallways
- toilets and changing room corridors
- trophy cabinets
- honours boards



Think about...

- ? where do people naturally stop & look
- ? areas with high footfall
- ? spaces people visit more than just on matchdays

A sponsor seen regularly in the clubhouse becomes familiar, and familiarity drives trust.

Step 3: Matchday and training assets

Matchdays and training nights bring regular, predictable audiences and might be what a potential commercial partner might understand most.

Assets can include:

- pitchside boards
- banners or flags
- PA announcements
- team sheets
- match programmes
- and of course, training and match kit



Training nights and social events matter. Firms won't understand their value unless you explain & might just be thinking about matchday only.

Step 4: Membership and community reach

Your members are your most valuable assets and you should work hard on quantifying the potential number of eyes and ears that a sponsor might be exposed to, whether that's playing members, junior sections and parents, volunteers and committee members, social members, other users of your facility, spectators, visiting teams. A club with 100 members may influence several hundred local households once families and supporters are included.

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Step 5: Digital and communication assets

Many clubs underestimate their digital value as it doesn't cost them anything to run. The key here is organic reach, the kind of marketing that local businesses dream of.

Assets may include:

- club website
- social media pages
- WhatsApp groups
- email newsletters
- sponsor mentions in posts
- tagged thank you messages

You do not need large follower numbers.



Local businesses care about local audiences, it's what makes them money.

Authenticity and consistency matter more than volume.

Step 6: Events and special moments

One-off moments can add value to sponsorship.

Examples:

- Tournaments
- cup finals
- open days
- awards nights
- presentation evenings
- junior fun days
- community events
- charity matches

These are opportunities for:

- extra visibility
- sponsor mentions
- signage
- photographs
- social posts

Events help sponsors feel actively involved rather than passive.

Step 7: Junior pathways and future players

Assets include:

- junior kits
- age group sponsorship
- coaching support
- presentation days
- parent audiences

Businesses value long-term association and family connection.

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Step 8: Goodwill and trust

One of the most powerful assets a club has is goodwill.

Local people:

- trust clubs
- care about them
- want them to succeed

The emotional connection people have with clubs is something traditional advertising cannot replicate.



When a business supports a club, members often feel a sense of loyalty in return.

People support the businesses that support the clubs they love.

Step 9: Turning assets into clear offers

Once you have listed your assets, group them into simple offers.

For example:

- a basic package with regular visibility
- a mid-level package with added digital or matchday presence
- a main sponsor package with broader coverage

You do not need dozens of options.
Clear and simple is better.



This guide works alongside the Sponsorship Pricing Guide to help you price these offers.

Step 10: Keeping it realistic and manageable

Only offer what you can deliver consistently.

It is better to promise less and deliver well than to overpromise and struggle.

Think about: who will update posts, who will maintain signage, how often you will thank sponsors publicly.

Good sponsor relationships come from reliability.

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Final thoughts

Every club is different.

You do not need to use every asset listed in this guide.

You also may find that during this process you come up with more than what we have here.

The aim is to help you see the value you already have and explain it clearly to local businesses.

This guide is part of the Tendring Club Support programme and is provided free of charge to help clubs become more commercially confident and sustainable.