Asset Brainstorming Worksheet

Pricing sponsorship properly is one of the most important parts of becoming commercially resilient.

Pricing too low reduces income and weakens credibility, pricing unrealistically high reduces your chance of agreement.

This worksheet helps you decide your prices before entering discussions.

Complete this before approaching sponsors.

How to Use This Worksheet

1. Complete Sections 1 and 2 fully.
2. Research local comparisons in Section 3.
3. Set structured pricing in Section 4.
4. Do not reduce price without reducing scope.
5. Keep this document for internal use only.

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

SECTION 1 – CLUB SNAPSHOT

This helps you understand your true value.

Club Name: < >

Location: < >

1.1 Participation

Total Teams: < >

Junior Teams: < >

Senior Teams: < >

Total Members: < >

1.2 Footfall

Average matchday attendance: < >

Weekly clubhouse footfall: < >

Estimated seasonal footfall: < >

1.3 Digital Reach

Website monthly visitors: < >

Facebook followers: < >

Instagram followers: < >

Email subscribers: < >

1.4 Season Length

Active months: < >

Number of home fixtures: < >

Major events per year: < >

SECTION 2 – COMMERCIAL INVENTORY

List every asset available for sponsorship, for example:

Asset	Location	Duration	Exclusive?	Notes
Shirt front	< >	< >	Yes / No	
Sleeve sponsor	< >	< >	Yes / No	
Pitchside board	< >	< >	Yes / No	
Digital advert	< >	< >	Yes / No	

Asset	Location	Duration	Exclusive?	Notes
Event sponsor	< >	< >	Yes / No	

Add all assets identified in your Asset Brainstorming Worksheet.

SECTION 3 – LOCAL ADVERTISING COMPARISONS

Before setting prices, research what local businesses already pay for advertising.

Complete the following:

Local magazine advert (quarter page): £ < > per issue

Local newspaper advert: £ < >

Local Facebook ads (estimated monthly spend): £ < >

Local billboard or roadside sign: £ < >

Other relevant local advertising: £ < >

Questions to consider:

• How long does that advert run?
• How many people see it?
• Is it trusted exposure or passive exposure?
• Does your club offer repeat exposure?

Notes:

< >

SECTION 4 – PRICE SETTING FRAMEWORK

For each key asset, complete this table.

Asset: <Example: Front of Shirt>

What it includes:

< >

Estimated exposure:

< >

Ideal price (what you believe it is worth):
£ < >

Acceptable range (realistic negotiation range):
£ < > to £ < >

Minimum acceptable price (below this you walk away):
£ < >

Notes:

< >

Repeat this section for each major asset.

SECTION 5 – BUNDLING OPTIONS

Bundling often increases total value.

Example:

• Shirt sponsor + social posts
• Pitchside board + website banner
• Event sponsor + email inclusion

Bundle Name: < >

Assets included: < >

Ideal price: £ < >

Minimum acceptable: £ < >

SECTION 6 – RISK CHECK

Answer honestly:

- Are we pricing too low because we lack confidence?
- Are we pricing unrealistically high without evidence?
- Have we researched local comparisons?
- Are we clear on our minimum acceptable price?
- Are we willing to walk away if value is not respected?

SECTION 7 – COMMERCIAL DISCIPLINE RULES

These should guide all pricing discussions:

- Never reduce price without reducing scope.
- Never apologise for pricing.
- Always confirm value before discussing discounts.
- Always confirm agreements in writing.
- Always invoice formally.

SECTION 8 – FINAL PRICING SUMMARY

List final approved prices:

Asset	Approved Price	Minimum	Notes
< >	£ < >	£ < >	
< >	£ < >	£ < >	
< >	£ < >	£ < >	

Date approved by committee: < >

Disclaimer

This worksheet is for internal pricing planning only. Each club is responsible for ensuring sponsorship arrangements comply with governing body regulations and local laws.