

Sponsorship renewal email Template

A confident and professional renewal message to existing sponsors.

This template is designed to:

- Thank the sponsor properly
- Remind them of the value delivered
- Make renewal feel natural and expected
- Open the door to increasing involvement

Version 1: Standard Renewal Email

Subject: Renewal of sponsorship with <Club Name>

Hi <Name>,

As we approach the end of the current season, I wanted to say a sincere thank you for your support of <Club Name> this year.

Your sponsorship has helped us <insert short specific impact – e.g. support junior teams, improve facilities, fund equipment, run community sessions>. It has genuinely made a difference.

We would be delighted to continue working together for the upcoming <Season/Year>.

Based on our current agreement, we would propose renewing the partnership on the same basis as this season. If you would like to explore any adjustments or additional opportunities, we would be very happy to discuss that too.

Please let me know a convenient time to speak, or if you would prefer me to send a short renewal summary.

Thank you again for your continued support.

Best regards,

<Your Name>

<Role>

<Club Name>

<Contact details>

Version 2: Renewal With Review and Added Value

Use this if you want to strengthen the relationship or increase the package.

Subject: Thank you – and looking ahead to next season

Hi <Name>,

As we come to the end of the season, I wanted to thank you for your support of <Club Name>.

This year your sponsorship has supported <brief impact statement>. We have also ensured your business received visibility through <key benefits delivered – signage, social media, matchday mentions, website listing, etc>.

We are now confirming partners for the upcoming season and would very much like to continue working with you.

If helpful, we can:

- Renew on the same terms as this year
- Adjust the package to better suit your goals
- Explore a slightly expanded role if that would be of interest

I would welcome the chance to briefly review how the year has worked for you and discuss next steps.

Many thanks again for your support.

Kind regards,
<Your Name>
<Role>
<Club Name>

Version 3: Renewal With Price Adjustment

Use this carefully and confidently if you are increasing pricing.

Subject: Renewal for <Season/Year> – <Club Name>

Hi <Name>,

Thank you again for your support this season. It has been greatly appreciated by everyone at <Club Name>.

As we prepare for next season, we are reviewing our sponsorship structure to reflect increasing participation, visibility, and operating costs.

For the upcoming <Season/Year>, the renewal investment for your current package would be <£X>.

We believe this continues to represent strong value given the visibility and community association the partnership provides, and we would be very pleased to continue working together.

If helpful, I can send a brief summary of benefits delivered this season.

Please let me know how you would like to proceed.

Best wishes,
<Your Name>

Important Renewal Principles for Clubs

1. Always thank first.
2. Always reference impact.
3. Make renewal feel normal, not optional.
4. Do not apologise for pricing.
5. If increasing price, justify it with growth or improved delivery.
6. Speak to sponsors before their renewal date — do not wait until it expires.