



FUNDRAISING IDEA



Sponsorship provides a way for companies to increase their brand visibility and reach new audiences within their own community. By associating their brand with a specific event, such as a soccer tour for a local club, companies can generate positive publicity and build brand awareness whilst helping to raise much needed funds to help local players participate in a memorable life experience



## The Idea

Make a list of local businesses, for sponsorship, and also a separate list of local restaurants, for the raffle.

Ask your players to select at least 3 businesses and try to get \$1500 worth of sponsorships using the table of different levels on the next slide.

For the raffle, ask your players to pick 2 restaurants from the list to ask them to donate a gift certificate for lunch or dinner for 2. Then ask the players to sell the raffle tickets. The breakdown of prizes and the cost of the raffle tickets is up to you, but this team just had one winner with the tickets costing \$5.



## The Sponsorship

**Striker Sponsor Level \$1000:** X-Large logo on banner that will travel to Europe with team. We will take pictures at various places and post on social media. Additional recognition on Social Media. Large logo on back of players commemorative t-shirts.

**Midfield Sponsor Level \$500:** Large logo on banner that will travel to Europe with team. We will take pictures at various places and post on social media. Additional recognition on Social Media. Medium logo on back of players commemorative t-shirts.

**Defender Sponsor Level \$250:** Medium Logo on banner that travel to Europe with team. We will take pictures at various places and post on social media. Additional recognition on Social Media. Small logo on back of players commemorative t-shirts.

**Goalkeeper Sponsor Level \$100:** Small Logo on banner that travel to Europe with team. We will take pictures at various places and post on social media. Additional recognition on Social Media. Small logo on back of players commemorative t-shirts.

\*T-shirts will be worn at all tournaments and banners will also be displayed.









There will be costs for the t-shirts, raffle tickets and sponsor banners, but these costs could be offset by not asking the businesses used to produce these items for no donation, only for their services for free.



The soccer club that sent me this idea come from a city with a population of 10,500 people.

19 players participating in the fundraising and they raised \$34,600 on sponsorships and \$8,300 on raffle.