



Crewe Central

Table Tennis Club

Action plan for generating sponsorship from a local business

Objective	Generate sponsorship for the club from a local business.
Specifics	Achieve a two year agreement with a business prepared to pay £500 (per annum).
Tactics	<p>Write a sponsorship proposal document (with information about how many members we have, our community coaching work. Insert positive images of club plus details of who to contact to discuss an agreement)</p> <p>PR – press release to local paper confirming we are seeking sponsorship</p> <p>Article on our website (same as above)</p> <p>Facebook/Twitter – make request on Twitter – Twitter account?</p>
Targeting	<p>Make offer to current sponsor with time limit for acceptance. Send proposal via post. – Not relevant as we don't have a current sponsor?</p> <p>If they turn down opportunity then try local businesses within 20 mile radius of the club. Find addresses, send out proposals as required and follow-up with phone calls.</p>
Action plan	<p>Sponsorship proposal document – Chair to brief who will write. ?</p> <p>PR – if we have been turned down by current sponsor.</p> <p>Article on our website (same as above) –</p> <p>Facebook/Twitter –, if we have been turned down by current sponsor.</p> <p>Sales calls - Chair (or person he/she delegates to)</p>