

### 1. Start With Your Club

Consider the parents of the children on your team or team members who may be business owners themselves. Since they are already vested in your team, it makes sense to approach them about sponsorship.

Even if they are not business owners themselves, they could be employed by a local business which opens the door to getting connected to the right person to talk to about sponsorship benefits and opportunities.

### 2. Look Around Your Community

Target your community and local businesses within that community can be a great way to secure a sponsorship.

The key point to remember is that you aren't restricted to targeting only local businesses that belong to the sport's niche. As long as you serve the same community, you can approach them and strike a mutually beneficial relationship

### 3. Go National

Larger businesses and corporations are always on the lookout for promotion opportunities so it's a good idea to make a list of businesses that cater to the same audience.

Consider car dealerships, food chains, store, or any other franchise that has a branch in your area. Reach out to them with your sponsorship package and they will be more than likely to consider yet another opportunity to market themselves and reach a new audience.

## 4. Make it Personal

Use your sponsorship package to outline everything you can offer to a potential sponsor. This can include the size and the demographics of your audience and loyal fans which can include not only people who attend your games but also your website visitors, email subscribers, social media followers, and more. You can then proceed to specify the details about advertisement placement, the duration or how often you'll promote them.

You also need to consider the type of business they run and tailor your package accordingly.

## 5. Be Creative

Finally, don't think about sponsorship solely in terms of financial benefit. You could ask a local business that sells sporting equipment to donate some of their stock in exchange for having their logo displayed on a banner. Or, you could ask the local restaurant to cater your next game or event.