

Below, you will find 5 pages that every sports team should include on their website. These pages will help you present your team in the best possible light and provide relevant information to your fans and potential sponsors.

### **Sponsorship Opportunities**

Your website should include a page dedicated to sponsors and sponsorship package. This allows your website visitors to learn how they can sponsor you as well as what benefits do they get from becoming your sponsor.

Don't forget to include a list of different sponsorship levels or packages and what each of them brings. Lastly, make sure to include the next logical step at the bottom of the page. This can be an option to download the sponsorship info packet or to get in touch with you by filling out a contact form

### **Team and Player Profiles**

You can use the team member page to list all the members and players of the team with a brief overview of the most important information like position they play and essential stats. Then, use the individual player profile page to share more information about each player. This can include their official bio, more detailed stats and player history, as well as fun, random facts that will make them more relatable to your fans.

### **Statistics and Current Rankings**

Any sports team website worth its salt can't go without having a page dedicated to team statistics and current rankings. These are a great way for your fans to stay up to date with your team's progress and satisfy their cravings for statistics during the off-season.

However, your statistics and rankings page can also be of use to potential sponsors as well as other sports teams that are looking to play a match against another local team.

This page should include your results from the past season as well as your rankings in your current league.

## **Match Replays**

A page dedicated to your match replays has several benefits. For starters, it keeps your fans engaged during the off-season. Secondly, it allows you to go back and analyze any game and your team's performance.

Finally, a match replays page makes it easy for your fans to watch your game even if they couldn't make it live. This makes it easy for them to stay updated with your team's progress throughout the current season.

## **Legal Pages**

Lastly, don't forget to include the necessary legal pages on your website to make sure you're complying with the law. The legal pages may vary from one country to the next but at the bare minimum, you will need a privacy policy, disclaimer, and terms and conditions page.

The privacy policy is required by law for any website. It should explain how you collect visitor information, what you do with that information, and how you protect your visitor information. If you want to comply with the new GDPR regulation, your privacy policy should also outline if you share information with any third parties as well as the legal basis for collecting private information.

The terms and conditions page should outline actions that are allowed on your site as well as what is not allowed. This can include actions such as:

- How to use and credit the content from your site
- Whether visitors need to register to use your site and whether they can post content on your site
- Explain when user content will be removed
- And similar.

The disclaimer page serves to remove any liability from you for third-party posted content or links. If you plan on having a membership site where your fans can register and submit content or comment on your blog posts, then a disclaimer page will be necessary.

Don't forget that if you plan on selling team merchandise on your site or collect membership fees from your team members, you will also need a refund policy page as well as a shipping policy