

Here are 5 ideas to sell on your site and raise more funds for your team.

### 1. Club Merchandise

- Aside from selling event tickets, you can sell scarves, beanies, hats, t-shirts, jackets...you are limited only by your imagination. Your diehard fans may prefer a jersey they can wear while they play the same sport but some of your fans might prefer a different type of clothing. In the end, they want to support you and help you succeed so wearing anything with their favorite team logo goes a long way towards showing that support.

### 2. Club Photos

- From group photos and individual shots to photobooks and photos featuring memorable moments, any true sports fans will be happy to add these to his collection. You can take it a step further and sell autographed photos as well. It's even better if you offer your fans an opportunity to get photographed with the entire team or their favorite player.

### 3. Various Accessories

- You can also sell various accessories featuring your team logo. Consider items like:
  - Cups
  - Keychains
  - Tumblers
  - Bumper stickers and decals
  - Sunglasses
  - Sleepwear
  - Beer mugs
  - Beach towels
  - Plushies
  - And more

## *4. Advertising Space*

- Similarly to sponsorships, you can sell advertising space to other sports related websites and businesses. This includes sport blogs, equipment stores, gyms, health related websites, and more. You can create an advertising package that allows them to place a banner on your site which can be shown in the header, sidebar, or below posts. You have a variety of options for configuring a package; from different pricing based on the length of the package to basing your prices depending on which spot they choose.

## *5. Affiliate Products*

- If you have a favorite equipment store, consider partnering up with them as affiliates and sell their products on your site. You get a small commission for each sale you make while they get more exposure. You can also partner with local health store, considering many sports fans are interested in balanced nutrition.