



**sportworks**



...making sport work for you

# COMMERCIAL SERVICES

## SPONSORSHIP & FUNDING

**Sportworks Commercial Services offer a complete sponsorship and funding service to the sports, leisure, education and third sectors. Working with rights holders, commercial brands, sporting events and initiatives, not for profit organisations and community programmes, we can help you secure the funding you require or make the most of your current sponsorship rights.**

### OUR SERVICES

#### Sponsorship

- developing sponsorship policies and strategies
- benchmarking and developing a viable sponsorship model
- developing the sponsorship structure and rights packages
- creating real added-value and intangible benefits
- developing the sales process
- identifying and researching potential sponsors
- sourcing sponsorship for events, projects, programmes and initiatives
- writing and tailoring presentations
- negotiating and securing sponsorship deals
- activating and enhancing sponsorship programmes.

#### Funding

We specialise in securing funding for charitable initiatives, major sporting events, sports clubs, community programmes and projects. Be it submissions to UK Sport, Regional Development Agencies, statutory authorities or applications to trusts, foundations or private funders, you can utilise our expertise and experience to find the funding you require.

- writing of fundraising strategies
- consultancy on funding approaches and applications
- packaging core costs and new projects
- sourcing funders for core costs, events, programmes and initiatives
- writing funding proposals and applications (eg trusts, grants etc)
- accessing major gifts and how to set up a major gifts programme
- bespoke and in-house training on funding
- applications, fundraising and sponsorship (staff, Trustees etc).

### WHY SPORTWORKS?

#### Experience

We have experience of working with:

- Third sector/non-profit/charities who use sport and leisure as a way of raising funding and profile
- Rights holders; eg major sporting events, community programmes
- Corporates and commercial organisations
- National Governing Bodies
- International Federations
- Local Authorities
- County Sport Partnerships & Schools Sports Partnerships
- Community and professional sports clubs
- Major venues and facilities
- Host cities
- Educational establishments.

#### Our Skills

Our team of experts have a strategic, detailed knowledge and insight of the sport, events and leisure industry, through years of experience gained from a variety of sporting, business, charitable and educational backgrounds.

#### Delivery

We have secured funding for a range of projects and events from local and regional to national and international; from four to seven figures.



**sportworks**  
EVENT MANAGEMENT



**sportworks**  
TRAINING & DEVELOPMENT



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EMPLOYMENT & RECRUITMENT



**sportworks**  
CONSULTING



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SPONSORSHIP



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LOGISTICS



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COMMERCIAL SERVICES

Sportworks provides the logistical, technical and management support, promotional expertise and personnel development that helps world-class sportspeople, fixtures and events to succeed. Our goal is to enrich the experience and deliver the results that those who invest in sport pursue

[www.sportworksuk.com](http://www.sportworksuk.com)

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