



A digital spin on sponsorship, delivering business all season long

The Head Partnership (THP) is a leading law firm in the Berkshire and Oxfordshire region.

Marketing at this innovative legal firm incorporates multiple channels, to create strong awareness and engagement amongst a highly targeted audience.



“ Small and growing businesses should open their eyes, and understand the commercial package that is offered. In many cases this will deliver many times the value of an alternative marketing opportunity. ”

Richard Rodway, The Head Partnership

Why Woodley Wanderers?

THP sponsors Woodley Wanderers, a fast growing club that maintains a strong relationship with sponsors. The main hook for THP is the Wanderers’ database.

- **22 teams’** worth of players, volunteers, friends, parents, and supporters; and
- **5,000** unique views of the website and digital assets such as the Facebook page every week.

Berkshire Cricket means business

THP also sponsors Berkshire Cricket, whose newsletter is hosted on the THP website, so parents visit the THP website for all club news. The club is bullish with parents, actively encouraging them to use THP, with the clear message to parents that the firm supports their children, and this should be reciprocated.

“Sports sponsorship is fundamental to our business growth. We sponsor clubs that have a strong member base and are well connected digitally, especially on social media. This presents our business with a fantastic opportunity to engage and promote our services all season long into an enthusiastic loyal audience”.

“Sponsorship educates clubs on how to be more commercial – which can only be good news for business”

Those that think it’s all about logos on shirts are completely missing the point - that through sponsorship, you create a subconscious link between the club and the sponsor, which removes barriers to purchase.

No more “Blink and you miss it” marketing

“With sports sponsorship, businesses can routinely secure a package that allows them to communicate with a captive audience, over a two-year period or more.

This is so much better than “blink and you miss it” advertising on social media, radio, posters, or in local press”.



The marketplace for sports sponsorship

SEARCH OPPORTUNITIES

sponsor.com