



Using sports sponsorship to generate a

**900% return**

Woody's Shutters installs elegant wooden blinds and shutters right across the Thames Valley. This innovative young company has grown rapidly in the past two years. And much of its success can be attributed to sponsoring local sports teams.

So much so that this is the only form of marketing the company is currently using.

Woody's Shutters currently sponsors four youth teams in the area, playing football and hockey.



“The new Sponsure platform is a brilliant idea. Like a pick ‘n’ mix of sponsorship opportunities that makes it really easy for businesses to try this out.”

Oliver Cannell, Woody's Shutters

### Believe in your community, and they'll believe in you

When Woody's first sponsorship deal was signed - Under 11's football shirts for about £480 - it was more to demonstrate that they were investing in the local area. But that investment has paid off in spades.

### Make sports sponsorship your best business decision

Sponsorship started out as “a nice thing to do” - but for an investment of just £1,200, the business has generated over £12,000 of new business directly – plus lots of brand awareness in the local area.

### The business owner's perspective

“If your business has £500 or £5000 lying in the bank, rather than paying corporation tax on that, invest it in a local team. It's more than likely to pay back very quickly – whether you are a financial services company, a local retailer, or any other type of business”.

## Woody's founder Ollie Cannell has turned sports clubs into his sales team

The benefits to Ollie are:

- **High engagement with a targeted audience** - the parents of the sports teams
- **High visibility** - Woody's Shutters logo appears on every child's team shirt, all season long
- **Free advertising** - The pictures taken at every match are shared online, by club members, players and family members, especially on social media
- **An online boost** - Ollie gets positive feedback about his sponsorship on Checkatrade, with customers confirming that they would trust him more than a faceless national firm.



sponsure.com

The marketplace for sports sponsorship