



TEAMGENIUS
ATHLETE EVALUATION SOFTWARE

Youth Sports Sponsorship Packet

A Checklist for Turning Your Next Tryout
or Camp Into a Sponsorship Opportunity

Use this checklist to turn your next youth sport tryouts or camps into an opportunity to sell sponsorships with a top-notch sponsorship packet.

PHASE 1: DO YOUR RESEARCH

STEP 1) Determine Your Sponsor Targets



Who are you going to ask to sponsor your club? Create a list of your targets and do some leg work to find exactly who you need to contact. LinkedIn can be helpful in your searches. Consider your opportunities at two levels: local and national.

LOCAL



Think about if you have any players with parents who own businesses or are in decision-making roles at local companies. This doesn't necessarily mean small business, though, so keep a wide focus.

NATIONAL



Don't be afraid to reach out to some of the big brands. They often have budgets set aside to support local communities. You can use resources like BizFluent.com to help narrow in on the companies who are most likely to contribute.

PHASE 2: CREATE YOUR YOUTH SPORTS PACKET

Your packet will be comprised of three elements: 1) the sponsorship letter, 2) the club/team info sheet, and 3) available sponsorship levels.

STEP 2) Write Your Sponsorship Letter



Think of this kind of like your resume cover letter. Your letter should introduce your club, your location, and state why you're pursuing sponsorships. Use this letter as a pitch of your club to entice potential sponsors to keep reading. What's in it for them? Use this letter to discuss how many people attend games, social media followers, website views, etc. What would you say if you were speaking to this potential sponsor in person?

STEP 3) Write Your Club Information Sheet



Your club information sheet is where you can include dedicated information about your club. Your mission, vision, and values should be clearly defined. Make sure to brand your info sheet to your club's colors and include your logo. This is the place to also include any team stats you want to share and highlight what makes your club unique.

STEP 4) Determine Your Sponsorship Levels



What specifically do sponsors get for their money? What are they buying? Create sponsorship levels for different budgets. You may also want to consider opportunities to sponsor specific events (like tournaments), one-time sponsorship asks for specific needs (like buying new equipment), and digital marketing opportunities.

STEP 5) Include Your Sponsorship Agreement



This is the actual form your sponsor will fill out with their contact and payment information. If your existing agreement lists sponsorship levels or options, make sure they align with what you created in Step 4.



PHASE 3: PUT YOUR PLAN INTO ACTION AT TRYOUTS OR CAMP

STEP 6) Solicit Responses



At your tryout or camp, enlist the help of a few key people within your organization to help solicit sponsorships from your attendees. Since you will already know who your local targets are, empower your people to open those discussions. Have your sponsorship packets at the ready to give to interested parties.

STEP 7) Follow up and Feedback



If you have attendees at your tryouts or camp who are already sponsoring your organization, your enlisted help from Step 5 can be asking those sponsors for their feedback on how things are going. Are they happy with their investment in your club? What can you be doing better? Additionally, you can ask sponsors for upgrades to the next level of sponsorship. This especially holds true if you're looking for one-time investments for things like equipment or tournament funding. We don't mean to be vultures by any means, but nothing ventured is nothing gained.

Looking for additional information? Check out these blogs.

- [Create a Youth Sports Sponsorship Packet in 4 Easy Steps](#)
- [How to score a sponsorship for your youth sports team](#)
- [How to Turn Your Next Tryout into a Youth Sports Sponsorship Opportunity](#)
- [The Ultimate Guide to Player Evaluation Software](#)

