**Template: Email and phone script**

Subject: Become a Key Partner of the Largest Sports Club in the Region; Reaching 1,000 People Each Week

Dear XXXX,

*[Setting the scene]*

I am writing to you regarding <INSERT NAME> Rugby Club. We are a thriving sports club in the area and have been promoted twice in the last 4 seasons. We now play in the <League> and have a loyal fan based of 1,000 people attending all of our 1st XI home games. We also have a fast growing Women’s and Age Grade sections.

*[Recognising the role of the company]*

Given your involvement in the local community sports scene, we would like to review the potential of you becoming a high profile Official Partner of the club. We can provide a number of benefits to support your own objectives, which could include:

* Association with the ….. sports club in the town/county/region – supporting the best in your local community
* Brand exposure and promotion, including on playing/training kit, perimeter boards, website and social media
* Tickets and hospitality at every home game (access to six Nations tickets)
* Invitations to our own networking events, plus the opportunity to host your own events at the club
* Invitations to other club events, including End of Season Dinner, Social occasions and Fund raisers
* Promotional stand at the ground on match days (if applicable)

*[Staying flexible]*

There is a significant degree of flexibility in how we could work together. Therefore, I would very much welcome the opportunity of organising a time to speak to you further about our sponsorship programme and our exciting plans.

If you are interested, please suggest a time for us to meet at your offices, alternatively,

I’d love to welcome you to the club on matchday/weekend and you can experience the club at its best.