

# Game-changing commercial strategies



Achieving sustainable commercial revenues for community sport clubs

# Roger McKerlie - Founder



- MD of Beyond the Stadium for 15 years
- Advisor to CACT, QPR Trust, SportsAid, K Sports, RFU – England Rugby Supporters Club, Lakeside Hammers speedway, Yorkshire CCC, Kent Sport, Active Sussex, Blackheath RFC
- Board director at Sevenoaks RFC responsible for commercial revenue
- Sevenoaks will deliver @£150,000 in sponsorship and commercial revenue in this financial year to July 2020





# The membership club for sports clubs

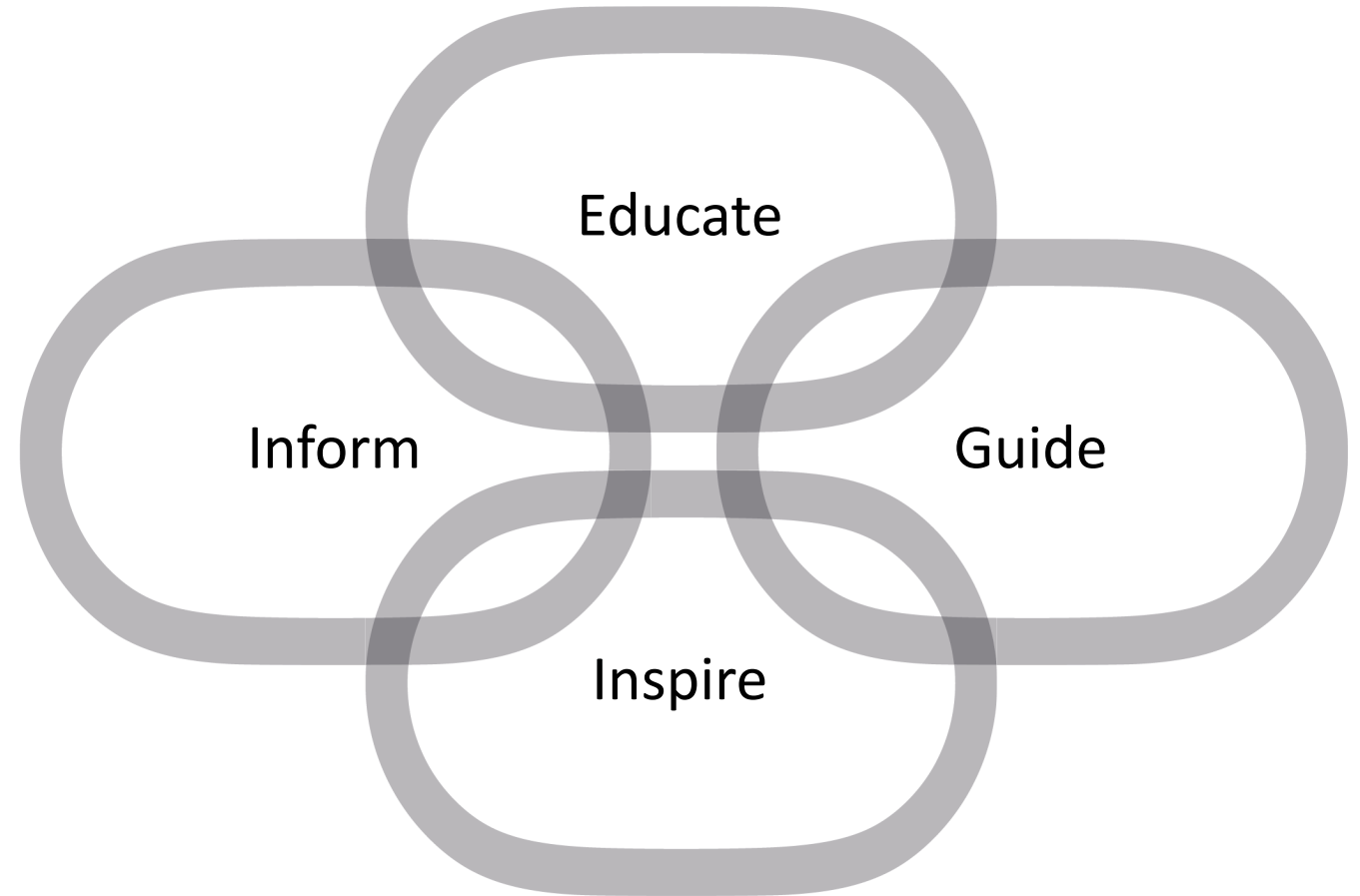
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- Club Champions is the UK's only membership network dedicated to helping thousands of community sports clubs and charities to **increase their commercial revenues** to make them more viable and sustainable.
- Having advised many business clients on their brand investment into community sport, **we are uniquely placed to offer our members insight and analysis** on why companies, large and small, sponsor community sport and what they want from it in return.

# Who are we and what do we do?



- Club Champions – Teach a man to fish...we are here to help
- How do we enable community sport to be financially sustainable



# Advisory Board



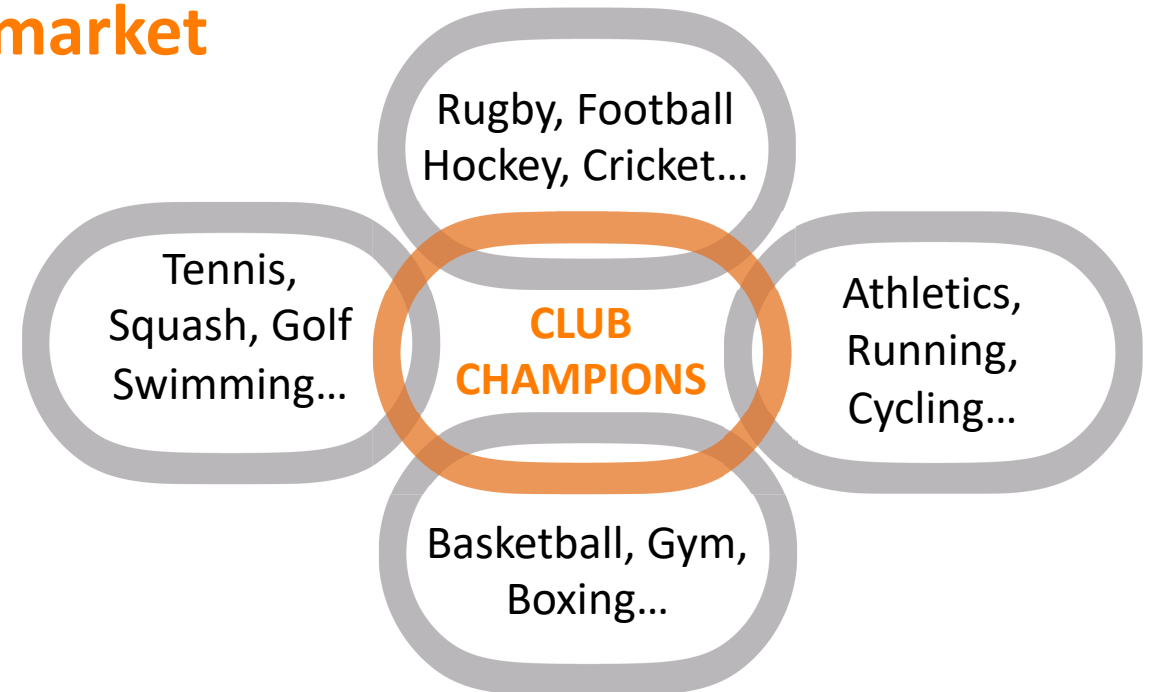
- Matt Bates – Sponsorship Manager, Vitality Healthcare
- Chris Haynes – PR expert and former Head of External Affairs, Sky Sports and Communications Director, ECB
- Ian Bell - Associate, Ashridge Business Initiative
- Tom May – Media Consultant and former professional rugby player
- Kirk Harrison – Strategic Advisor, Black Prince Trust and former Head of Barclays Spaces for Sport
- Charlotte Richardson – FA Club Consultant
- Zane Shihab, Sports Lawyer
- Gerry Diebel - Owner, Direct Design

# Who is it for?



Club Champions represents the interests of the **huge UK community sport market** including, but is not limited to:

- Semi-professional sports clubs
- Amateur sports clubs
- Sports charities
- Individuals



# It's time to make a difference



- UK community sport plays a massive role in the wellbeing of the country, **providing much needed social cohesion** and the opportunity for millions of people to exercise regularly. Yet it is shamefully underfunded.
- We are tired of the platitudes that emerge from government (of any political persuasion!) so we decided it was **time to do something** about it ourselves.
- We aim to **create a self-help movement in community sport** so that we are no longer reliant on hand outs, grants and burdensome loans.
- This sector has **a massive amount to offer the business market** and we will show you how to be successful in increasing your revenues.

# The community sport market



- Sport and Recreation Alliance survey in 2017/18.... the last detailed look at community sport revealed that over 38m people “live their lives” in community sport...





# The community sport market



- Median club spend...



# The community sport market



- Average club spend...



# The community sport market



- “ Finance remains a challenging issue for the sport and recreation sector at grassroots level” (Sport & Recreation Alliance)



# The opportunity...



# To significantly increase commercial income

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- Whilst there is **a lot of untapped money available** in corporate budgets accessing it is not simple. Business leaders are not waiting expectantly for your call or letter, so **you need to be professional in how you approach them** – you need to offer them a business deal which is mutually beneficial and not subservient.
- If winning the business is a challenge then holding onto it is even more so. **It is imperative that you deliver on your promises** or you will find yourself trying to replace sponsors every year. It is 80% harder to win new business than to hold onto existing business.

# We'll share insights on ...



## Understanding your assets

- Brand awareness & engagement
- Product
- Sponsorship Rights (how your commercial partners reach your audiences)

## Prospecting and Pitching

- Understanding the target market
- Research
- What do sponsors want?
- Pitching



## Activation and delivery

- People and roles
- Administration
- Proactive management
- Adding value
- Renewals

# Business Directory



**SEVENOAKS RUGBY** **NEW NEW NEW NEW SEVENOAKS RUGBY BUSINESS DIRECTORY** **BUSINESS DIRECTORY 2019/20**

**ONE CLUB MANY OPPORTUNITIES**

Promote your business to over 2,000 people and support your club through the Sevenoaks Rugby Business Directory. Just £250 to place your logo, 200 words and 10 images about your business...

[sevenoaksrugby.com/businessdirectory](http://sevenoaksrugby.com/businessdirectory)

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# Business Club





# Community Sport Programme (CSR)



# TV channel



# Some case studies



RUGGLES & JEFFREY  
"Kids for a quid"  
Lakeside Hammers

TOTAL JOBS  
"Off the bench"  
QPR Trust

O'KEEFE GROUP  
"Alternative curriculum"  
K Sports

SAVILLS  
"House sales"  
Sevenoaks RFC

# CLUBHOUSE



# CLUBHOUSE



# KIT



# KIT



# MERCHANDISE





# PITCHSIDE



# PITCHSIDE



# PRINT



# ONLINE



YOU'VE GOT TO BE IN IT TO WIN IT... JOIN THE MIGHTY OAKS CLUB LOTTERY



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**WELCOME TO SEVENOAKS  
RUGBY CLUB**

# ONLINE



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A photograph of a person in a yellow and blue rugby jersey spraying champagne. The jersey has the Sevens Oaks Rugby logo and the Savills logo. The scene is festive with confetti or champagne spray in the air.

**The Mighty Oaks Club Lottery**  
savills

# ONLINE



BOOK NOW FOR THE MIGHTY QUIZ ON 23 NOVEMBER

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# SOCIAL MEDIA



**Sevenoaks RFC** @SevenoaksRFC · Nov 16  
Congratulations to Oaks back row Josh Baldock who was voted the @Savills Oaks Man of the Match in the 1s win against @GeeseRugby!



1 1 15



**Sevenoaks RFC** @SevenoaksRFC · Nov 9  
Congratulations to Oaks @Savills Man of the Match Matt McRae. A typically industrious performance in such a tight game



9

# NEWSLETTERS



Come on you Oaks!  
View this email in your browser



Dear members and supporters,

And so it comes to this. England or South Africa? Bacon or Boerewors? Guinness or Tea? Those are some of the big choices served up tomorrow morning in the Clubhouse. Arrive early and make yourself comfortable for what promises to be an outstanding match. The Kitchen will be open from 8:00am and the Bar from 8:30am. The RWC Final kicks off at 9:00am. Tomorrow is a rest day for the Seniors, so all eyes in terms of Oaks Rugby action this weekend will be on the Juniors on Sunday, check out the schedule below. Last Saturday the 1st XV toughed out a losing bonus point in a mud-fest against Guernsey, going down fighting 10-17 – there are some great photos from our very own Dave Purday in [the write-up on the website](#).

## Book Now! Quiz Night 23 November 2019

Following a year away the Quiz Night is back! There are only a few tables left so you need to move fast. [Visit the website for more details and to book yourself a slot.](#)

## Save the Date, Friday 6 December - Christmas Lunch with Guest Speaker, Wayne Barnes

Our Wooden Spoon Christmas Lunch will be on Friday 6 December. More details to follow. Anyone who would like to reserve a table or an individual spot early should email [dianecarey@mac.com](mailto:dianecarey@mac.com)

Yours in rugby,

Sevenoaks Rugby Club



Savills is a major Sponsor of Sevenoaks Rugby and the support of the leading estate agents has driven a great deal of our progress in terms of new facilities. Please note that Savills also pays £500 to the Club on each member's house transaction. If you're on the move, contact Savills to find out about the outstanding service they offer..



FM Conway is a leading family-run infrastructure services company based in Sevenoaks. With a 57 year heritage, they are passionate about the communities they work for and live within. In addition to helping the club to grow, they are working with us to promote job opportunities to school leavers and help young people at the start of their careers.

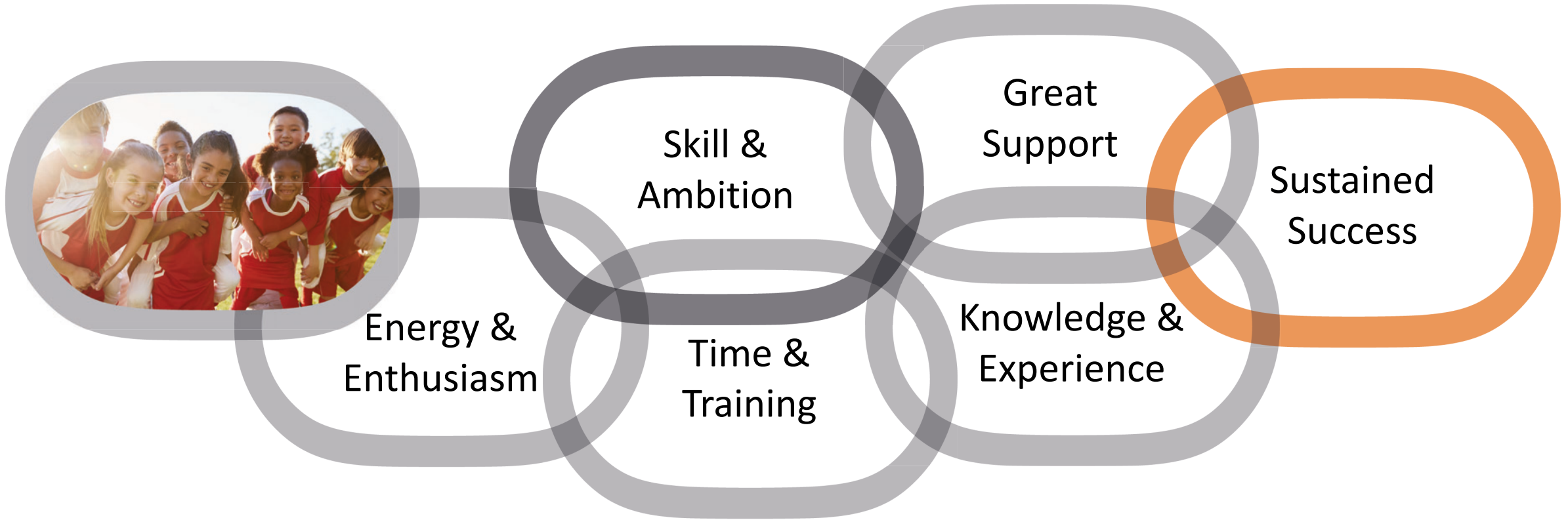


Looking for the latest news and views on the progress of the 1st XV?

Check out the [Sevenoaks Rugby 1st XV blog](#) for results, match reports, and post- and pre- match analysis. You will also find views and videos from Coach Bowman and others.



# What does it take for you to succeed?



# How we work



- **Club Champions is a membership network** which exists to help the UK's community sport market, regardless of what sport they are involved in or the region they operate in.
- **Our aim is to be inclusive** and to share as many positive stories as possible.
- Our members reflect this and are all **eager to learn from each other** and to help each other wherever possible.



# How we work...



## We support our members through:

- a regular series of 'how to' Insight Articles
- a bi-monthly e-newsletter sharing success stories from across all sports
- regular networking/social events with presentations and speakers
- an annual conference
- an 'ask the expert' email service



# How we work



We will deliver this information through:

- **The website**
- **Social media**
- **Podcasts**
- **Webinars**
- **Video**

... so there will be many ways to consume the information we will provide.





HOME ABOUT BENEFITS JOIN

INSIGHT EVENTS LOGIN CONTACT

CLUB CHAMPIONS

# Game-changing commercial strategies for community sport

How would your club invest additional commercial income?

CLUB CHAMPION BENEFITS

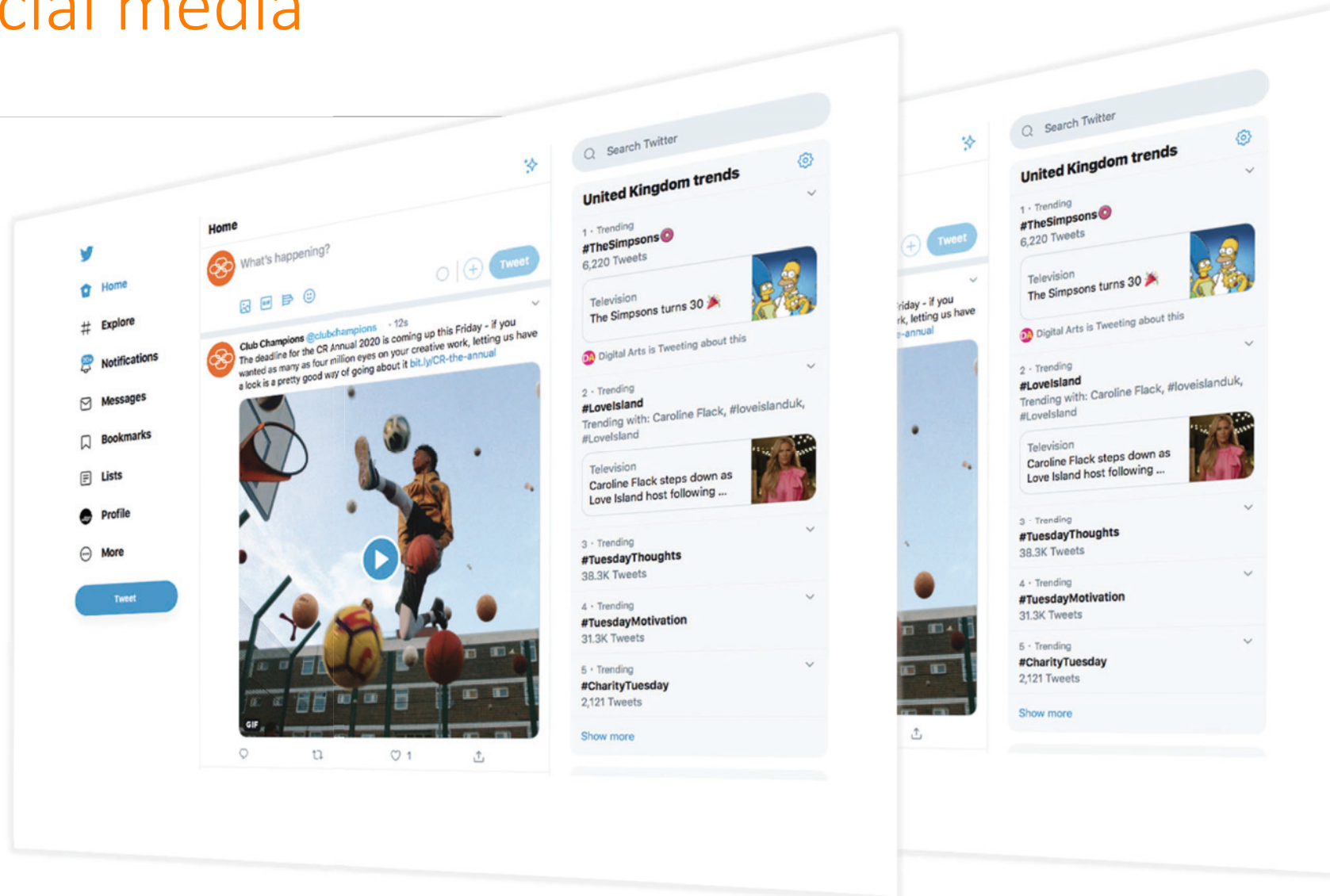
BECOME A MEMBER

# Sustainable social support is out there

You'll find out how more revenue benefits your club and community

REGISTER FOR AN EVENT

# Social media



# Events



# How to join



- You will soon be able to sign up and pay through the web site...
- **Core membership is only £200 plus VAT pa for each club** and that includes the Insight Articles, the e-newsletter and some networking events.
- The annual conference and some events will have additional charges and our consultancy services are charged out at £500 a day.
- You will receive a welcome letter and an **exclusive white paper** which outlines all the things you need to do to be successful in winning new commercial revenue.
- **We will communicate with you regularly** through email sending you lots of practical and useful information.
- We will always be on the end of an email to **help you wherever we can** and to answer any queries you may have.



# Contact Us

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- [www.clubchampions.net](http://www.clubchampions.net)