

## Unique Sponsorship Opportunity for Your Business in Inverclyde

### BeNumber1's Full Day Goalkeeping Camp Events, Easter/Summer/October.

Hi there,

Please allow me to introduce myself. My name is David Scott and I'm the Founder & Head Coach of the **BeNumber1 Coaching Goalkeeping Academy**, established in Inverclyde in 2013.

As a local business owner, I wanted to share something that I believe may be of interest to you, and could result in **bringing new customers into your business**.

You may have already seen in our local outlets **Greenock Telegraph, Inverclyde Now** and on social media, 2016 saw us launch our Full Day Goalkeeping Camp events during the Summer and October holidays, which was a huge success and created a buzz amongst our young local footballing talent.

### About the Events

During our Full Day Goalkeeping Camp events, dozens of young Goalkeepers from our local community and across the greater Inverclyde area, attend our chosen venue for a full day of professional Goalkeeper coaching.

On these days, there will be:

- Professional Goalkeeper Coaching Sessions
- Kids' Coaching Certificates
- Prize Giveaways
- Special Guest Appearances
- Q&A Session for all Goalkeepers with our Special Guests
- Hydration Zone with Complimentary Bottled Water
- Fun & Entertainment to Keep Kids Engaged
- + Much more...

### Who We're Looking For

To help to support our events for all the young goalkeepers of our local community, and to help to ensure the continuous success of these events, we're looking for forward-thinking business owners, just like you, to get involved and become invested through sponsorship, which in turn will give your business a higher public profile prior to, during, and after the events.

This sponsorship opportunity is very limited, with spaces being restricted to only a single primary sponsor, and a maximum of six secondary sponsors. Each sponsor selected will be a business that the BeNumber1 Coaching Academy would be delighted to be associated with.

### Our Investment in the Event

We work incredibly hard to put these events together for the local kids. As you can imagine, it takes a lot of organisation to stage such events, all of which attract considerable overheads, and a significant investment in time and resources.

- We have designed social media marketing campaigns;
  - to share with more than 34,000 targeted parents within Inverclyde
  - to raise awareness of the events
  - to promote our events sponsors to our targeted audience (i.e. parents)
  - to increase the number of possible attendees we can invite onto the events
  - to encourage engagement from kids' parents
  - to discover, from the parents, what the kids would like to have at the event
  - + much more...
- We have local media coverage (Greenock Telegraph and Inverclyde Now) present at every camp to ensure the local community are kept updated with the great progress our kids are making in Inverclyde
- We strategically place our promotional flyers around our local community, ensuring growth in our audience reach
- We've created a dedicated area on our BN1C website, specifically for the events and our sponsors (<http://www.bnumber1coaching.com/full-day-camps.html>)
- We've also designed a strategy for helping our sponsors increase their sales as result of these events

## Your Investment Options

### **1. Primary Sponsor for 1 Camp (limited to only one business) - Investment Only £200**

- What you get;
  - Your company name and logo on our event advertising
  - Your company name and logo on our attendees attendance certificate
  - Listed as the primary sponsor on all our social media promotion for the event
  - A link on our official BN1C website dedicated area, directing traffic to your respective business website
  - Access to place your own advertising banner on-site at the event
  - Ability to have your chosen business promotions included in our attendees goodie bags (e.g. your business card, flyer etc)
  - Post-event images that will be shared on social media, including any images that may have your promotional material included
  - Your company name and logo on our post-event promotional video (Average 15,000 views)
  - First refusal of 'Primary Sponsor' role in next scheduled event
  - Potential exposure of your business to 34,000 households in Inverclyde
  - Ability to have your business promoted within our Greenock Telegraph article, post camp. (Double page spread- please find attached)

### **2. Annual Primary Sponsor for ALL Camps (limited to only one business)- Investment at a DISCOUNTED PRICE of only £500**

Your business can secure sole primary sponsor status for all 3 of our annually scheduled Full Day Goalkeeping Camp events, at a discounted price of just **£500. (Saving £100)**

- What you get;
  - All primary sponsor benefits listed above
  - Your business marketed for you, by us, for 11 months from February, through to December. (Including your company name and logo incorporated into all Camp promotional material, dedicated website links, all social media related activity and unlimited access to our Goalkeepers parents with promotional offers)

### **3. Secondary Sponsor (limited to a maximum of six business) - Investment Only £50**

- What you get;
  - Your company name and logo on our event advertising
  - Ability to have your chosen business promotions included in our attendees goodie bags (e.g. your business card, flyer etc)
  - First refusal of a 'Secondary Sponsor' role in next scheduled event
  - Potential exposure of your business to 34,000 households in Inverclyde

\* Please note that these fantastic sponsorship opportunities will be agreed with each business on a first-come-first-served basis, and once they have been filled, there will be no more available - so act fast so as not to miss out, and to avoid any disappointment. Our events are a huge success, make sure your business is part of it!

If you would like to know any additional information about our events, or what we can offer you, please feel free to reply to this email and I would be delighted to let you know. We can even arrange a brief chat within your location, if this would be of interest to you.

Also, if you'd like more information about the BeNumber1 Coaching Academy, please visit our website by clicking here; [www.benumber1coaching.com](http://www.benumber1coaching.com)

Thank you for your time and I look forward to hearing from you.

Thank you,

David Scott