



# Sponsorship Proposal

2024 - 2025



# About Our Club

Beechcroft Multi Sports Club is in the Hall Green district situated in South Birmingham.

The club was first set up in 1939 and still retains its original club house. The club is surrounded by houses with plenty of advertising opportunities from every angle.

Following a grant from Sport England in 2014 and 2015, Beechcroft Multi Sports Club have revitalised both the indoor and outdoor facilities. Our three tennis courts have been replaced with a state of the art multi-sport astro turf surface with new floodlights, a renovated clubhouse and has become an award winning walking sports club for all age groups young and old.



## Why sponsor us

### Advert Exposure

- Website views in the thousands monthly
- 2500+ followers across Facebook & Twitter
- 360 members, 25,000 foot fall to the club every year and 40 hours on our weekly coaching programme between 2023/24
- Featured on BBC Get Inspired, Made in Birmingham TV Channel & various other media channels

### Wide Ranging Audience

- 90% of participants are 50+ providing fantastic audience base for businesses
- Members from all across the midlands, with a diverse mix of interests and backgrounds

### Recommendations

- Coaches & customers are always happy to recommend members businesses with the additional benefit of knowing sponsors personally



# Sponsor Packages

Beechcroft Multisports club is looking for cash Sponsorship to help with the running and development of our club. We have 3 sponsorship packages available:

## Bronze

- One 150cm x 50cm advertising board at the club.
- The organisation's logo and link put on our website + once a month promotion on a social media channel.

£250 Annual Fee

£150 set up first year  
Total - £400

## Silver

- One floodlight banner with your business information (£350 annual advertising for floodlights closest to the club).
- The organisation's logo and link put on our website + once a month promotion on a social media channel. Also, a piece about your business on our newsletter which goes out to all our members.

£300 Annual Fee

£200 set up first year  
Total - £500

## Gold

- Everything included in the Bronze and Silver package.
- 10% membership discount for any employers (proof of workplace required).

£450 Annual Fee

£350 set up first year  
Total - £800

## Next Steps

If you are interested in sponsoring or would like to discuss this sponsorship proposal in more detail, contact Chris:

Call 0121 796 1330

or email

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CLUB SECRETARY

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