



# Sports Club Partnerships Guide

## Introduction

This guide outlines the process for marketing to and partnering with your local sports teams and clubs, with the goal of winning new business from the sports club members. This activity forms part of your wider business partnerships work, which is integral to your Community Marketing Activity campaign. The work you do with local businesses will include activities such as event prospecting, reciprocal marketing partnerships and general business “visits” (to distribute marketing collateral).

Marketing to sports clubs, just like your other community-based marketing activities, is founded on solid planning, preparation, execution and repetition. The intention is to drive direct leads for your business and funnel prospects towards your online marketing streams such as your PPC advertising, your social media content and your website. By spreading the School is Easy messaging in your communities – “Help make your child the **HERO** of their own story” – you will also generate brand visibility and awareness in your territory.

## What is a School is Easy *Business Partnership*?

A School is Easy business partnership is any outcome which involves your business and the target business working together in some capacity. This can be as simple as a business allowing you to put a “**HERO**” poster up in their store, or both parties agreeing to conduct reciprocal flyer distribution, through to more advanced partnerships, such as running regular events at their venue, or having a financial arrangement in place for businesses to offer your tutoring services to their customers.

In this guide, we are focusing on the latter – offering a financial incentive to sports clubs, in order for them to promote our services to their memberships.

## How does it work?

Sports clubs generally have healthy youth memberships, which makes them target-rich marketing environments for education providers. Clubs and members relate to our **HERO** messaging because it is something they aspire to. This gives us a natural advantage over our competitors.

Youth welfare and safeguarding is a priority for most sporting clubs and organisations these days, with many clubs employing dedicated youth welfare officers. As such, sports clubs are better placed to address the wellbeing of their young members and part of this care may extend to education. Clubs will recognise that children’s schooling has been impacted by the recent Covid19- pandemic and, as with our school partnerships, this presents us with an opportunity to partner with them for a mutually beneficial outcome:

- The sports club would market our tutoring services to their youth members/parents through various streams (newsletters, WhatsApp groups, events, AGM/meetings, club apps, etc.)
- In return, for any tutoring we provide to members, we would pay a pre-arranged percentage back to the club.
- You could also agree to split the payment between the parents and the club, e.g. 10% to the club and a 10% discount to members.

Like our other business partnerships, the key to its success is that it must benefit all parties. In this case that means the sports club, the children/parents, and School is Easy:

- The sports club benefits from the goodwill generated by proactively addressing the welfare of its youth members and enjoying a happier, healthier youth membership due to improved academic performance.
- The children and families benefit directly from the tutoring – students performing better at school and feeling happier, parents feeling less anxious and more inclined to let their children spend time playing sport at their clubs.
- School is Easy benefits from the direct business they receive from the club members, as well as any referrals generated. Helping more children in the community is also a great nonfinancial benefit.

Example communication from a sports club to its membership, promoting their partnership with a tuition provider –

*NDGSA is proud to announce its exclusive partnership with XXXXX XXXXX TUTORS as an Online Private Tutoring service provider to our athletes. The last two years have been an academic challenge for many of our athletes due to disruptions caused by the pandemic, so we have decided to provide them with access to this great service. Building Blocks Tutorials has successfully served over 30,000 students in the xxxxxxxx region and has partnered with dozens of schools. Their team of highly talented tutors builds confidence in their students, improving their habits and academic results. A portion of all proceeds will be donated back to the club. To contact XXXXX XXXXX TUTORS for your child's tutoring needs, please visit: [www.xxxxxxxx.com](http://www.xxxxxxxx.com) or email [info@xxxxxxx.com](mailto:info@xxxxxxx.com)*

## Financial sense?

It may seem like the percentage you pay to the club (and or client) in return for them promoting your services, will make the partnership financially unviable. However, similar to other promotional campaigns we run, at least part of the fee you pay on to the club (you could view this as your "discount") replaces the marketing cost you would have otherwise incurred in generating those new clients.

For example, if your fee to the club is 20% of your hourly rate (let's assume \$10), then calculate how much it would have cost you to generate that lead under normal circumstances. Consider all marketing costs such as the price of events, print collateral, signs, Bark leads, PPC ads, Facebook boosts/ads, gas money, etc.

From our Easy Numbers analysis, we know that in a School is Easy business our target cost per lead can reasonably be up to \$65, which is far more than the \$10 you may pay for this lead. Also, consider that because the sports club has marketed you to their own membership, the leads will be stronger than normal (more like referrals than standard leads). Therefore, your conversion rates should be higher and the costs involved in conversion should be lower (e.g. time spent on your E2 and E3 on the phone and at consultations). You should also have more success in selling larger packages of tuition, because leads have come from a trusted source. Your E4 should therefore increase. This will improve your Easy Numbers overall, as your business performs better.

The same logic can be applied to your reenrolment generation. You should see a higher level of repeat business for these clients, causing your overall reenrolment income to increase as a percentage of your business.

## What is our marketing strategy for this activity?

This activity (sports club partnerships) fits neatly into your wider Community Marketing Activity (CMA) campaign. It also links well with our **HERO** programme messaging in helping to make children the **HERO** of their own story. An overview of all School is Easy community marketing activities can be found [HERE](#) and you have access to a host of tools for planning, tracking and analysing your activity. The strategy and specific process for this activity is set out below. It is split into three key sections – Planning, Executing & Tracking. If you have questions about any aspect of this activity, or you would like help embedding sports club partnerships into your business, please reach out to your Support Manager to book a session(s).

## School is Easy – sports club marketing process

### Overview

The process below outlines the necessary steps to build partnerships with sports teams and clubs in your territories. Our goal is to have clubs refer us into their members.

The process involves creating and executing a rota, which incorporates every club/team available to you. When done correctly it will facilitate manageable, regular interaction with your clubs (and their members), positioning School is Easy as a “trusted education partner” and generating new leads in your business.

### Planning

#### Step 1: Generate a marketing list

- In a spreadsheet, create a definitive list of all the sports clubs and teams in your territory(ies). Collect as many details as possible such as club name, address, contact details, opening hours, etc.
- Because this is a multi-stream campaign, you will also need the details of all the key decision makers you wish to target (e.g. Chairman, youth team coaches, youth welfare officers, etc.)

#### Step 2: Create your marketing strategy

- This activity is mapped out in two key ways. Firstly, group your teams/clubs into manageable chunks and draw up a marketing rota, which will allow you to engage with them all consistently. (See the example rota at the bottom of this document).
- Secondly, define the marketing streams you will use, e.g. walk-in visits, emails, phone calls, postal marketing (packs) and ensure you have the ability to use each of these streams. The Execution section below, outlines how/when you will use each of these streams.
- Using your rota, embed this activity into your Community Marketing Activity campaign by adding it to your CMA planner. That way, you will know exactly when, where, and how much of the activity you are doing each week, in the context of your wider campaign. It will also enable you to complete the activity consistently, all year round, to achieve the best results.

#### Step 3: Preparation

- Once you have planned and scheduled the activity, make sure you do all of the necessary preparation. Create and print/purchase any materials needed (SIE branded **HERO** print collateral and promo items – ensuring you are using as much **HERO** collateral to ensure consistent messaging), research and list the key decision makers you are targeting, (names, roles, contact details,) plan your route(s), check opening times, plan your offer, practice your “**HERO**” pitch, write your emails, create your School is Easy ‘Information Packs’.
  - o For Information Packs, use SIE **HERO** branded folders to package relevant print/promo collateral (e.g. cover letter, business card, flyer, bookmark, pen, academic value-add such as an Executive Functioning Skills guide, study tips, or academic blog).

## Execution

### Step 4: Post your Information Packs

- Post your School is Easy **HERO** Information Packs directly to the key individuals you have identified within the first group of clubs in your rota. (See Step 3 for examples of what to include)

### Step 5: Conduct your 1st round of walk-in visits

- Visit the first group of clubs in your rota, with the same pack you sent them in the post – ask to speak with the key individuals you identified. If unavailable for a meeting there and then, ask for their details (if you don't already have them from your research), so you can send them "further information". Leave the information pack(s) and some branded freebies for the club (e.g. pens, bookmarks, leaflets, sweets etc.)  
\*Note – don't ask them for anything else at this stage. Your mind-set should be "what can we do for this sports club".

### Step 6: Follow up with emails

- Follow up your postal packs and walk-ins with emails to those same key stakeholders at your first group of clubs. Include some useful links in the body of your email (e.g. SIE website, SIE testimonial videos, your SIE FB page, any third-party validation from sports clubs SIE has worked with, links to useful content that promotes private tuition e.g. SIE blogs), as well as any **HERO** collateral from your Information Pack that you can attach, such as a cover letter, flyer, or SIE blog.

### Step 7: Make follow up phone calls

- Make calls to every key individual for whom you managed to obtain a direct contact telephone number – direct-dial and mobile contact numbers are extremely valuable, but don't be afraid to use the club's main telephone number and ask to be connected.

### Step 8: Make your second round of walk-in visits

- Conduct your second walk-in visits to your first group of clubs, two weeks later. (These second visits would take place in week 3 of your first rotation) – See the screenshot below:

#### First Rotation

Group 1: 1st walk-in visit – week 1

Group 2: 1st walk-in visit – week 2

Group 1: 2nd walk-in visit – week 3

Group 2: 2nd walk-in visit – week 4

- Use the same information pack but take different goodies this time, e.g. instead of SIE branded promo items, why not take coffee and cake for the club staff, or something sport specific for the youth membership such as football money boxes.

### Step 9: Create and run a standalone promotion

- Create a competition or promotion to run alongside the above process. E.g. a 'Stock the Fridge' competition, or a free tuition hours promotion. This type of 'appreciation' activity is popular and can be used to build trust and visibility, as well as promoting our **HERO** messaging. It may even help to seal a partnership. Contact your Support Manager for full details of how competitions can be run.

## Step 10: Use guerrilla marketing tactics!

- Incorporate guerrilla marketing ideas into your process, just like you do in other aspects of your community marketing activity. Think about unconventional initiatives that will serve the dual purpose of making you valuable to the club, whilst getting you noticed by the parents and youth members. Ideas that have been used in the past include – running a refreshments stand on game days, donating prizes at club fundraisers, running free online study tips, revision, or executive functioning skills sessions around exam times.

## Tracking

### Step 11: Track your progress

- Track all of your progress and leads in OPUS or a standalone spreadsheet. This not only ensures you can follow up promptly with clubs and client leads, it also builds a valuable picture of how effective this marketing stream is in your broader CMA campaign.
- Record the number of leads, consultations, enrolments, package sizes and enrolment value you generate from this marketing activity, so you understand its value to your business.

## Example clubs marketing rota

- 60 clubs = 4 x groups of 15 clubs in a rota of 15 clubs per week:

### First Rotation

Group 1: 1st walk-in visit – week 1  
Group 2: 1st walk-in visit – week 2  
Group 1: 2nd walk-in visit – week 3  
Group 2: 2nd walk-in visit – week 4

Group 3: 1st walk-in visit – week 5  
Group 4: 1st walk-in visit – week 6  
Group 3: 2nd walk-in visit – week 7  
Group 4: 2nd walk-in visit – week 8

### Second Rotation

Group 1: 1st walk-in visit – week 9  
Group 2: 1st walk-in visit – week 10  
Group 1: 2nd walk-in visit – week 11  
Group 2: 2nd walk-in visit – week 12

Group 3: 1st walk-in visit – week 13  
Group 4: 1st walk-in visit – week 14  
Group 3: 2nd walk-in visit – week 15  
Group 4: 2nd walk-in visit – week 16

...and so on.

The above example assumes 60 teams/clubs in a territory. It allows you to complete the 2 walk-in visit process in the recommended -2 week time frame, followed by a -6week gap, until circling back round to hit the same group of 15 clubs again. The full marketing cycle (one full rotation, hitting all 60 clubs twice), takes 8 weeks using the above model.

During the -6week gap period (the time between completing the second walk-in visit of your first rotation, to making the first walk-in visit in your second rotation), there would be follow up activity completed, such as (often multiple) phone calls, emails, campaign/competition planning, etc. The number of clubs in your rota can be adjusted according to variables such as the total number of clubs in your territory and human resources available in your business.

Remember – Plan, Execute, Repeat!