



Tamworth Spartans Volleyball Club National Volleyball League squad sponsorship proposal (for season 2017/18)

Introduction

Tamworth Spartans Volleyball Club is seeking sponsorship as it enters its men's first team into the National Volleyball League (NVL) for the first time in its 35-year history. We are looking for a partner who shares our values and has a determination to see volleyball become more than a minority sport in this country.

The context:

The past few years have seen rapid change at Tamworth Spartans Volleyball Club. We are a proud community-based club with 35 years of heritage and tradition but we nevertheless took the bold decision to rebrand ourselves as Tamworth Spartans in 2012.

What emerged from this process was a club with a more modern look and feel. More dynamic and visually striking branding was the most immediately noticeable element but that was just the start.

What followed over the next five years has included a website overhaul, a determined push into social media (over 500 Twitter followers), a new adult beginners' tuition course (Volley 101), a ladies' NVL team, a relaunched junior development programme as well as other initiatives designed to improve how the club operates and the quality of the coaching we provide.

At the same time, the men's side of the club has gone from strength to strength. Promoted to West Midlands Division 1 in 2012 (after several seasons of moving between Divisions 1 and 2), the 1st team is now firmly established as championship contenders. Back-to-back top four finishes were followed by a 2nd place finish in 2016 and a 3rd place finish in 2017. Further down the leagues, our men's 2nd team is set to compete in Division 2 for the first time, demonstrating that there is now strength in the depth throughout the club.

For the 2017/18 season, the club will step into uncharted waters as the squad enters the NVL for the first time, giving our men exposure on a national scale and the chance to test themselves against a higher standard of opposition from across the country. The club will still run its two regional men's squads, meaning that whatever level any new recruits wish to play at, there will be a playing opportunity for them.

The new NVL squad will also provide a clear aspirational pathway for both adult beginners taking up the sport and, crucially, our junior academy players, who will be able to plot a clear route from junior competition to senior action and all the way to the elite end of the club, should this be what they want.

Find out more about Tamworth Spartans by visiting our website at www.tamworthspartans.com or follow us on Twitter @TamworthVC



Case study

This pathway has already been demonstrated in exemplary fashion on the ladies' side of the club (the ladies' squad entered the NVL two seasons ago). Maxine Walker began training at Tamworth as a 16-year-old, breaking into the ladies' 2nd team at 17, where she was named player of the year in both 2010 and 2011. Her performances had already seen her turn out occasionally for the 1st team during that period but when she joined the squad full time in 2012, she went on to secure the player of the year award there as well and repeated the feat in 2013.

Maxine has been one of the stars of the ladies' NVL team – but what's crucial about her performance is that she has already started to give back to the club, taking her level 1 and 2 coaching qualifications and now becoming coach of our ladies' 2nd regional team. In this regard, she represents what Tamworth Spartans are all about; development, performance and commitment.

We are now seeing the first junior boys come through our development system. In Ewan Hardy and Jacob Tain, we have two players who now feature for the West Midlands Under-17 squad and who we expect to break into our regional 1st team very soon.

The requirements

The requirements of the NVL competition are far more strenuous than at regional level, in terms of player commitment, volunteer time and finances. Therefore, the club's committee is now seeking sponsorship and support – both financial and in kind – to help us take this venture forwards.

The venture necessitates an extra training session per week, to drive up the standard of play in the squad, travel to away fixtures across the central region (and possibly beyond for cup fixtures), home match day court bookings and the payment of neutral referees for all home matches.

As well as these operational costs, there are a number of other one-off costs which will be incurred to get the squad up and running, including new playing kit and some match-day equipment.

The squad has a volunteer level 2 coach who has committed to take the venture forward from a playing point of view and an executive committee who are committed to drive forward the project without compromising other club activities.

Just as the ladies did previously, the men who have already committed to the NVL know that this will mean a 60% increase in their membership fees. This is in order to meet some of the financial commitments of the venture without it being subsidised by the other four squads in the club. The club's committee has agreed to fund any deficit for the first year, from club reserves, but clearly, this is not a sustainable approach to the problem.

Therefore, we now seek partners who can help us in the next stage of our club development and who can share in our successes.

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As the Spartans brand and ethos is based around the pursuit of sporting excellence, we hope to attract a partner whose own values are steeped in health, well-being, competition and a commitment to excellence.

The offering:

For a partner to come on board as a full sponsor, we could offer:

- Our sponsor's brand incorporated into team playing kit (and potential for further training clothing items available for members to purchase) which we expect to be using for the NVL squad for a minimum of three seasons for league and cup fixtures.
- This equates to at least 16 Opportunities To See (OTS) per season for that sponsor's branding – both in Tamworth and across the central region in which the team will play (potentially stretching as far as from Shropshire in the west to East Anglia).
- Branding across our website and within any display advertising we undertake in our club venues and in the community.
- Involvement with all club publicity, whether that be through Twitter, our Facebook page or our excellent relationships with media outlets such as the *Tamworth Herald* or community radio station, TCR.
- Visibility within any future video marketing we embark upon.
- Coaching clinics for our partner's employees / members (subject to volunteer time).
- A willingness to investigate partnership opportunities and events at which we would commit club members to be present. Clearly, this depends on the sponsor's line of business but could vary from a commitment to club dinners or awards nights in the case of a restaurant, for example, through to joint PR and publicity events in the case of a retailer or sportswear manufacturer.

Full sponsorship of our men's NVL squad is offered at £2,500 for a three-year deal

For any potential sponsor wishing to go further still, the sponsorship of our ladies' NVL side (who have finished 2nd and 3rd in their two seasons in NVL Division 3 Central) may become available for the 2018/19 season, should our current sponsor, the M6 Toll, choose not to renew their arrangement.

In addition, we would be happy to investigate the possibility of sponsorship also being applied across the main body of our club, which currently includes four regional sides (two men's and two ladies'). We would also be more than happy to discuss any other suggestions for opportunities or partnerships not listed here, including support in kind.

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Summary:

At Tamworth Spartans VC, we feel we have a modern, fit-for-purpose volleyball club with a strong brand and a track record of success. As we look to the next stage of our development, we want to partner with a successful local business that shares our values and beliefs and which is steadfastly committed to health and well-being in the Tamworth area. We hope it may be you.

For further information, please contact club chairman Simon Griffiths on 07887 657919 or email smgriffiths74@hotmail.co.uk.



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