



3 Ways to Bring In Real Cash through Sponsorships & Donations





Today's Host & Presenters



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How does this fit in?



BACKGROUND

Administrators and coaches need to use different tools to complete all key functions needed to have successful Programs and ensure their best Players come back season after season

Rec Programs and Clinics

Advertise

Register &
Collect Fees

Roster

Team Mgmt and Comm

Schedule

Analysis and Next Season

Competitive Programs

Recruit

Tryouts + Evaluation

Selection + Invite

Team Mgmt and Comm

League Schedule

Analysis and Next Season



Website

- CMS
- Design Templates
- Content Editing
- Program Listings

• *Create a Program*



Registration

- Creating Forms
- Adding Payment Plans
- Reporting



Rostering

- Add players and staff to teams
- Builder/Live modes



App & Web

- Message and Invoice to rosters
- Set up teams with app and web



Schedule

- Schedule upload
- Add events
- Potentially show off scheduler



Reporting

- Cross program reporting
- Set up new season (copy)



Today's Agenda



- What is LeagueSide and how do organizations get sponsorships?
- How can you collect donations using registration?
- Tips to increase your donation rates and results
- TeamSnap WorkShop: *How to set up a “Donors” program and promote it on your website to collect donations 365 days a year*



LeagueSide



SPORTS ORGANIZATIONS - HOW IT WORKS

Youth sports organizations can join the LeagueSide network, provide information about their organization, and receive sponsorship offers. All sponsorship execution is centralized on an easy to use dashboard



Onboard

Sports organizations create a profile and add their sponsorship inventory



Match

If an organization qualifies for a sponsorship, they receive an offer



Execute

Organizations execute sponsorships from start to finish using our Fieldhouse platform



SPORTS ORGANIZATIONS - HOW IT WORKS

- Sponsorships average \$1,500, but generally range from \$500 - \$2,500 depending on the package
- Packages might include things like hanging sponsor banners, printing sponsor logos on jerseys, sending out sponsored email / social media promotions, sending out sponsor surveys, hosting a sponsored event, and posting sponsor website banners
- LeagueSide will never cost anything to participate in, but just requires that organizations execute the sponsorships as agreed to
- Sports organizations will be asked to provide pictures of the sponsorship in action and complete the agreed upon items in a timely manner in order to complete the sponsorship
 - 50% of sponsorship paid upon first verification, 50% paid upon completion of sponsorship

SNAPSHOT OF HISTORICAL SPONSORSHIPS



2,534

Orgs sponsored

5,879

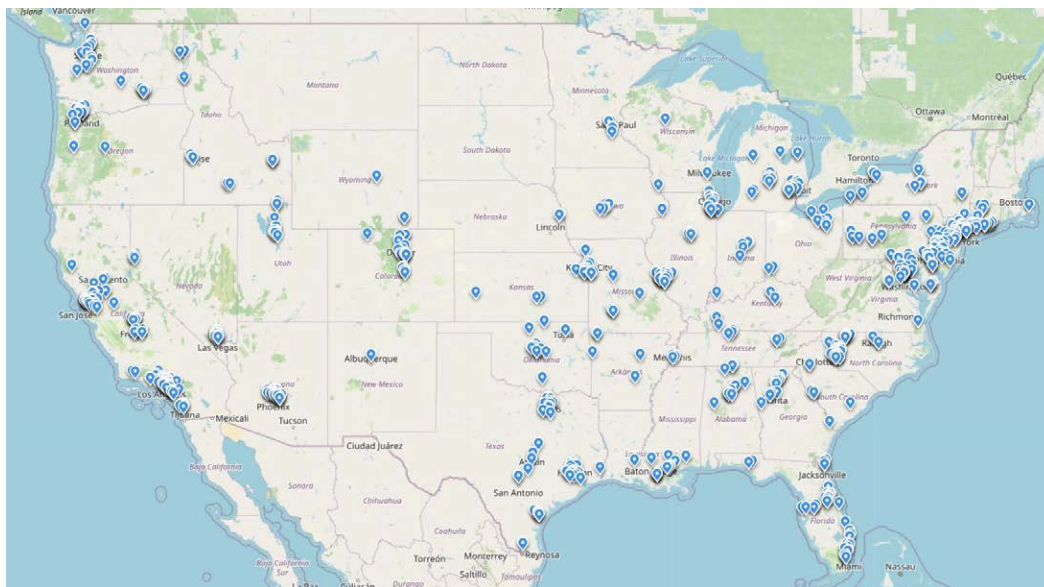
Total sponsorships

2.32

Sponsorships per league

1,449.9

Average sponsorship amount



EXAMPLE SPRING TIMELINE: SPORTS ORGANIZATIONS



PRE-SEASON

JAN - FEB

- Sponsor onboarded and league onboarding begins

OCT - DEC

- Confirm information about upcoming season/programs

JAN - FEB

- Receive sponsorship opportunities, review requirements, and accept offer

IN-SEASON

MARCH - JUNE

- Send in-person assets (banners, warmups, coupons)
- Provide sponsorship execution support
- Review verification photos

MARCH - JUNE

- Execute sponsorship using LeagueSide's Fieldhouse platform, which centralizes deadlines, creatives, and content
- Submit verification photos and complete sponsorship items to unlock full sponsorship amount

 = LeagueSide task

 = Organization task



GENERAL ONBOARDING

The screenshot shows the LeagueSide Package Builder interface. The main header includes the LeagueSide logo and navigation links for Sponsorships, Package Builder, and League Profile. The main content area is titled 'EXAMPLE LEAGUE' and contains a 'Create Package' button. A modal window titled 'CREATE PACKAGE' is open, showing fields for Package Name*, Price*, and Package description*. The Package Name field has a placeholder 'Ex. Bronze, Silver, Gold'. The Price field has a dollar sign and a numeric input. The Package description field has a placeholder 'Why should a sponsor buy this package, how is it different from other packages, how will this help your organization, etc.'. There are 'Cancel' and 'Save' buttons at the bottom of the modal. The background shows a list of packages, including 'BRONZE \$500' and 'EMAIL NEWSLETTER'.

Organizations sign up for free and provide us with information to match them with sponsors



Organization Profile

Provide high level information about their organization and programs



Sponsorship Packages

Create assets and sponsorship packages to add inventory for our team to sell to sponsors





SPONSORSHIP ONBOARDING

SPRING 2023 SPONSORSHIP

We have a DEMO sponsor interested in sponsoring your organization this upcoming season. Please fill out this pre-qualification form within three business days to qualify.

When does your spring
2023 season start?

When does your spring

For active opportunities, organizations receive pre-qualification forms to qualify for specific sponsorships



Sponsorship Qualification

Provide season specific information about their programs and sponsorship capabilities specific to the active sponsorship. Organizations fill out these forms within three business days of receipt.





SPONSORSHIP OFFERS

Qualified organizations receive sponsorship offers within 5 days to review and accept



View sponsorship requirements

From their dashboard, view sponsorship requirements and execution expectations



Accept Offer Workflow

Upon accepting, organizations are entered into the sponsorship execution process with customized deadlines based on the sponsorship requirements, run dates, and other organization-specific information. Offer acceptance kicks off processes like banner sending and sponsorship onboarding.

REVIEW SPONSORSHIP OFFER

There's a sponsorship offer available for your league!

To respond to the offer, we need you to follow these quick steps:

1. Enter your email address
2. Review the details of the offer
3. Accept the offer by verifying your LeagueSide account OR reject the offer with a brief explanation

What's your email address?

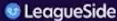
dylan@leagueside.com

Please use the email address associated with your LeagueSide account if you already have one.

Review Shipping Address →



SPONSORSHIP DASHBOARD



LeagueSide

Sponsorships Package Builder League Profile

EXAMPLE LEAGUE

Sponsorships

Sponsor	Season	Status	Details
Example Sponsor	Summer 2021	Active	View

Need help? Reach out to us!

Fieldhouse provides a centralized place to execute sponsorships from start to finish



Centralized information

All deadlines, expectations, creative, and content are centralized in one place for easy execution



Verification and Execution

Organizations receive automated emails/texts to take pictures of the sponsorship in action and complete deliverables. All pictures are reviewed by our customer support team to ensure they meet the sponsor's expectations. The first check is sent when a sponsorship kicks off, and the second check is sent upon sponsorship completion.



teamSNAP

clubs & leagues



Using TeamSnap To Collect Donations



Create A Donor Program

What is it?

Set up a program to manage donors through donation seasons.

Next Step

Create a registration to collect donations. Consider events, unique offers, and regularly communicate with your donors.

Best for.....

Collecting spot donations (think end of year giving, Give To The Max Day)

Avoid when.....

Well, hard to come up with a reason to avoid these.

Collect In a Season Registration

What is it?

Add donation items to your season registration to allow participants to support initiatives.

Next Step

Add "Form Fees" to your registrations to collect donations.

Best for.....

Allowing your members to support additional initiatives and keeping your finances in one place.

Avoid when.....

You have more money than you have expenses



Set up Your Donor Program



- Setting up a donor program in Clubs & Leagues
 - Add your program
 - Create your next season

Consider even adding them to a team dedicated to being a donor and publishing events.

Create a page on your website and promote it regularly throughout the year.



Today's Examples:

We're going to create a page dedicated to the initiatives we are raising money for. In one registration, we'll create a donor program called "Tiger Club" which is for spot donations.

We'll also show how to add donations to a season registration alongside all of the other data you're collecting for the season.

Next Steps





Next steps for success! **And don't forget to complete the survey with topics you'd like to see on a future webinar!**

1

Join LeagueSide! - It's free to join, and spring campaigns will start being matched in January. <https://leagueside.com/contact/>

2

Sign up for your trial and play around - We have a 21-day free trial that you can sign up for and give TeamSnap a test drive before making the upgrade.
<https://www.teamsnap.com/leagues-and-clubs/signup>

3

Connect with your TeamSnap Success Manager - Learn about the process of getting started or upgraded, walk through how you'd set up your programs, discuss payment rates and get a quote. Email CSM@teamsnap.com

"Tryout" TeamSnap for Clubs & Leagues for FREE and WIN

We're hosting "tryouts"! TeamSnap for Clubs & Leagues would like your sports organization to level up your management platform with a chance to WIN BIG during the holidays.

"Tryout" TeamSnap for Free and Win

24

Days

2

Hours

47

Minutes

55

Seconds

Sign up by 12/30





Bundles

Save
\$100/CMS

Save
\$100/Comp

Save
\$300 on Full Bundle

Features

W/Website CMS

W/Competition MGMT

W/Website & Competition MGMT

	Clubs & Leagues	All Star	Pro	MVP
Clubs & Leagues	x	x	x	x
Programs & Seasons	x	x	x	x
Registration	x	x	x	x
Messaging	x	x	x	x
Reporting	x	x	x	x
Payments	x	x	x	x
Competition Management			x	x
Auto-Scheduler			x	x
Divisions/Standings			x	x
Website CMS		x		x
Team App	Ultra	Ultra	Ultra	Ultra



The new TeamSnap for Clubs & Leagues includes all of the tools needed to run your club



Save money by adding additional TeamSnap products and services



All teams get the top of the line TeamSnap app which coaches, managers, and families love.



Some of the best payment processing rates for cards and ACH offered to sports organizations



Add additional services in the future as your organization grows.

Why TeamSnap?

