SPONSORSHIP & CORPORATE SOCIAL RESPONSIBILITY (CSR) SUPPORT

A practical information guide for sports clubs

Strong sponsorship combines a clear community purpose with a credible offer to business: explain what support the club needs and what the business receives in return. Corporate Social Responsibility (CSR) support focuses on community outcomes and can support projects linked to health, inclusion, young people, disability, sustainability, and community development.

What can a club offer?

- Access to members, families and local communities
- Brand exposure on kit, signage, facilities and digital channels
- Association with participation, wellbeing and community impact
- Presence at events, competitions, launches and club activities
- Staff volunteering or employee engagement opportunities

What makes a strong proposal?

- A short profile of the club and the community it serves
- Clear participation figures, audience reach and digital engagement
- Defined sponsorship packages with realistic benefits
- A tailored approach linked to the business and its objectives
- Simple measures showing how the partnership will be delivered and reported

Make the request specific: name the activity or project, explain the community need, state the financial or in-kind support required and set out the delivery period. Then distinguish the benefits offered to the business from the community outcomes its support will help achieve.

Five steps to sponsorship readiness

1	2	3	4	5
AUDIT	**PACKAGE**	**TARGET**	**PITCH**	**DELIVER**
List club assets and audience reach.	Create clear options and benefits.	Identify suitable local or corporate partners.	Tailor the proposal and make a direct approach.	Activate, acknowledge and report impact.

Build a balanced funding mix

- Commercial sponsorship
- Corporate Social Responsibility investment
- Community and sports grants
- Approved donations and fundraising
- Membership, events and earned income

Before approaching a sponsor

- Appoint one club contact
- Agree what can be offered
- Set a realistic value and term
- Prepare a one-page proposal
- Confirm approval and safeguarding requirements

USE EVIDENCE THAT THE CLUB CAN SUBSTANTIATE - participation totals, event attendance and digital engagement figures. Agree which measures matter to the partner and when to report them. Keep a simple record of the benefits delivered and the community outcomes achieved.

KEY PRINCIPLE Treat sponsorship as a partnership, not simply a request for money. Offer clear value, deliver what was promised and report the community impact.

Start with one realistic opportunity: choose a club activity or project, identify a business whose objectives fit and prepare a one-page proposal setting out the request, the benefits and the intended community outcomes.

Potential Sources of Funding and Support:

Community Sport Facilities Fund (CSFF): *Supports the development or refurbishment of sports facilities and the provision of sports equipment. SPRAOI is the registration and application portal, not a separate funding scheme. In the proposal, explain the facility or equipment need, who will benefit, how participation and accessibility will improve, and any shared community use. Prepare a costed project plan, identify the club's funding contribution and check the current application guide for required quotations, permissions and supporting documents.* *https://www.gov.ie/sportscapital*

Revenue tax relief on donations to certain sports bodies: *This is a tax-relief route for eligible donations, not a grant or an automatic entitlement for every club. Revenue requires a Games and Sports Exemption Number, valid tax clearance and an approved or qualifying project number issued by the Department. Approved facilities projects can include buildings, land, fixed non-personal equipment and pitch improvements. For a donor proposal, describe the project, its cost, delivery timetable and fundraising target, and confirm the relevant approvals and donation conditions before making any claim about tax relief.* Tax relief on donations to certain sports bodies

Corporate CSR and community-investment programmes*:*
Match the proposal to the individual company's published priorities and eligibility rules. Describe a specific community activity or project, the need it addresses, the people it will reach and the financial or in-kind support requested. Include a budget, delivery timetable, club contact and measurable outcomes. Where appropriate, offer staff-volunteering opportunities and agree how support will be acknowledged and results reported; distinguish these community outcomes from commercial sponsorship benefits.

