

SNAP



How Lepton Highlanders Cricket Club **Tripled Their Sponsors** with SNAP

Lepton Highlanders Cricket Club is an inclusive cricket club offering training for athletes of all ages and abilities to the Huddersfield community. With a women's team, a men's team, and Junior League teams under development, they warmly welcome all players to train and compete in a truly inclusive environment. And SNAP is proud to support them as they grow.



The challenge

The team at Lepton Highlanders had bold aspirations: developing youth teams, improving facilities, and building a cricketing community that's open to everyone. But with full-time jobs and families to care for, club leaders Laura and Daniel were stretched thin. Sponsorship efforts were inconsistent, relying on personal favours, endless messages, and the hope that someone might say yes. The result? Lots of effort, little return, and no clear plan to grow.

How SNAP's made a difference

When Lepton Highlanders Cricket Club came to SNAP, they had just 4 sponsors, a time-consuming outreach approach, and a whole lot of frustration. But SNAP was ready to help, working closely with Laura and Daniel to tackle some of their biggest barriers to sponsorship.

In the past, the Lepton Highlanders Cricket Club team was stuck reaching out to the same businesses time and time again, seeking support without really knowing how to ask or what they could offer in return. In their new approach, SNAP guided the club to reframe their perspective, showing them how sponsors can be partners, gaining real value in exchange for their financial support.

Here's what's changed since Lepton Highlanders Cricket Club partnered with SNAP:



Improved visibility for the club and its sponsors

Visibility was a major hurdle for Lepton Highlanders Cricket Club. But with SNAP's unified platform, they could suddenly extend their reach far beyond their membership circle, opening them up to sponsorship opportunities from businesses all over the country. And in return, the businesses they partnered gained a broader audience, too — featured prominently on club kit and equipment, at community events, and across their digital platforms.



Less time wasted with streamlined sponsorship management

SNAP provided the Lepton Highlanders Cricket Club with expert guidance on how to use its platforms' built-in tools and automation features, like customisable templates for creating contracts and filling out forms. With step-by-step guides and expert support, even the less tech-savvy on their team can make the most of the platform. What once would have taken hours takes just minutes to set up and schedule out — saving precious time they can use to focus on growing the club.



Custom sponsorship packages

Rather than simply asking for general support from their membership community, the Lepton Highlanders Cricket Club has learned the art of building true partnerships with their sponsors. With SNAP's guidance, they've created customised sponsorship packages, offering player sponsorship, equipment and kit sponsorship, and physical branding at their cricket grounds.

And with packages available from £50 up to three-figure sums, there's something to suit every business. Matching sponsors' needs with a wider range of sponsorship options has gone a long way in attracting long-term partnerships to the club.



Laura Jones, Club Secretary at Lepton Highlanders Cricket Club

“ It's just given us the ability to create all the opportunities in one place... and the list just keeps growing ”



The key results

After just a few months with SNAP, the Lepton Highlanders Cricket Club has increased their sponsorship revenue to £1,500. With this support, the club has been able to meet their club maintenance needs, easing the pressure to cover rising costs all on their own.

With the funding they need to upgrade their facility, the Lepton Highlanders Cricket Club can continue its mission: to encourage athletes of all ages and abilities to be part of the sport they adore.



**£1,500 of
funding raised**



**9 new
sponsors**



**Over 1,500
engaged across
social platforms**



Daniel Jones, Club Chairman at Lepton Highlanders Cricket Club

“ Often, as volunteers in grassroots clubs, this is not our full-time job. We both work, we've got four children. It's really busy. So having something like this to support us and use alongside us has been really helpful. ”

Facility upgrades

Laura and Daniel have been amazed at what becomes possible with adequate sponsor support. Since partnering with SNAP, the club has been able to upgrade their equipment — from stumps to covers to batting cages — and invest in new kit for their teams. Goals that once seemed unattainable are now well within their reach, and their inclusive community of cricketers look forward to a successful future with the club.



Daniel Jones, Club Chairman at Lepton Highlanders Cricket Club

“ The season hasn't even started yet, and we're well on our way — where we wouldn't normally be. ”



Strengthening community

As their sponsorship network continues to grow — and with SNAP's continued support — the Lepton Highlanders Cricket Club have the reliable income stream they need to thrive. They've extended their reach, inviting more players to participate in an inclusive training atmosphere, no matter their age or background. And with more of their operational needs met, there's less pressure on club officials and members to keep things moving forward.



Daniel Jones, Club Chairman at Lepton Highlanders Cricket Club

“ We're looking at the bigger things this year that we would never have considered before ”

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