



Hinckley Town Tennis Club **Serve Up Sponsorship Success with SNAP**

Hinckley Town Tennis Club is a thriving four-court facility with a big vision: to grow beyond tennis and become a true hub of inclusion and community sport. But with no clear system for approaching sponsors and limited time to fundraise, their plans to expand were stuck on the sidelines. That is, until they partnered with SNAP. Now, with structure, confidence, and strategy on their side, Hinckley Town is raising more money, building stronger local ties, and growing faster than ever.



The challenge

Hinckley's mission is clear, bring people of all ages, backgrounds, and abilities together through sport. But turning that mission into reality requires investment: better lighting, improved facilities, and more inclusive programming.

For Chairman Neil Roberts, keeping the club running was already a full-time effort. Finding the time, tools, and contacts to secure reliable sponsorships felt out of reach. Occasional donations trickled in, but there was no roadmap for building long-term partnerships.

How SNAP helped Hinckley build a sponsorship game plan

Partnering with SNAP gave Hinckley Town Tennis Club a real strategy, not just for raising money, but for forging stronger community connections that support their goals now and into the future.



Tailored sponsorship packages with real business value

Rather than asking for donations, the club now offers packages that make sense for sponsors, whether it's branding on court banners, digital exposure across their 1,200+ social followers, or supporting award-winning events.



More than money, stronger community roots

With SNAP, Hinckley has connected with businesses and charities that share their values, leading to meaningful collaborations and wider reach, from school visits to wellbeing initiatives to joint events.



Neil Roberts, Chairman at Hinckley Town Tennis Club

“ What SNAP’s given me is the confidence to have those conversations. It’s no longer just an ask, it’s a partnership that works both ways. ”



The key results

In just 4 months of using SNAP, Hinckley Town Tennis Club has unlocked new funding streams and community relationships that were once out of reach.



£2,500

Raised in 4 months



5

Brand-new sponsor
partnerships



4 upgraded

New court nets



Neil Roberts, Chairman at Hinckley Town Tennis Club

“ It’s not just about funding equipment, it’s about being part of something bigger. That’s the message we’re delivering now, and people are responding. ”

Moving from “please help” to powerful pitches

Before SNAP, asking for support meant relying on goodwill. Now, Hinckley Town’s conversations with sponsors are built on clear value, measurable impact, and a vision that people want to be part of.



Neil Roberts, Chairman at Hinckley Town Tennis Club

**“ It’s not only what we’ve raised,
it’s the relationships we’ve
started. One sponsor even
funded a wellbeing plaque in our
hub. That kind of support goes
way beyond the money. ”**



A future built on partnerships

With SNAP's guidance and support, Hinckley Town Tennis Club is no longer stuck chasing short-term funding. They're building something sustainable, with the structure to support long-term growth and the connections to make it happen.



Neil Roberts, Chairman at Hinckley Town Tennis Club

“ Working with SNAP hasn’t just changed how we raise money, it’s changed how we think about what’s possible. ”

Stories

**Hinckley Town
Tennis Club**