



How Loughborough Outwoods Cricket Club Generated 15 New Sponsors

Loughborough Outwoods Cricket Club is a volunteer-run club based in Loughborough, Leicestershire, playing in the Leicestershire League. Known for its welcoming community and grassroots values, the club has always been dedicated to creating an inclusive and thriving environment for its players and supporters. But in recent seasons, their approach to sponsorship needed a refresh, and SNAP provided the spark.



The challenge

Like many grassroots clubs, Loughborough Outwoods CC leaned heavily on internal networks to secure sponsorship from players' workplaces, friends, and family. Most deals were ad hoc, and the club rarely looked beyond its own circle.

In 2023, this approach raised just £600 from six sponsors, barely enough to cover essentials like kit or equipment. There was interest, but no structure, no system, and no way to scale. The club needed a modern, more strategic approach to show potential sponsors the value of a partnership.

How SNAP's guidance changed things

Loughborough Outwoods CC turned to SNAP to overhaul their sponsorship game, and the results followed quickly.



Shifted from donations to value-led partnerships

SNAP's training helped the club move away from passive asks. Instead of appealing for goodwill, they learned to highlight ROI for local businesses, creating mutually beneficial relationships that attracted stronger support.



Built a professional, visible presence

With SNAP, the club launched a digital storefront that made sponsorship simple. Packages were displayed online, with clear benefits and instant checkout, no PDFs, no email back-and-forth.



Ongoing, year-round support

One-on-one time with SNAP's team gave the club the confidence and clarity to manage sponsorship year-round, without burnout.



Liam, Sponsorship Lead at Loughborough Outwoods Cricket Club

“ Our one-to-one daily support surgeries have been excellent. That was the key part to help us really understand **how we can deliver good sponsorship revenue for the club ”**



The key results

After just one season with SNAP, the club went from 6 internal sponsors to 15 total sponsors, raising £1,550, an increase of over 150%. The funds allowed them to invest in much-needed pitch equipment and a new scoreboard.



£1,550

Funding raised with SNAP



15

New sponsors generated



1

New scoreboard and
vital equipment



Liam, Sponsorship Lead at Loughborough Outwoods Cricket Club

“ It’s changed our approach entirely. It’s no longer just about us, it’s about delivering value for our members and for the small businesses we work with. ”

Streamlining the outreach process

Before SNAP, outreach was inconsistent and reactive. Now, the club has a streamlined system with SNAP's tools, allowing it to handle communication, visibility, and sponsor management in a far more efficient way.



Liam, Sponsorship Lead at Loughborough Outwoods Cricket Club

“With SNAP you can see all of our club's sponsorship opportunities in one place, which makes it easy for sponsors to connect and purchase, saving me loads of time”



A brighter future for Loughborough Outwoods

With SNAP, Loughborough Outwoods CC has transformed its sponsorship strategy. They're not just getting by—they're thriving. With new partnerships, community support, and sustainable income, the club has secured a more confident, connected, and future-focused outlook. They're investing in facilities, drawing in new members, and building deeper ties with local businesses, making a lasting impact both on and off the pitch.



Liam, Sponsorship Lead at Loughborough Outwoods Cricket Club

“ The SNAP platform is also great at helping us support our sponsors, like the social sharing tool, which I can use to set-up automated promotional posts throughout the season ”

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