



Over £40,000 Raised in a Year: Silhillians Rugby Union Football Club's Success Story

Silhillians Rugby Union Football Club is a popular local club based in the West Midlands. With a lot of potential for growth but a disorganised approach, chairman Lee Jones knew they needed a better strategy to attract sponsors and unite the local community through rugby.



The challenge: Turning chaos into clarity

Before joining SNAP, Silhillians RUFC had between 10 and 15 sponsors—and no straightforward system for managing sponsorship, contracts, automatic payment collection, or any other important details.

Nobody at the club knew the exact ins and outs of who was sponsoring them, or what they could offer potential sponsors and their local community. Not only that, but they needed more financial support than ever before to grow the club and keep it going strong.

How SNAP's expert advice shaped the club's future

Silhillians RUFC saw enormous success once they partnered with SNAP and got the guidance and insights they needed to forge a clear roadmap to growth.



Clarifying what sponsorship could include

The club wasn't sure what a sponsorship package could include, what they could offer businesses, and the best way to get more sponsors on board. Their previous method was word of mouth, which was time-consuming and didn't give businesses a clear picture of what they could gain by sponsoring the club.

SNAP's platform helped the club define their packages and allowed them to tailor each one to what each sponsor wanted most. They could even combine packages and introduce their sponsors to benefits they didn't know were possible. Like free membership to the club's facilities.



New opportunities to grow

Thanks to SNAP, the club has secured digital partnerships to develop media strategies and content to raise their profile—and their sponsors' brand awareness—even further.



Taking advantage of social media

Between X, Instagram, Facebook, and YouTube, the club has over 4,000 online followers. Social media presented the perfect opportunity to further showcase their sponsors to a whole new audience.

In exchange for their sponsors' support, Silhillians kept track of any special offers, deals, or promotions they were running and advertised them on their social media platforms. This was a huge draw for these businesses, as they got more than their branding on display around the pitch—they got thousands more eyes on their products and services online, too.



Lee Jones, Chairman at Silhillians Rugby Union Football Club

“Prior to SNAP, the challenges faced when approaching sponsors was not really having a defined package. We were unsure as to exactly what we could give them or how we delivered that. Now via SNAP, it's just a lot clearer.”



The key results

The success that Silhillians Rugby Union Football Club has had with SNAP is undeniable. Their sponsorship numbers have quadrupled from 15 to 60, earning **£38,000 from assets alone** with an additional £4,000 in player sponsorships.



**300% increase
in sponsors**

From 15 to 60



**£4,000 in
additional revenue**

From player
sponsorships



**Over
£38,000**

Raised in 12 months

Outcomes: How New Funding Has Transformed Silhillians RUFC

Although Silhillians RUFC is an amateur club, with their newfound support, they've been able to keep up with the pros. Through their work with SNAP, the club has been able to almost completely cover the cost of the senior men's and women's squad memberships.

They've also been able to invest in their pitch, upgrade their gym equipment, and provide their teams with free training gear. Now their players enjoy kits and training facilities that would rival any professional club on the scene.



Lee Jones, Chairman at Silhillians Rugby Union Football Club

“ Prior to joining SNAP, we had a limited number of opportunities that we thought we could get. SNAP opens your eyes as to what the possibilities are. And now it feels like we can add sponsorship to anything that we do. ”

Saving time on paperwork

With SNAP, Silhillians can generate professionally-drafted, binding contracts—a key benefit for both the club and the businesses they partner with. At the click of a button, the contract details are ready to go without any back and forth or negotiating.

It streamlines the process for the club and makes pledging support a painless experience for the sponsors, making a long-term partnership more appealing.

All contract details are also laid out on the SNAP platform, making it easy to keep track of who's sponsoring what and when.



Lee Jones, Chairman at Silhillians Rugby Union Football Club

“ Keeping a track of exactly who's sponsoring what — and when those contract durations start and end — is just way easier. We know where we stand. We know when we need to renegotiate. ”



Giving back to their community

The club has boosted its visibility to those in the local community who may not have known what the Silhillians had to offer. And through the free memberships that they can offer sponsors, they've seen an increase in traffic around their facilities, and consequently, they get even more sponsors this way.

This extra financial support has allowed the club to give back to the local community. Silhillians have been able to offer completely free or heavily subsidised memberships, breaking down financial barriers for those who want to play but can't afford to pay.



Lee Jones, Chairman at Silhillians Rugby Union Football Club

“ We've got a really good social media presence now. Once (sponsors) know we can interact together, it tends to bring more people in, more interest. We've had great footfall. ”

SNAP
SPONSORSHIP
IN CONVERSATION WITH