

SNAP



# A Sponsorship Turn-Around Worth Thousands: Woodbridge Cricket Club's Success with SNAP

Woodbridge Cricket Club, based in Suffolk, has made jaw-dropping strides forward thanks to the sponsorship revenue they have been able to generate with SNAP.

The club faced a challenging task in securing sponsorship. As a local team with a small, yet dedicated membership base, their efforts often felt discouraging. However, with their equipment deteriorating and financial pressures mounting, the club urgently needed a creative approach to attract sponsorship.



## The challenge: Replacing “cap-in-hand” sponsorship

For many years Woodbridge Cricket Club relied on uninspired emails and letters to local businesses, which often produced minimal results.

In 2023, their efforts yielded just £300 from two sponsors—far from enough to cover the club’s growing needs. Equipment was breaking down, kits were worn out, and the lack of funds left the club feeling disheartened. Frustrated and stuck in a cycle of underwhelming results, they knew it was time to find a better way to secure meaningful sponsorships and revitalise the club.

## How SNAP’s game-changing software turned it around for Woodbridge

After meeting SNAP at the 2023 Suffolk Cricket Roadshow, Club Secretary Scott Button decided to sign up to the platform. Using the guides to build the profile, the club were soon live.



### Shifting how they think about sponsorship

Before SNAP, Woodbridge wasn’t confident in approaching club sponsorships effectively. Through the SNAP onboarding process, the club not only experienced a shift in mindset, but received frameworks that guided them on how to approach potential sponsors within their internal networks and local community.



### Targeting new and bigger brands

In previous years, the club would have focused their fundraising efforts on the pubs they went to after training. They didn’t see how club sponsorship would be valuable to other local businesses or bigger brands. But thanks to SNAP’s ROI feature, the club started to understand that sponsorship is more than just getting help to buy new kit—it’s an advantageous investment for companies that will give them a revenue return.



### Unlocking the club’s social media potential

As a time-poor volunteer, Scott often struggled with managing the promotion of his sponsors. Now, using SNAP’s Social Sharing tools the club can automate this entire process - meaning Scott has more time for the things he has to worry about, like not getting out for O!





Scott Button, Secretary at Woodbridge Crick Club

**“ The return on investment feature in **SNAP** has made me realise, actually, we do have value to tire companies, to cafes, to building sites because we have memberships that are potential clients for them. ”**



# The key results

Woodbridge Cricket Club has seen enormous sponsorship success with SNAP. They've moved from just 2 sponsors to 21 in the space of 12 months, and they've grown their sponsorship income from £300 to £4,650. That money has been reinvested by the club to purchase long-overdue items like training equipment and new machinery for the grounds.

Before SNAP, club members wasted hours writing and sending emails that were ignored or went straight to spam folders. With SNAP, the club's sponsorship efforts bring in a far higher return.



**950% increase  
in sponsors**

From 2 to 21



**1,450% increase  
in funds**

From £300 to £4,650



**£4,650**

Raised in 12 months



Scott Button, Secretary at Woodbridge Crick Club

**“ Before SNAP, we had two sponsors, which meant £300. After SNAP, we had 21 sponsors, which made £4,650. This transformed the club's funding and operations to allow us to enhance our assets. ”**

## Looking to a brighter club future

Using SNAP, Woodbridge Cricket Club have successfully grown their club through sponsorship. By changing the way they view themselves, and using SNAP to highlight value, the club are now on the front-foot when it comes to their finances.



Scott Button, Secretary at Woodbridge Crick Club

**“ (With SNAP), it’s no longer a cricket club asking for a handout. It’s a sports club saying, ‘Let’s work together to help both organisations.’ ”**





## Professional contracting and templates

The club's correspondence and contracts are more professional, too. SNAP makes it easy to generate binding, professionally-worded contracts. The platform coordinates correspondence design and suggests templated wording, so every communication from the club to their sponsors is presented in a clear, concise and effective manner.



Scott Button, Secretary at Woodbridge Crick Club

**“It just looks more professional, more efficient, more business-like — it looks like something that a sponsor wants to see. They want to see (correspondence) that looks official, and (with SNAP), it looks proper.”**

