

# Ultimate Sponsorship Email Templates

## Grassroots Football Club Sponsor Communications

This kit provides four ready-to-use email templates for grassroots football clubs to communicate with sponsors and potential sponsors. Use them as-is or adapt to fit your club's tone of voice.



## Cold Outreach Email Template

### Subject Line Ideas:

- Partner with [Club Name]: Supporting Local Football & Community
- Sponsorship Opportunity with [Club Name]
- Join Us in Growing Grassroots Football at [Club Name]

Hi [Sponsor's Name],

I'm [Your Name], [your role] at [Club Name], a grassroots football club here in [Town/Community]. We're proud to have [X players across Y teams], and we've been working hard to give young people in our area a positive, healthy, and supportive environment through football.

We're reaching out to local businesses who care about the community and might be interested in a sponsorship partnership with us. In return, we can help promote your brand through:

- Logo placement on kits, banners, and match programmes
- Mentions on our social media and website
- Opportunities to be featured at local matches and events
- Other bespoke options are available

We'd love the chance to share more about our sponsorship options and how we can work together. Could we arrange a quick call or meeting to discuss this?

Thank you for considering this opportunity to support grassroots football in [Town/Community].

Best regards,  
[Your Full Name]  
[Your Position]  
[Contact Information]

## Follow-Up Email Template

### Subject Line Ideas:

- Following up: Sponsorship opportunity with [Club Name]
- Quick reminder: Support grassroots football in [Town]

Hi [Sponsor's Name],

I just wanted to follow up on my earlier message about potential sponsorship opportunities with [Club Name]. We're really keen to partner with local businesses like yours who share our commitment to the community.

Our sponsorship packages are flexible, and we'd be happy to tailor something that suits your business goals - whether it's brand exposure, community engagement, or supporting youth sport.

Would you be open to a quick chat this week to explore the possibilities?

Thanks again for your time and consideration.

Kind regards,

[Your Full Name]

[Your Position]

[Contact Information]

## Thank-You Email Template

### Subject Line Ideas:

- Thank you for your support!
- Great to connect with you, [Sponsor's Name]

Hi [Sponsor's Name],

On behalf of everyone at [Club Name], I just wanted to say a big thank you for [meeting with us / agreeing to sponsor our club / considering a partnership]. We really appreciate your time and support.

Your contribution will make a real difference in helping us provide opportunities for local players of all ages and abilities. We're excited to showcase your support to our community and make sure your business gets the recognition it deserves.

We'll [next step e.g., send over a sponsorship agreement, share the upcoming fixtures list, or arrange kit printing] so you know exactly what's happening.

Thanks again for backing grassroots football - we're proud to have you on our team.

Best wishes,

[Your Full Name]

[Your Position]

[Contact Information]

## Renewal/Upgrade Email Template

### Subject Line Ideas:

- Looking ahead: Renewing our partnership for next season
- Thank you for supporting [Club Name] — let's keep it going

Hi [Sponsor's Name],

I hope you're doing well. As we come to the end of the [season/year], I wanted to thank you again for your support of [Club Name]. Your sponsorship has helped us [insert key achievement: grow our teams, buy new kits, fund training sessions, etc.].

With planning underway for the upcoming season, we'd love to continue our partnership with you. We've updated our sponsorship packages for next year, including some exciting new opportunities to give your business even more visibility in our community.

Would you be open to a quick chat about renewing (or even expanding) your sponsorship for next season?

Thank you again for backing grassroots football - we couldn't do it without you.

Warm regards,

[Your Full Name]

[Your Position]

[Contact Information]