



# CASE STUDY:

INNOVATIVE WAYS OF CREATING REVENUE –  
INCLUDING OUTSIDE OF THE TRADITIONAL  
SQUASH CLUB OPERATION

HARCOURTS EDEN EPSOM TENNIS & SQUASH CLUB



**SQUASH**  
NEW ZEALAND

## OVERVIEW

Many sports clubs operate with limited finances and need to raise additional funding through fundraising initiatives, sponsorship and grants. There is often money available through local businesses but generating income in this way can be a frustrating and time consuming task. Through a few member connections, the Eden Epsom Tennis & Squash Club entered into a partnership with Harcourts in 2011 whereby the business provided funding for the facilities bar and kitchen upgrade in return for naming rights and an advertising plan which would encourage members to their business. Since then this partnership has evolved and a number of other sponsors have also come on board, each offering benefits to the club and its' members.

### CHALLENGES

#### Value

Businesses seek return on investment and proposals must show clear value for money and a fit between their brand and the sports club.

#### Visibility

Sports clubs need to be able to offer primary advertising opportunities and create great brand exposure for businesses to capture their attention.

#### Commitment

Successful sponsorship relationships require significant commitment from both parties. In return for receiving resources, the club must provide the service, structures and systems to ensure the sponsor receives good value.

### SOLUTIONS

#### Community brand

The Eden Epsom Squash Club consider themselves a family-friendly community in an area that boasts a lot of family properties being bought.

#### Advertising opportunities

The club provides Harcourts with exclusive naming rights, speaking opportunities and other brand exposure through building and tin signage and website marketing to increase the visibility of their business to the community. Other sponsors also receive brand exposure.

#### Relationships

The club approach sponsorship as a partnership and regularly communicate to ensure they are informed about what was done and what the results were.

### RESULTS

5

Current major business sponsors.

\$000's

Received through sponsorships.

5+

Years of commercial partnerships.

## CONCLUSION

Businesses previously gave resources to sports clubs to receive naming rights and logo placement opportunities. However, this sponsorship approach is no longer enough. The most obvious partnerships are those who products or services are directly associated with the sport, as was the case at the Eden Epsom Squash Club. Having the continued financial support of several partner businesses from the local community has allowed Eden Epsom to pursue some of its objectives and be in position to provide its members with a great atmosphere, environment and facilities. In return the partners each receive a range of benefits and club members are actively encouraged to utilise the services of the sponsors where they can, many of whom have staff who regularly take part in the club's activities. This proves that partnerships may require more work, but they end up being stronger, long-term commitments that can produce fantastic results for your club.

## PARTNERSHIP APPROACH

The partnership approach starts with you talking to your potential partner and understanding what they are trying to achieve.

Once you understand what they are trying to achieve, you can tailor solutions that allow them to achieve their goals through partnering with your club.

Only when this discussion has taken place can you discuss the value of this commercial partnership and what you would like in return for your clubs support. This places the investor firmly in the centre of the picture.

When a partner has invested in your club to achieve outcomes, it is imperative that these outcomes can be measured in an agreed fashion.

Remain committed to evaluating and improving the relationship over time.

