



ONE WORLD
ONE BALL
FLOORBALL



FINANCING NEW PROGRAMMES FOR GIRLS & WOMEN

The facts show that the majority of sponsorship dollars for sport unfortunately goes to men's sport, so when designing new programs for girls & women you might need to look for new ways to fund these projects – not just the regular avenues of government funding or money from corporate sponsors.

Alternative funding options

One of the best sources of 'income' is not money but equipment and materials. Companies are much more open to giving their products and services away in exchange for advertising, promotion and exposure, rather than just giving money. This way both parties receive something of benefit to them.

For example, if you need new equipment for your program, think about which companies you could approach to give you this equipment either free or at discounted prices. Before you approach them, make sure you have already thought about what it is that you can offer them in return. Is it advertising space on your website or at the venue? Maybe the opportunity to attend one of your program events and have a stand to sell their equipment?

The most important thing is to be creative and think about what your program, your participants and you can offer in exchange for the things you need to get your program up and running.

Examples

Example #1: T-shirts

You want to give a t-shirt to every participant in the program. You could either contact a local clothes' shop or sports store and see if they will donate the t-shirts to you. In return you could promote their shop via the materials that you produce for your program. Or maybe you buy the t-shirts and arrange for a company to print the t-shirts for you. In return, they could put their own logo on the t-shirts as well or have an ad on your website.

Example #2: Equipment

You need extra equipment for your new After School Programme. Decide what equipment you really need – be realistic, not greedy. Contact a floorball equipment manufacturer and ask for their support. In return, you could offer that you could promote a special market day where they could come and sell their products at the school or club.