YOUR TOP 10 PROSPECTS

Ten local businesses most likely to sponsor you, and why now.

Ranked from 412 businesses within 10 miles of your ground. Your current sponsor's sector (kitchens) is left out.

#	Business	Why now	Best fit with you	Fit
1	**Larkspire Homes** Housebuilder · 2.1 mi	120-home estate next to the ground, first homes on sale spring 2027	Junior section partner	88
2	**Tollbar Logistics** Logistics · 3.4 mi	Hiring 40 drivers this winter	Stand naming + jobs posts	82
3	**Brightvale Solar** Renewables · 5.8 mi	Doubled installers in 2026; new trade counter	Pitchside boards + matchday	79
4	**Ashcombe Motors** Car dealer · 4.2 mi	New showroom opened September 2026	Player sponsorship + boards	77
5	**Pennant Estate Agents** Property · 0.6 mi	New branch in the high street	Matchday programme + social	74
6	**Cooper & Dene Solicitors** Legal · 1.1 mi	Launching a family law team	Hospitality club	72
7	**Moorside Physio** Health · 0.8 mi	Sports injury clinic, sees players already	Official medical partner	71
8	**Tidewell Brewing Co** Drinks · 3.0 mi	New taproom; wants local events	Clubhouse pouring rights	70
9	**Wyncroft Recruitment** Recruitment · 2.5 mi	Growing local hiring desk	Women's team partner	67
10	**Sparrow Electrical** Trade wholesale · 1.9 mi	Trade counter competing with a national chain	Pitchside boards	66

How the fit score works (out of 100)

Sector fit	30	How often this sector sponsors clubs at your level
Local overlap	25	Distance, and whether their customers live near you
Budget signal	20	Size, accounts and current advertising
Reason to act now	15	New site, hiring, launch, expansion
No clash	10	No competitor already with you

Sources: sponsor sectors across 24 clubs at your level, Companies House, local business counts, and each company's own website and news.

PROSPECT CARD · #1 · FIT 88

Larkspire Homes: they're selling to the families already at your ground.

What they do	Regional housebuilder. 85 staff, 3 active sites. Building Kestrel Meadows, 120 homes, 2.1 miles from your ground.
Who they sell to	Families and first-time buyers moving within 15 miles.
What they want	Sell homes faster, footfall to the show home from spring 2027, a good name locally while the estate is built, and trades to hire.
How they market now	Site boards, Facebook ads, show home open days. No sport sponsorship yet.
Who decides	Sales and Marketing Director. The site manager has influence on community work.
Timing	Financial year January to December. Next year's marketing budget is set in late autumn, so approach now.
Signals	Planning commitments include community benefits. Their website talks about supporting local families.

Why you fit

Your junior section has 14 teams and 220 players, most living within 5 miles. About 600 parents and grandparents come to the ground each Saturday. Housebuilders sponsor 3 of the 24 clubs at your level, mostly through junior sections. No housebuilder sponsors you yet.

What to offer

Junior section partner: logo on junior kit, family stand naming, two show home open days promoted to members, a match-day stall, and a half-season report. Price from your rate card: [YOUR PRICE].

Questions to ask before you pitch

1. What does a good first year at Kestrel Meadows look like for you?
2. How do buyers find you at the moment?
3. What would you need to see to call this worth it?
4. Who else will have a say in this?
5. When do you set next year's marketing budget?

OUTREACH PLAN · LARKSPIRE HOMES

First email · to the Sales and Marketing Director

Subject: Kestrel Meadows and 220 local families

Hi [first name],

I saw the first homes at Kestrel Meadows go on sale in the spring. Congratulations.

I look after partnerships at Kestrel Vale FC, two miles down the road. Our junior section has 220 players, and most of their families live within five miles of your site. Around 600 parents and grandparents are at our ground every Saturday.

Would a 15-minute call be useful to see if there's a fit? Or come to the junior festival on 14 December as my guest.

Sam Carter, Commercial Lead, Kestrel Vale FC

Not for you? Reply "no thanks" and I won't contact you again.

Follow-ups: each one adds something new

Day 4	**Share one useful fact**	"Our junior registrations went up 18% this season. Most new families moved here in the last two years."
Day 10	**Invite, don't chase**	Invite them to the junior festival on 14 December as your guest.
Day 18	**Show proof**	Two lines on what your current sponsor got last season, from their report.
Day 30	**Close politely**	"I'll leave it here for now. If timing's better in the new year, I'm easy to find."

If they say...

"We don't have budget this year."	"Understood. When do you set next year's? Could I send you something useful before then?"
"We already support local charities."	"That's great. What made you choose them? This could sit alongside that, through the junior section."
"What's the return?"	"What would make it worth it for you: show home visits, enquiries, your name locally? We'll measure exactly that and report every half season."
"Just send me a proposal."	"Happy to. So it's useful, can I ask three quick questions first?"
"I'll need to check with my boss."	"Of course. What will they want to see? I'll make sure it's in there."