



SPONSORSHIP OPPORTUNITY

INFORMATION PACK

hernehillharriers.org
Contact: treasurer@hernehillharriers.org



BACKGROUND OF CLUB

Herne Hill Harriers is a non-profit community amateur sports club.

We welcome athletes of all ages from 11 upwards interested in track and field, road running or cross-country races. We pride ourselves on being a family club and cater for all standards. We offer coaching, training and competitions, and fun for everyone. We have a membership of about 800.

From grassroots to international excellence, Herne Hill Harriers has been steadfastly supporting and inspiring the local community since 1889. Although we have well established teams contesting the major local leagues and championships, we very much welcome new members and encourage all to come along to our main club night at Tooting Bec track on Tuesdays at 7pm and consider joining.



Empowering Our Community

At Herne Hill Harriers, we believe in providing opportunities and purpose to individuals of all ages, from 11 to over 80, within our diverse local community. We ensure that children from all backgrounds have equal access to training and competition, fostering a sense of focus and achievement. Through initiatives like our Save the Track campaign, individuals like Jade Johnson, Katie Snowden, and Kristal Ama-Awuah have shared their experiences, underscoring the transformative impact our programs have had on their lives. Moreover, through our development fund we extend support to families who may face financial constraints, assisting them with travel expenses and essential kit.



Strengthening Community Bonds

The Tooting Run Club outreach program has touched the lives of numerous individuals, offering training, community engagement, and invaluable mental health benefits. Testimonials from program participants affirm the positive impact of our outreach efforts. Collaborating with local schools, such as through the Athletics Academy, we promote athletics and provide ongoing support to aspiring young athletes. Partnerships with Lambeth and Wandsworth Councils further reinforce our commitment to nurturing athletic talent within the community.

We offer athletics coaching to children from age 9 in school holidays through our non-profit initiative Startrack as well as extending access to coaching to local schools through the Athletics Academy.





Upholding Athletic Excellence

For over a century, Herne Hill Harriers has been synonymous with athletic excellence, nurturing world-class athletes and proudly donning our iconic black and red hooped shirt. Our events attract international talent, solidifying our reputation as a premier athletics club in London. From hosting prestigious competitions like the British Milers Club events, which attracts international athletes, to being the sole athletics club within walking distance of the Tooting Bec tube station, our legacy of excellence endures. The club competes in various leagues, and has a plethora of highly talented youngsters and experienced veterans, and a number of these have won medals in various national and international competitions.



Club leadership

There is an executive committee which is responsible for strategic direction, welfare, team management and communications. We have about 12 volunteer coaches. All coaches, officials and members of the executive committee are unpaid volunteers. Their commitment of time and effort is unsurpassed, as can be seen by many Wandsworth 'volunteer of the year' awards.

"Outreach projects like the Herne Hill Harriers Athletics Academy and Startrack, which link local schools, PE teachers and local authority networks, are essential for the wellbeing of our young people and providing vital pathways for future generations of athletes"

Nick Miller, School Games Organiser and YST Inclusion Lead for Central London, Southfields Academy

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Tooting track gave me a place to go at a critical time in my development. A place I felt safe and secure enough to develop as an athlete and adult.

JADE JOHNSON, OLYMPIAN



I am a middle distance athlete for GB training for Tokyo Olympics, thanks entirely to Tooting Track where I first ran age 12 and still use today.

KATIE SNOWDEN, OLYMPIAN



It's where I discovered my talent and happiness. It remains my home and is critical to my progress and success.

KRISTAL AMA-AWUAH, INTERNATIONAL SPRINTER

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WHAT WE CAN OFFER TO SPONSORS

✓ **Brand Visibility:** Highlight the visibility and exposure the sponsor's brand will receive through various mediums

- Logo placement on club kit worn during training sessions.
- Banners or signage at club events, competitions, and training facilities.
- Inclusion of their logo on the club website, social media pages, and newsletters sent to members and supporters.

✓ **Community Engagement:** Emphasise the opportunity for the sponsor to engage with the local community

- Involvement in community outreach programs organized by the club, such as youth coaching clinics, school visits, or charity events.
- Sponsorship recognition at local events and races hosted or participated in by the club, generating goodwill and positive associations with the company.
- Networking Opportunities: Offer networking opportunities with club members, supporters, and other sponsors:
- Invitation to club functions, including annual dinners, award ceremonies, and networking events.
- Access to a network of athletes, coaches, and supporters who may have diverse professional backgrounds and connections beneficial to the company.

✓ **Customized Packages:** Tailor sponsorship packages to meet the specific needs and objectives of each potential sponsor

- Offer tiered sponsorship levels with corresponding benefits based on the level of investment.
- Provide flexibility in sponsorship arrangements, allowing companies to choose sponsorship options that align with their marketing goals and budget.

✓ **Event Participation:** Create opportunities for the sponsor to directly engage with the audience at club events

- Allow the sponsor to set up promotional booths or displays at club competitions and events.
- Facilitate product demonstrations, samples, or giveaways to showcase the sponsor's offerings to athletes, spectators, and attendees.



HOW CAN THE SPONSORS HELP?

- 1. Equipment storage container costs**
- 2. Subsidised membership fees costs**
- 3. Travel/accommodation costs**
- 4. Contribute to development fund, which helps individual athletes with travel and kit in hardship cases**
- 5. Operational costs, such as track hire and electronic timing hire**
- 6. Food and provisions at track meetings**

TYPES OF SPONSORSHIP

We are open to both unrestricted sponsorship where the sponsorship may be allocated to any need, at the discretion of the club executive, or restricted sponsorship, where the sponsorship is specifically for a particular event or need.

We envisage 3 levels of corporate sponsorship, gold silver and bronze, with appropriate levels of donation and promotion. Sponsorship would be from £500 p.a.

Individuals would be able to sponsor by making £100 - £500 one off donations.

SUMMARY OF FINANCES

The club has reasonable reserves, held in bank accounts, but the incoming revenue struggles to meet outgoings. Costs have been increasing, whereas member fees reflect cost of living crises amongst much of our demographics.

Adult membership fees are currently £62, of which part goes to England Athletics for registration. Younger athletes and students have reduced fees.

Most of the income is from annual membership fees.

Major expenditures items are travel and accommodation, league affiliation fees, and home fixture costs.

The club finances are controlled by a volunteer qualified accountant. They are reviewed at each monthly executive meeting and audited by an external auditor each year.



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