

# Potential for WCOC club kit sponsorship

## AGM Action

An action was raised at the 2017 WCOC AGM for the committee to consider the sponsorship of the club kit. I took on the action and undertook an assessment, key points from which include:

- The main kit that could be sponsored would be the club tops. The current WCOC club tops are dye sublimation printed and the addition of sponsoring organisation's logos into the design can be done with minimal effort and no additional cost.
- The club purchased 29 50<sup>th</sup> Anniversary tops in various styles and sizes.
- The analysis looked at a purchase of 50 tops, with sponsorship covering 50% of the cost. At the current cost of £28/top, the total cost of tops would be £1400, so £700 from sponsorship
- The analysis considered six sponsors, each paying £100 - £125 each towards the cost of the tops.
- The analysis also looked at possible sponsors.

The output of the assessment was presented to the committee, where it was discussed. The committee also heard about the experience of members who own their own companies and who get large numbers of unsolicited kit sponsorship requests. The committee decided not to pursue the sponsorship of kit sponsorship.

## Notes:

As the club does not currently charge a membership fee as part of joining WCOC via BOF, all club income comes from event profits and distributions from the NWOA (Lakes 5 day), including grants against individual requests. Any subsidies to reduce the cost of kit to members must come from this income and compete with other demands on the club's money.

With the removal of support for elite athletes by BOF, the athletes are looking at other sources of money to support their training and participation in international events. Charlotte has been granted money from WCOC to support her continuing participation and also sought sponsorship from companies, although I do not know how successful this was.

The club has a very good cohort of juniors, quite a few of which have been selected for tours and international competitions. WCOC has granted quite a lot of money in 2018 to our juniors.

Club kit sponsorship may be considered in the future, but I believe that this should be as part of a wider sponsorship offer, including support for our juniors and elite orienteers.

Preferably, any requests for sponsorship should be by direct approach and in person, not by sending unsolicited letters.

New WCOC Shirt Design Proposal  
 Variant Stipple Design  
 With representative company  
 sponsorship logos



- Key I.P. included in design:**
1. Stipple edge to coloured panels
  2. Gradient on blue panels
  3. Low opacity (8%) hexagon mesh overprint
  4. 3D compass pointing West

Right mesh side panel

Left mesh side panel