![internet-business-partnership[1]]()Other Organisations

*‘‘Our success has been really based on partnerships from the very beginning’’*

Bill Gates, Founder of Microsoft



1. **Scottish Disability Sport (SDS)**

SDS is the Scottish governing and co-coordinating body of all sports for people of all ages and abilities with a physical, sensory or learning disability. SDS has the vision of developing opportunities and improving performance in disability sport for children, athletes and players with a physical, sensory or learning disability in Scotland and contributing to UK and international initiatives.

SDS members have featured prominently in GB teams that have been hugely successful at past Paralympic Games. At the 2014 Winter Paralympic Games in Sochi, five Scottish curlers in the GB wheelchair curling team returned to Scotland with a bronze Paralympic medal. SDS awaits the announcement of the GB team for the 2016 Rio Paralympic Games and hopefully Scottish athletes with a disability will not only feature within the team but make a significant contribution to the number of medals won by Team GB.

Physical disabilities include two categories which are Wheelchair and Standing with Learning disabilities sitting separately from this. Learning disabilities include Autism spectrum disorders, including Asperger’s syndrome, Attention deficit hyperactivity disorder (ADHD) andDown’s syndrome. SDS can provide your club with advice on variety issues in relation to players with a disability including supporting coaches in how to make their coaching more inclusive. They run various workshops and events that support the development of coaches and clubs in areas of disability sport.

1. **Scottish Student Sport (SSS)**

Scottish Student Sport (SSS) was established in June 2011 with the aims of ensuring quality and breadth in well-managed sporting programmes, increasing and promoting involvement in physical activity and aiding and supporting the development of appropriate professional structures and systems throughout sport in Tertiary Education in Scotland.

SSS support Student Badminton Clubs and Teams with variety of issues including membership, governance, financial planning and improving the workforce (coaching courses). They also provide opportunities through competition including Regional Badminton Development Leagues and Annual Badminton Championships which is usually in March.



1. **Scottish SALSC**

The Scottish Association of Local Sports Councils is a 'not-for-profit' Company Limited by Guarantee supporting member Local Sports Councils to deliver quality local sport and physical activity opportunities to their local communities. With a membership of almost **40 Local Sports Councils** from across Scotland, our members represent approximately **3,000 sports clubs**. SALSC works in partnership with key organisations such as Sportscotland, Scottish Government, Sports Governing Bodies, voluntary sector organisations, youth and volunteering organisations to develop and resource the needs of our members to achieve our aims.

Every local authority in Scotland has a Local Sport Council which has an elected board that represents the local authority in promoting participation in sport, event support and assisting local clubs.

1. **Charities**

As a badminton club, forging ties with the local charities and businesses can have many benefits on the enhancing the clubs community presence. Through sponsorship agreement businesses can perhaps funding or support to clubs (through community engagement programmes) and in return clubs can promote these businesses by incorporating their logo on kit and promotional materials. Our section on Sponsorship has more detailed information on this. Associating your club with a charity has many benefits:

* + - * Boost morale with in club
			* Promote sense of belonging/togetherness or achievement
			* Help foster team spirit
			* Reinforce strong club identity

According to Marsh and Suttie (2010) article ‘5 Ways Giving Is Good For You’ giving charity has its advantages:

* 1. Giving makes people feel happy

***IDEAS:***

*Donate through competitions hosted, annual club donations, club visits to charities or people in need, setup clothing banks, club fun runs…...*

* 1. Giving is good for our health
	2. Giving promotes cooperation and social connection
	3. Giving evokes gratitude
	4. Giving is contagious
1. **Businesses**

Clubs connecting with businesses can have many benefits with securing a sponsorship agreement being the main one.

Sponsorship is great way to support your club financially and contribute towards the sustainability of your club. Howard and Crompton (1995) define sponsorship as a business relationship between a provider of funds, resources or services and a sports event or organisation which offers in return some rights and association that may be used for commercial advantage. It is advised that clubs when seeking sponsorship from companies should be willing to provide something in return. Also when approaching companies it is important for present your club as being professional by documenting what the club will do to support sponsor in return.

There are variety of reasons why clubs would seek sponsorship to increase financial resources:

 *> Improve standard of team—investment in coaches*

 *> Assist in starting new activity*

 *> Develop new facility*

 *> Purchase kit or equipment*

 Clubs that are interested in seeking sponsorship should consider the following when submitting a sponsorship proposal to companies:

**> Identify possible relevance that sponsor has with your club —**this includes favouring a local sports shop or local business that has link with clubs image, values or services it provides over other less relevant companies

**> Address your proposal to a specific person**—this allows person you are contacting directly to feel valued and shows that you have a genuine interest with in their company. This is likely to create a good first impression

**> Send an initial letter—** once established who the letter is going to, send an initial letter that should set the right tone hopefully spark an interest in your club

**> Be brief but informative—**try not overload letter with lots of information however provide just enough substance to make the letter valuable to the reader

**> Emphasise benefits company will receive—**this is arguably most important aspect of the proposal. The company should feel that they are gaining from the partnership with and investment in your club

**> Send a promotional material—**this could be link to official club website, YouTube video of club, brochure of club activities or poster/flyer

**> Submit proposal in good time—**with the financial year running from April to March it is recommended to submit proposal before April before companies have made major decisions regarding annual budgets

**> Negotiate for best deal—** clubs should have a ‘Minimum amount required’ in order to make the meeting with the company worthy and increase chances of receiving best offer.

1. **Sport Club Partnerships**

When it comes to clubs aiming to develop their membership, decision-making should be based around questions such as:

* Why people join your club?
* Why people continue to play at club?
* Why do people leave your club?

The outcomes from these questions tend to shape the future or long term running of your club in relation to coaching services, financial forecasting and overall club promotion.

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Clubs developing positive partnerships amongst one another (Community Sports Hub being a successful model of this) is an effective way for clubs to share ideas, inspire each other and encourage discussions on ways to improve their clubs. In relation to above questions, clubs from varying sports share many similarities. For example, a local swimming club that has witnessed a 54% increase in membership over 1 year through promotion via their Facebook page can help support the local badminton club on adopting similar approaches that may help increase their membership.