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Some marketing hints and CSR Checklist



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1.)



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QR Code



QR Code





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QR Code – what for?

get a connection between your products,
products of your sponsor, your advertising
match poster, your flyer
over your smartphone
to the internet, to your homepage, your
facebook Profil





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QR Code – what you need?

QR editor

you can find at app-store or internet

QR reader

you can find at app-store as well



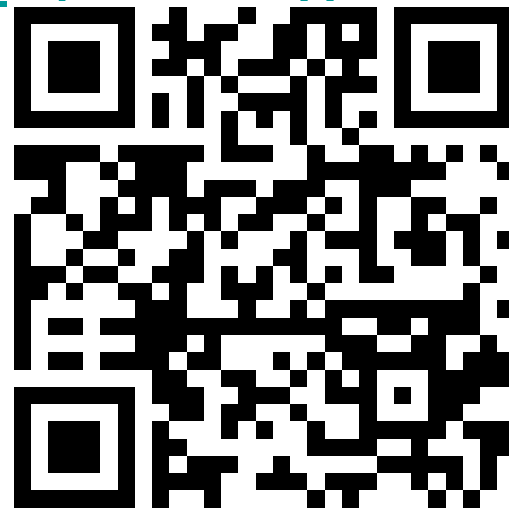


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QR Code – example

<http://www.qrcode-generator.de/>





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2.) Your Sponsor,
big company, but small team or only one
responsible manager for
sponsoring budget



Your
responsible
manager





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Your Sponsor,
with budget of 1.000.000 €

What will he do?

5 projects of 200.000 € or
1 project of 1.000.000 € ?





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Your Sponsor,
will prefer 1 project of 1.000.000 € !
Why?

Because in his daily work his only able to
manage maximum 2 projects in a
professional way! At the end it is easier for
him.





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3.) HelpCard

<http://en.helpcard.org/>





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HelpCard

Corporate HelpCards

Would you like to take social responsibility and increase customer loyalty?

Gift cards are becoming more and more popular. Many brand suppliers and businesses, now offer this form of present-making. And the popularity of these cards is growing. Not without a reason. Because the recipient, has the chance to redeem the gift card, as they please. And this is why we have developed the HelpCard, for you





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Your advantages at a glance:

- > Cost-effective solution for your CSR strategy
- > The development of individual company HelpCards is possible
- > Integrates well with incumbent CSR-projects
- > Appear as a sponsor on the HelpCard (your logo is featured)
- > Encourage sustainable social engagement
- > Enhance customer loyalty and staff retention
- > New sale prospects for further customer segments
- > Boost your company's reputation
- > Contribute to increasing the amount of donations





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4.) Benefit Booklet

Booklet with all your mid-size or smaller Sponsors – for your fans/consumers is a special benefit in of every company - a special added value

You can sell this booklet – or sponsored by sponsorpool
Brings extra contacts to your sponsor and it is an additional way to sell products and he is able to measure your partnership





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5. CSR Checklist

1. Check the activities of your partners/sponsors/stakeholders
2. Check the activities of your community/town/city
3. Ask your politicians, your mayor
4. Check schools & kindergarden if there is any need
5. Check the entertainment and culture scene
6. Check your university
7. Collaborate with media – transport your partner
8. Check other sportclubs, if it is possible to work together





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6. CSR projects of seminar members

1.) Bjerringbro-Silkeborg / DEN

bloddonorerne (www.bloddonor.dk)

Grundfos (www.grundfos.com/about-us/sustainability-responsibility/Cases.html)

2.) Chambéry Savoie HB / FRA

<http://www.chamberysavoiehandball.com/fr/le-club/fonds-de-dotaton/fond-de-dotation.htm>

3.) Sporting Club de Portugal / POR

http://www.sporting.pt/English/Club/club_sportingsolidariy.asp





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thesolutionisnowhere

the soultion is now here



you are the solution





Many thanks for your attention!



www.sportmeetscharity.de





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thesolutionisnowhere

the solution is now here

