

Initiativrige klubber der generer flere penge har et bedre foreningsliv

25 maj 2016

Vejen

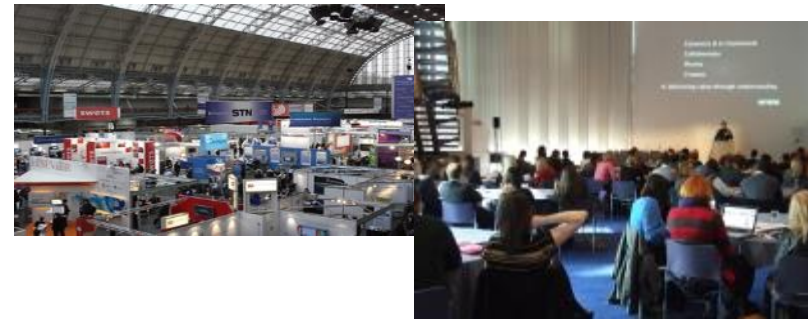
Svend Elkjær

Sports Marketing Network

Svend Elkjær



dansker



organiserede konferencer

BØRSEN.



bor i North Yorkshire



udgav blade



ret kreativ

Inviting Rugby Klub var med til at redde klub grundlagt i 1908



Bedford Athletic Rugby Football Club,
SEASON, 1913-14.

--> FIXTURES <--

Sept. 27	North Bucks.....	Home	Lost	13	16
Oct. 11	Elstow School.....	Away	Won	9	6
" 18	Grammar School "A".....	"	Lost	21	6
" 25					
Nov. 1	2nd Life Guards.....	Away	Lost	3	5
" 8	Grammar School "A".....	"	Won	10	10
" 15	Modern School.....	"	Won	2	0
" 22	Olny.....	"	Won	9	4
" 29	Alexandra Park.....	Home	Won	10	0
Dec. 6	Bedford "A".....	"	Won	10	0
" 13					
" 20	Alexandra Park.....	Away	Won	10	0
" 27					
Jan. 3	Bedford Harlequins.....	Home	Won	10	0
" 10	Olny.....	"	Won	10	0
" 17	Progressives.....	Away	Won	10	0
" 24					
Feb. 7	Grammar School "A".....	Away	Won	10	0
" 14	Modern School.....	"	Won	10	0
" 21	Grammar School "A".....	"	Won	10	0
" 28	North Bucks.....	"	Won	10	0
Mar. 7	Progressives.....	Home	Won	10	0
" 14	Bedford Harlequins.....	Away	Won	10	0

CLAUDE PEARCEY, Hon. Secretary, 30, Adelaide Square, Bedford.

Sports Marketing Network

provides *thoughts, tools and to-dos* on how to make community sport

vibrant through the activities and events sport creates together with its communities

visible by engaging and communicating with members, users and the community

viable – based on the above community sport can generate sustainable income

Nogle af de organisationer SMN samarbejder med



KØBENHAVNS KOMMUNE



*International
Cricket Council*

sportscotland
the national agency for sport



ENGLANDGOLF



**CRICKET
SCOTLAND**

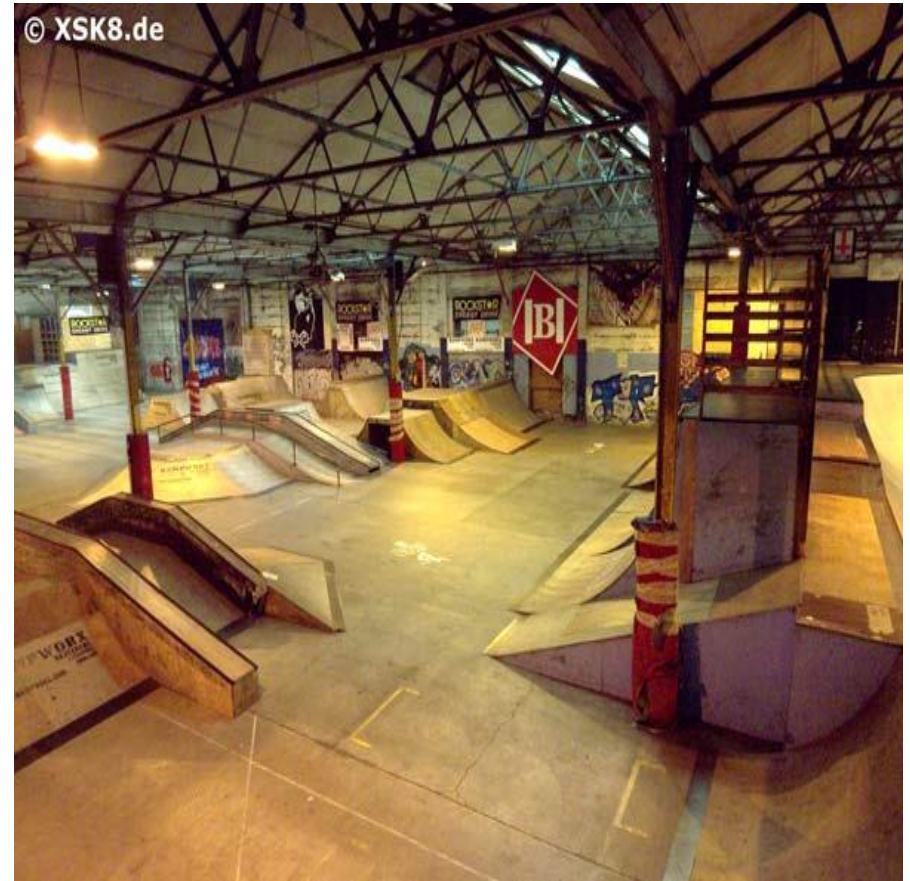
MAYOR OF LONDON

*sportwales
chwaraeon cymru*





UKs største skatepark



Tema events skaber 'buzz' (og ££££)



BMX HALLOWEEN ALLNIGHTER

RAMPWORX SKATEPARK
EST 1997 RAMPWORX.COM

FRIDAY 29TH OCTOBER
10PM - 8AM

FANCY DRESS
(best dressed wins a prize)

CASH PRIZES
(got tricks? get paid!)

FREEBIES
(everyone loves free stuff)

RIDE ALL NIGHT
(energy drinks will be needed)

£10

Please note if you are under 18 years of age you will need to download a consent form from our web site rampworx.com

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LADIES DAY

AT RAMPWORX SKATEPARK
FRIDAY FEB 27TH 09
INLINE - BMX - SKATEBOARD

LIVE MUSIC
COMPS/DEMOS
STREET DANCE
FREE STUFF
AFTER PARTY

MPORA

coolax

RIGUE SKATEBOARDS

les ettes

RAMPWORX.COM

NIKITA

Omsætningen skaber stabilitet




- ✓ Tilskud £100k
- ✓ Online salg £100k
- ✓ Detailsalg £500k
- ✓ Billetsalg £400k

Totalt £1.1m



Masser af £££ @ Livingston CC



The Kingfisher Bar at
Turpie & Co Sports Ground,
Murieston Valley, Livingston

FRIDAY 18th APRIL TO MONDAY 21st APRIL
Free Pint & Glass - Free Social Membership for 1 month - £5 admission

www.livingstoncricketclub.co.uk
Telephone 07749 395248
Follow us on twitter and facebook

Turpie & Co **SPORTS GROUND**



LIVINGSTON CRICKET CLUB

Annual Fireworks Display



SATURDAY 2nd NOVEMBER 7.30 PM
TURPIE & CO SPORTS GROUND, MURIESTON VALLEY, LIVINGSTON.
THE KINGFISHER BAR OPENS FROM 4 PM - 12 PM, SERVING DRINKS & BARBECUED FOOD.
ALL FAMILIES AND NON-MEMBERS WELCOME.

Turpie & Co **SPORTS GROUND** Home to Livingston Cricket Club and The Valley Pavilion



Saturday 29th Aug 1pm
Turpie & Co Sports Ground
Murieston Valley Livingston

Livingston Cricket Club Community Gala Day



Hvordan man skaffer 6m til velgørende formål? (verdens største hundegåtur, 25,000 deltagere)



Follifoot CC er vært for 300 hunde! £1,000 hver til klub og hundeværnsforening



Gala CC gik sammen med dyrlægen, kommunen og hundeværnsforeningen



Keswick RUFC and Lions Club £30k from Beer Festival





EASTON
CRICKET CLUB

Foreningsliv og penge



Knaresborough CC... rejser £4,000 for lokalt blindesamfund



Walking Football – det kan godt være at det er ikke Wembley, men...



24 Hour Cricket Match = 10,000



Lymm RFC tjener 300.000 på deres revy



De tjener penge ved at hjælpe andre foreninger til at starte revyer

The **POWER** of Adult Panto

"I would thoroughly recommend the whole project and, with the support offered by Simon at Lymm I am sure many more clubs could emulate the success for themselves."

Tom King, Chester Rugby Club

"We at Chester Under 15's had been fundraising for a Southern Hemisphere tour in 2010 for our boys since mid 2007. All of the usual discos, BBQ's and bag packing had produced some great results but we were looking for an event that would enable us to give our efforts a significant boost."

Chester Rugby Club

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So, you are considering putting on an Adult Panto in your club!

There may be any number of reasons to produce an adult panto in your club but many embark on this odyssey to raise much-needed funds, be it for the club's survival, or for land purchase, or tours, or new changing rooms or just for the fun of it.

Whatever your motivation I can promise you one overriding emotion from the experience – one of joy. I write with over 20 years experience of putting on shows of this nature and once the ball is rolling, and despite all the hard work and hassle, it is the fun of it all that will keep everything going and be remembered the most by participants and audience alike.

My own club, Lymm Rugby Club based in leafy Cheshire, started the tradition of Adult Panto's over 40 years ago and it was my task to revive the concept back in 1986. It became such a labour of love for all concerned some of the cast and crew have been involved ever since.

It also provided much-needed revenue when the Club was on its uppers! The 'Power of Adult Panto' performance cannot be under-estimated, both from the

£1m i kassen sikrer 4 nye baner



Og så fra Danmark...

Hvad sponsorerer disse firmaer?



SPORTMASTER
Vild med sport



Hjørring Kommune

 **spar nord**

W VENNELYST
Ingeniør- og Entreprenørforretning

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TURISTFART**



Brødrene Møll A/S



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Dues sportsreiser

**Erling Christensen
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BDO
BDO ScanRevision


nord energi

6m overskud –
100m bidrag til lokaløkonomien



Nogle konklusioner



Foreninger skal have fællesværdier med deres lokalsamfund



Små skridt ad gangen,
lær af hvert af dem

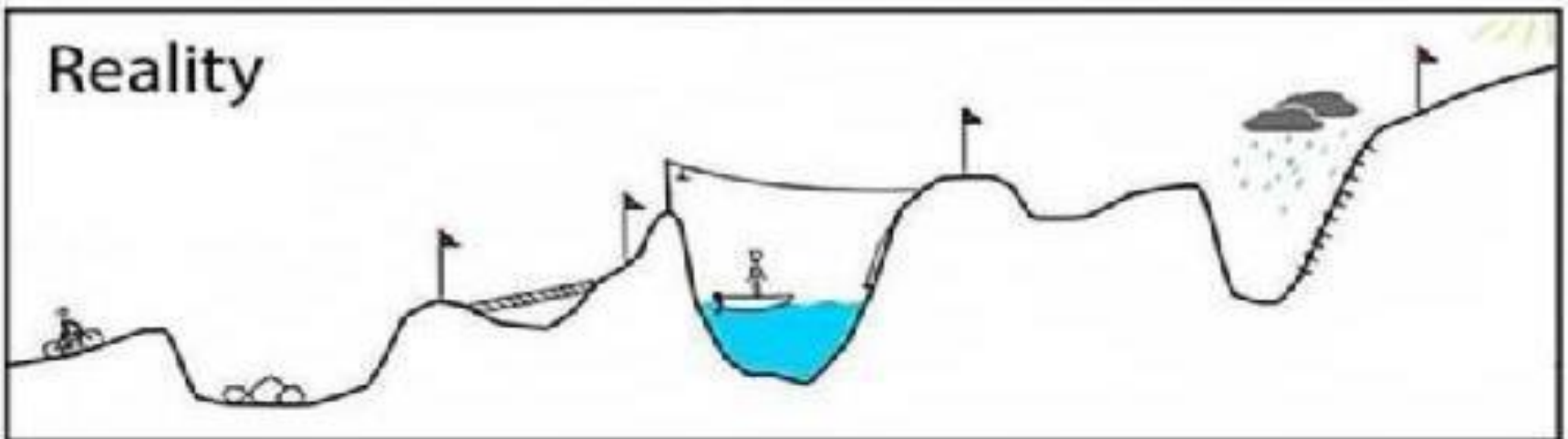


Innovation foregår ikke i en lige linie

Your plan



Reality



Der er er masser af good ideer du kan 'låne'



Det virker begge veje...

- ✓ **Initiativrige klubber der generer flere penge har et bedre foreningsliv...**
- ✓ **...og omvendt**

Tak for opmærksomheden...



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#growsport