

# Setting up a new hockey club

Eline & Sophie (clubsupport, focused on strategy and club policy)

# Roadmap

1. Essentials
2. Potential
3. Accommodation
4. Local support
5. Business plan
6. PR & communication
7. Local activities
8. Sponsors
9. Volunteers

# 1. Essentials

- A team of highly motivated initiators
  - Hockey experience is not a requirement
  - Recommendations:
    - One of the team members has a financial background
    - One of the team members has a background in marketing and/or communication
- Time & effort

Enjoy!

## 2. Potential

- Demographic statistics of the region
- Sports on offer in the region
- Start with clinics
- Local (sports) markets
- Pre-registration form

## 3. Accommodation

- Local support
- A suited location
- A leveled playing field
  - A clay court
  - An indoor field/gym
  - A school playing field

## 4. Local support

- Involve the local government
- Find a 'hockey ambassador' in the local government
- Have a business plan ready
- Show commitment

Be patient!

## 5. Business plan

- A mission and vision statement
- Goals
- Social involvement
- Hockey skills and techniques

## 6. PR & communication

- Website
- Facebook
- Twitter

Share your successes!



## **7. Local activities**

- Create awareness and visibility
- Organise clinics and training sessions
- Focus on children AND their parents

## 8. Sponsors

- What will you do with the money from sponsors?
- Find someone for sponsormanagement with many contacts with local entrepreneurs and / or someone with many commercial talents. This is really a profession.
- What added value does the sponsor have for the club?
- Two things that are important when recruiting new sponsors
  1. Adopt an active attitude
  2. Recognize the differences in approach to potential sponsors

## 9. Volunteers

Finding and retaining volunteers requires a lot of time and energy from clubs. Communication is very essential! When a club indicates from the start moment what the club stands for and what is expected of all members and parents, it is immediately clear to everyone.

Tips:

- Approach personally!
- Formulate subprojects
- Making tasks clear, with time aspect associated with it.
- When pre-registering, make an inventory of the work/study background of the members. And an inventory of both parents for youth members.
- Always communicate clearly that the club is not the board or committee members, but each member or her / his legal representative. From each other, for each other, with each other!

**Any questions?**