



London & South – East Regional Snowsports Association

SPONSORSHIP REPORT for 2009 – SUMMARY

APPENDIX 3

Sponsorship in 2009 has been an interesting year with many companies closing their doors to sponsorship completely, or selecting activities that will pull in the best return for their investment.

For example, both KIA motors and Premier (Hyundai dealership) decided to pull out of most of their sponsored events this year. KIA had been sponsoring Bromley Race club for a couple of years, and talks were well underway with Premier about sponsoring the newly formed LSERSA Freestyle club based out of Bromley.

Both companies, plus a handful of others that we have been talking to this year decided not to sponsor any of the ski events within the region. Feedback with reference to the LSERSA sponsorship pack and LSERSA summary pack from all companies we have spoken to were very positive, but maybe a combination of not selecting the right sponsors and/or the economic climate that we are in at the moment has meant that securing new sponsors this year has been very difficult.

On a positive note Surefoot (a boot and fitting specialise) based in London supported two LSERSA backed events this year, No Snow Who Cares II, based at Bromley and the LSERSA ski race at Welwyn Garden City. Surefoot gave away about £1,200 worth of prizes over the two events, and gave very positive feedback saying they wanted to support LSERSA in 2010. Further talks are planned with Surefoot in the next couple of weeks to see at what level they want to support LSERSA, such as free foot analysis which normally costs around £30.

Unfortunately this has led to a new problem in where sponsors such as Surefoot are not welcome at some slopes that have their own shop selling ski wear and ski services. So on one hand we have companies that want to sponsor either at a club or regional level such as Surefoot and d3o (impact protection), but are prevented to show off their products during events at some slopes, and non ski related companies that currently would rather invest their money elsewhere.

Let us hope 2010 proves to be an easier year with potential sponsors.

Nigel Brain