



Elite Sponsorship Guidance Notes

A Community Lottery Fund

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lottery

CSSC is proud to have several elite sports competitors within our membership, who represent their nation at the highest level.

We have a long and proud history of helping talented people achieve their dreams of participating in their chosen field. And to support our member's ambitions we launched the Elite Sponsorship in 2017 to help with the high financial costs that come with competing for their country, be that travel, equipment or coaching. CSSC has a three-tier approach, to help support and cater for different levels of funding and expectations

CSSC also provides financial assistance to members with disabilities or those experiencing financial difficulties via the Disability Support Fund and the Financial Support Fund.

Extraordinary adventures

Some CSSC members, while not competing for their nation, are attempting a sporting challenge or adventure, be that something amazing like swimming the channel or rowing the Atlantic!

If this sounds like you or someone you know, we want to hear about it. We might just be able to help with not only support or funding, but with experience, knowledge and our communities.

Who can apply?

The Elite Sponsorship is open to current CSSC members, to apply you must have been a **member for a year**, or have paid for a full year in advance.

How do I apply?

- Applications can be submitted via the application form you will also be required to supply your confirmation of entry or proof of selection information.
- All applications will be acknowledged via email.
- Applicants are urged to identify specific items for which assistance would be beneficial. This might include an item of equipment, attendance at a particular competition or event, or completion of a course or qualification related to their chosen activity

You will be required to provide information on key milestones, such as date of selection, any major training and trials, plus the date of competition/event.

Please provide information where you have approached another sponsor or organisation for funding.

All applicant's information will be held in the strictest confidence and in accordance with our Data Protection Statement which can be found on the application form.

We are unable to provide support for travel and accommodation costs.



How much can I claim?

Within the Elite Sponsorship there are three funding tier packages. The funding for these tiers varies, and so does the expectations on how a successful applicant and CSSC would collaborate.

You will be asked to select the relevant box on the online form as to which tier you are applying for. The tier you choose does not necessarily mean you will receive that exact funding, as each application is assessed individually by our panel members.

Please see each package below to find out more.

Bronze Package: £50–£200

This is by far the most popular funding package we offer. As a condition of the funding and where CSSC see applicable, you would agree to the following commitments:

- Provide an article and images for the CSSC website.
- Agreement for CSSC to share images on our social media channels for promotion of the fund
- A short interview for an article in CSSC's magazine, Podium.
- Further PR/marketing opportunities that may be fit for purpose.

CSSC will be available for any ongoing support if required during the delivery of the above conditions.

Silver Package: £250–£800

This package is more committal in terms of what we require from you. As a condition of the funding and where CSSC see applicable, you would agree to the following commitments:

- 2–5 main feed social posts on all applicable channels promoting the partnership, this should include:
 - 1 x announcement post
 - Update posts
 - 1 x wrap up post
- Story posts on Instagram showcasing how the funding has helped.
- Provide swipe up to CSSC website on Instagram.
- Link to CSSC website across other channels.
- Participation in a media call with Marketing & Sports and Physical Activity Departments to promote the partnership across all relevant media.
- Provide an article and images for the CSSC website.
- Participation in a CSSC podcast.

- Event speaker or special guest at events, conferences, online webinars or internal campaigns.
- A short interview for an article in CSSC's magazine, Podium.
- Use of the CSSC logo on clothing, equipment or an external website.

CSSC would be available for any ongoing collaboration and support if required during the delivery of the above conditions.

Gold Package: £1,000–£2,500

As a condition of the funding and where CSSC see applicable, you would agree to the following commitments:

- 5–10 main feed social posts on all applicable channels promoting the partnership, to include;
 - 1 x announcement post
 - Update posts
 - 1 x wrap up post
- Story posts on Instagram showcasing how the funding has helped.
- Provide swipe up to CSSC website on Instagram.
- Link to CSSC website across other channels.
- Participation in a media call with Marketing & Sports Development Departments to promote the partnership across all relevant media.
- Provide an article and images for the CSSC website, aswell as a update and follow up article.
- Participation in 2 CSSC podcasts.
- Event speaker or special guest at events, conferences, online webinars or internal campaigns.
- Provide CSSC with access to film your training or events where applicable.
- Use of the CSSC logo on clothing, equipment or an external website.

CSSC would be available for any ongoing collaboration and support if required during the delivery of the above conditions.

How often can I claim?

You may claim once every two years , unless there are exceptional circumstances, which will be considered on a case by case basis.

Please be aware that funding could be limited due to budget restrictions and popularity at certain times and may not be available all year round.

Marketing and PR

Successful applicants will need to sign a funding agreement form agreeing to participate in publicity of the scheme and advertise their achievements. This will correspond to the tier funding package that is offered and include the agreed expectations.

Successful applicants must abide by the stipulations and agreed expectations within your tier such as pre, during and post event marketing.

If you are unable to fulfill the agreed expectations, such as injury or illness, CSSC will discuss alternative arrangements and agreed expectations.

Decision

- Decisions will be made within 21 days of receiving the application and any associated documentation.
- We will send a funding agreement which will need to be signed and returned to accept terms of funding.
- Payments will be made within 10 working days of receipt of signed funding agreements.

Terms and Conditions

- Each application will be assessed individually, and applicants will be informed of the amount they have been awarded towards their sporting event/competition.
- All applicants must have been a continuous member of CSSC for at least one year prior to the date of application (unless in exceptional circumstances).
- To ensure more members benefit from this scheme you are only able to claim once every two years.
- Confirmation of entry or proof of selection must be provided at the time of applying.
- Successful applicants must only use any approved funding for the purpose stated and CSSC may request verification that any payment has been used correctly.
- Successful applicants will need to agree to participate in publicity of the scheme and advertise their achievements. These requirements will correspond to the funding package that is offered.
- Claims can only be made for upcoming events; no retrospective claims can be made.

Queries regarding the Elite Sponsorship can be sent to active@cssc.co.uk