



# BUILDING BRIDGES

## PARTNERS FOR QUADBALL

Congratulations on venturing into the road of quadball! As you embark on this thrilling journey, having the right allies can significantly enhance your efforts. This guide is designed to help you navigate the world of ally-building, offering practical steps and insights tailored to the unique needs of a new NGB.

### Understanding Your Objectives

Before reaching out to potential allies, it's crucial to define your objectives clearly. Identify what specific support or resources you're seeking, whether it's financial assistance, venue partnerships, or promotional collaborations.

### Types of Potential Allies

- **Local Businesses:** Establish connections with local businesses that align with the spirit of quadball. This could include sports equipment stores, cafes, or printing services.
- **Schools and Universities:** Engage with educational institutions to introduce quadball as a recreational or extracurricular activity. Consider collaborations for events or tournaments.
- **Community Centers:** Partnering with community centers can provide access to spaces for practice sessions or small events.

## Initiating Contact

When reaching out to potential allies:

- **Draft a Compelling Introduction Letter/Mail:** Clearly articulate who you are, your mission, and the benefits of quadball. Include your passion for community engagement and how their support can contribute to the growth of the sport.
- **Be Specific in Your Request of your final proposal:** Clearly outline what you're asking for, whether it's financial support, venue space, or in-kind contributions. Here some examples for you to get a better idea:

- **Financial Support:**

*As we embark on our journey to bring quadball to the heart of [City/Area], we are reaching out to community supporters who share our passion for sports and youth development. Your financial support could be a game-changer for us. With your help, we aim to fund essential equipment, organize introductory events, and establish a vibrant quadball community in our region. Your contribution can make a direct impact on the growth and accessibility of this exciting sport, fostering a sense of community and healthy competition among our youth.*

*In appreciation of your invaluable financial support, we propose an engaging sponsorship package tailored just for you. Your logo will prominently feature on all our promotional materials, reaching a diverse audience in [City/Area]. We'll showcase your commitment on our website, social media, and event banners. As a major supporter, you'll also receive exclusive invitations to our quadball tournaments, where you can witness firsthand the positive impact of your contribution. Join us in this exciting journey, and let's build a lasting legacy for quadball together.*

- **Venue Space:**

*Creating a home for quadball in [City/Area] is our mission, and we believe your venue could be the perfect match. We are seeking your support by providing a space where quadball enthusiasts can come together, practice, and host events. By offering your venue, you contribute not only to the development of a new sport in our community but also position*



*yourself as a key partner in fostering a culture of active living and sportsmanship. Your generosity in sharing your space will be pivotal in making quadball a staple in our local sports scene.*

*Your generosity in providing venue space deserves special recognition. In return, we commit to acknowledging your support at every quadball event held at your location. This includes featuring your logo on event signage, verbal recognition during opening ceremonies, and special mentions on our digital platforms. We invite you to be an honorary guest at our tournaments and community gatherings, giving you an opportunity to connect directly with our enthusiastic quadball community. Let's create memorable experiences together as we make quadball history in [City/Area].*

- **In-Kind Contributions:**

*Your unique products/services caught our eye, and we see an incredible opportunity for collaboration. As we introduce quadball to [City/Area], we envision a partnership that extends beyond financial support. Your in-kind contribution could take the form of providing equipment, such as balls, brooms, or jerseys, helping us establish a solid foundation for the sport. This partnership will not only showcase your commitment to community development but also offer you exposure to a growing audience of sports enthusiasts. Let's work together to make quadball a household name in [City/Area].*

*As a key contributor of in-kind resources, we want to express our gratitude through a tailored acknowledgment plan. Your company's logo will be prominently displayed on the equipment you provide, gaining visibility during practices, games, and events. We'll also feature your brand in our digital and print materials, recognizing your pivotal role in establishing quadball in [City/Area]. Additionally, we extend an invitation for your team to join us for a special event, where we can publicly acknowledge your support and celebrate our collective success. Let's make quadball an extraordinary journey together.*

See an example of the letter/mail we suggest to use in [Appendix 1](#), you can copy it, edit it, and use it for this part of your work on getting allies.

## Stages of Ally Contact

- **Initial Introduction:** Make a warm initial contact expressing your admiration for their business or institution. Briefly introduce quadball and express your interest in exploring potential collaborations.

Before reaching out, take the time to understand the potential ally – their values, ongoing collaborations, and preferred methods of engagement. This research not only demonstrates your genuine interest in their business but also allows you to tailor your proposal to align seamlessly with their objectives. Identify key decision-makers and understand their roles within the organization. This insight will build confidence and increase the likelihood of a positive response.

When choosing a contact person, consider someone who not only has decision-making authority but also shares a passion for sports, community development, or youth engagement. While the chairperson can be an excellent point of contact, it might also be beneficial to have a dedicated partnership or community engagement representative. This person can focus solely on cultivating and maintaining relationships with allies, ensuring a streamlined and consistent approach. Rotate the contact person if necessary, keeping in mind that continuity can enhance the relationship over time. The key is to choose someone with excellent communication skills, a deep understanding of quadball and the organization's values, and the ability to convey the excitement and potential of collaboration.

Maintaining clear and organized communication is paramount. As you embark on outreach efforts, create and maintain a communal document that catalogs the contacts of all individuals and entities you engage with during this process. This document, accessible to all relevant members of your administration, should include names, positions, institutions, and any other pertinent details. This shared resource ensures transparency, keeps everyone informed, and provides a comprehensive overview of your network. Regularly update this document to track progress, follow-ups, and outcomes. This collaborative approach enhances efficiency, avoids redundancy, and enables seamless communication within your team. The shared knowledge benefits your NGB, fostering a collective understanding of your network and ensuring that everyone is on the same page throughout the collaboration process.



- **Follow-Up:** After their initial response, follow up with additional information about quadball, your NGB, and the specific ways they can contribute. The follow-up phase is your opportunity to deepen the connection and maintain interest. Start by expressing gratitude for their positive response. Share visually compelling content about quadball—action shots from your matches, engaging videos showcasing the sport's excitement, or testimonials from players in your community. Leverage various communication channels, such as email or WhatsApp, to keep the conversation dynamic.

Consider sending a detailed presentation highlighting key aspects of your NGB, including its mission, achievements, and future goals. Personalize this information to align with the interests and values of the potential ally. Share success stories and the positive impact of quadball on your community. If appropriate, extend an invitation for them to attend a local quadball event or match.

Maintain regular communication through social media interactions—liking, commenting, and sharing their posts. Connect with them on professional platforms like LinkedIn to reinforce your commitment to the collaboration. Emphasize the mutual benefits of the partnership, highlighting the positive exposure and community engagement they stand to gain. Keep the conversation two-sided, encouraging questions and feedback to foster a collaborative atmosphere. This ongoing dialogue demonstrates your dedication and provides ample opportunities to reinforce the value of quadball and your NGB.

## Maintaining Relationships

- **Regular Communication:** Keep your allies in the loop with regular updates about quadball events, achievements, and future plans. Maintaining regular communication even after the initial collaboration is crucial for nurturing long-term partnerships. It reinforces the relationship, acknowledges their past support, and keeps your NGB fresh in their minds for potential future collaborations. While the intensity of communication should be less frequent than during the initial engagement, strategic and spaced updates ensure continued engagement.

Share highlights of quadball events, showcasing the impact of their support on the community. Update them on achievements—whether it's the success of a recent tournament, growth in team numbers, or milestones in community outreach.



programs. Keep the updates concise, visually appealing, and focused on key accomplishments.

Consider a quarterly newsletter summarizing significant developments, accompanied by compelling visuals and testimonials. Emphasize the lasting impact of their collaboration and express gratitude for their ongoing support. This approach ensures that your allies stay informed about the positive outcomes of their past contributions, fostering a sense of pride and connection to your NGB.

- **Show Appreciation:** A simple "thank you" goes a long way. Expressing gratitude is a powerful tool to solidify relationships. Personalized thank-you notes after a successful collaboration can have a lasting impact. Handwritten letters, even in the digital age, convey sincerity and thoughtfulness. Mention specific contributions they made and the positive outcomes resulting from their support.

Public acknowledgments, whether through social media shout-outs, press releases, or inclusion in event programs, not only celebrate their commitment but also enhance their visibility. Highlighting their involvement showcases their corporate social responsibility, potentially attracting more support from other entities.

Consider sending small tokens of appreciation, such as custom quadball merchandise or exclusive event invitations. These gestures not only serve as mementos but also reinforce the sense of belonging to the quadball community. Remembering special occasions like birthdays with a personalized email or a simple greeting card adds a personal touch, strengthening the bond beyond the scope of the collaboration. In essence, these acts of appreciation contribute to a positive and memorable association with your NGB.

- **Celebrate Their Milestones:** Celebrating your allies' milestones is an opportunity to deepen your relationship and express gratitude for their ongoing support. Consider creating personalized video messages from quadball players or organizing virtual events to mark these occasions. Highlight the specific ways their collaboration has positively impacted quadball's growth.

For significant business anniversaries, collaborate with your NGB members to create a themed quadball event, incorporating their branding. Share the event's success on social media, tagging and thanking your ally. Additionally, you could



design limited-edition merchandise or commemorative items related to their milestone, providing them with a unique and memorable gift.

Remember, the key is to make them feel genuinely appreciated and valued for their continued partnership. These personalized and innovative approaches not only set your NGB apart but also create lasting impressions that strengthen the bond between your organization and its allies.

## Low-Cost Offers for Allies

Before diving into the proposals, it's essential to understand that these low-cost offers are designed to make supporting quadball accessible and impactful for businesses of all sizes. These options provide allies with visibility and a sense of involvement with the sport, even on a modest budget. Let's explore each option:

- **Logo Placement:** Offer to showcase their logo prominently on your team jerseys, event banners, and promotional materials. Examples: For team jerseys, suggest placing their logo on the front or back, ensuring it's easily visible during matches. On event banners, propose strategic placement near high-traffic areas. For promotional materials, include their logo on flyers, posters, and digital marketing collateral.
- **Sponsor Recognition:** Guarantee sponsors recognition during events, tournaments, and across social media platforms. Examples: During events, acknowledge sponsors through verbal announcements, digital displays, and on-stage mentions. On social media, dedicate posts to highlight sponsors, tagging their business and expressing gratitude.
- **In-Game Mentions:** Provide allies with visibility during games through announcements or visual displays. Examples: Consider verbal shoutouts during game breaks, displaying sponsor logos on electronic scoreboards or screens, and integrating their branding into halftime shows or intermissions. Take into account live transmissions.
- **Social Media Shoutouts:** Offer allies visibility through regular mentions and dedicated posts on your NGB's official social media platforms. Examples: Include ally names and logos in event promotions, regular posts, and highlight their



contributions during significant milestones or achievements. Leverage hashtags and interactive content to enhance engagement.

These amounts depend on your needs and can vary based on factors like the NGB's visibility, the level of competition, and the local market. It's crucial to be flexible and open to negotiation, considering the budget constraints of potential allies. Always communicate the value they will receive in return for their support, emphasizing the positive exposure and community engagement they'll gain through their association with quadball.

## Conclusion

Building strong alliances is not just about receiving support; it's about fostering relationships that benefit both parties. With a thoughtful approach and genuine enthusiasm for quadball, you can create lasting partnerships that contribute to the growth and success of your Emerging Area NGB. Remember, every ally you gain is a valuable addition to the quadball family. Good luck on your ally-building adventure!





## Appendix 1

### **Subject: VIP Invitation: Elevate [City/Area] with Quadball!**

Dear [Ally's Name or Organization],

I trust this letter finds you well. My name is [Your Name], and I am reaching out to you on behalf of the emerging quadball community in [City/Area]. As [Your Title] of the National Governing Body (NGB) for Quadball in our region: [Name of your NGB], I am excited to share with you the dynamic world of Quadball and extend an invitation for your esteemed [business/organization/institution] to become a vital part of our thrilling journey.

#### **About Quadball:**

Quadball, a fast-paced, inclusive, and community-driven sport, is gaining incredible momentum worldwide. It uniquely combines athleticism, strategy, and camaraderie, offering participants and spectators an unforgettable experience. Emerging from a fictional wizarding world, quadball has transcended its roots to become a real-world phenomenon, capturing the hearts of diverse communities globally.

#### **Our Mission:**

At [Your NGB's Name], our mission is to cultivate the growth of quadball, making it accessible to everyone in [City/Area]. We believe in the power of sports to unite communities, promote active lifestyles, and instill values of teamwork and fair play.

#### **Why Quadball Matters:**

- **Community Engagement:** Quadball brings people together like never before. It transcends age, gender, and background, fostering a sense of belonging and community spirit.
- **Healthy Lifestyles:** As an advocate for active living, quadball promotes physical fitness, mental agility, and healthy competition among players and supporters alike.
- **Youth Development:** Through school and community programs, quadball provides a platform for the youth to develop leadership, teamwork, and discipline, setting a strong foundation for their future.

#### **Your Potential Impact:**



By aligning with quadball in [City/Area], [Ally's Name or Organization] has the potential to make a lasting impact on our community. Here's how:

- **Visibility and Recognition:** Associate your brand with the dynamic quadball community and enjoy heightened visibility through our events, social media, and collaborations.
- **Community Connection:** Demonstrate your commitment to community development by supporting a sport that fosters inclusivity, diversity, and positive engagement.
- **Tailored Partnerships:** We understand that each ally is unique. At [Your NGB's Name], we are dedicated to creating customized partnerships that align with your values and objectives.

### How You Can Get Involved:

We invite you to explore the diverse ways [Ally's Name or Organization] can be part of the quadball journey:

- **Sponsorship Opportunities:** From team sponsorships to event partnerships, find the perfect fit for your brand to be showcased prominently in the quadball arena.
- **Facility Partnerships:** Consider collaborating on the use of facilities, creating a quadball hub that benefits both our community and your [business/organization/institution].
- **Educational Initiatives:** Join hands with us in promoting the sport within schools and universities, contributing to youth development and education.

### Next Steps:

We would be delighted to discuss this exciting opportunity further at your earliest convenience. A brief meeting or call would provide us with the chance to tailor our proposals to best suit the objectives of [Ally's Name or Organization].

Thank you for considering this invitation. Together, we can propel quadball to new heights in [City/Area] and create a legacy of sportsmanship, teamwork, and community spirit.

Looking forward to the prospect of collaboration.

Best Regards,

[Your Full Name]

[Your Title]

[Your Contact Information]