

**Kegworth
Town CC
scored new
sponsors
with simple
QR codes**



**pitchin
platform**



No player sponsorships due to high effort, low interest

- ▶ The club had **never offered player sponsorship** before, assuming it would require too much effort and generate little interest
- ▶ **Limited resources and volunteers** meant they needed a streamlined, simple approach

A QR code sponsorship campaign

- Created a **player sponsorship campaign** on PitchIn Platform, generating a **direct link and QR code** for easy payments
- Printed QR codes and placed them at **local pubs and cafes** around town for maximum visibility

New revenue stream with minimal effort

- Local supporters quickly engaged with the QR codes, leading to multiple sponsorships
- One supporter bought sponsorships for the **last four home games** right at the bar, thanks to the convenience
- Increased **local support and income**, with easy access for fans and sponsors alike

Attract **new** **sponsors with ease**

Discover how PitchIn Platform can help your club generate support effortlessly with QR codes and direct links!



- Home
- Campaigns
- Invoices
- Purchases
- Account
- Organisation
- Content
- Sign out

Net profit
£4,868.16
YTD (2024)

Total purchases
71
YTD (2024)

Profit by month

