



DEVELOPING PARTNERSHIPS

Why? - Through partnerships you can attract new members to your club. Partnerships with other clubs can create a symbiotic relationship where your membership base is increased dramatically. These partnerships can also give you direct access to a potential market wanting to be involved with your club.

How to Approach a Partnership- A partnership is arrangement in which parties agree to cooperate in order to advance their mutual interests. Before you begin to look for partnerships take some time to know what you want to gain and what you have to offer.

Who could a Club Partner With? - Potential partnerships are everywhere, have a look at some partnership suggestions below.

Local Businesses – Traditionally local businesses form partnerships through a sponsorship. This is where the local business pays money to advertise with your club. What if instead of money for advertising you ask for advertising and promotion in their store. Also your members are potential customers for this business so maybe they offer your club a discount on their items or come into a session to speak about what they do.

Other Clubs – Other clubs in the area are not just competition, they are also potential partners. What could you do if you teamed up with another club? Maybe a swim club can offer you some better lane rates and coaches in exchange for some running lessons.

Local Media – Getting to know your local media could potentially create some free publicity. Approach them to see what interest they may have in doing something for your club. Maybe you have a really great local interest story or have some results that you can share.

Health Clubs/ Recreation Centres/Park Districts - Even if you are not directly affiliated with these clubs you share a mission and vision of health and fitness. A recreation facility might be able to connect you with a club in the area or maybe a health club is interested in offering some triathlon training programs through and are able to provide you with some training space.

Schools (Youth) – If you have a youth clubs schools are a great idea for partnerships. Maybe a gym class would like to try some triathlon skills or maybe a school's local newspaper can feature a student competing in triathlon. These initiatives increase your clubs visibility and can directly increase your membership.

Take Home Message: Don't forget partnerships only work through collaboration that benefits both parties. Make sure you are clear on what you can offer potential partners and what you hope to gain through partnerships. Creativity is key, be creative in seeking out partnership because you never know who might be looking to partner with you.