

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



**pitchin  
platform**



# challenge

**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

# impact

## 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!



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Net profit

**£4,868.16**

YTD (2024)

Total purchases

**71**

YTD (2024)

Profit by month

