

**Generating Revenue for Soccer Organizations through External Sources:
Sponsorship Proposals, Fundraising and Grant Writing**

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- I. Corporate Partnerships**
 - A. Defining the Relationship**
 - B. Wants and Needs of Soccer Organization**
 - C. Meeting the Wants and Needs of Potential Partner**
 - D. Inventory to Use to Meet those Needs**
 - E. The Partnership Sale**
- II. Fundraising**
 - A. Fundraising Strategies**
 - B. Capital Campaigns**
 - C. Sources for Funding**
 - D. Private-Public Partnerships**
 - E. Centralized Approach**
- III. Grant Writing**
 - A. Types of Grants**
 - B. Grant Writing Process**
 - C. Components of a Proposal**
 - D. Do's and Don'ts of Writing Grants**
 - E. Potential Sources**