



Sponsorplan SSA

POSSIBLE PROJECTS TO CONSIDER
SECRETARIAAT



Inhoud

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Sponsor Plan for SSA Sporting Goods

1. Introduction to SSA and the Brands Kinetic and Avalon

SSA Sporting Goods is a prominent partner of Royal Belgian Archery (RBA), specializing in high-quality archery equipment. The brands Kinetic and Avalon, known for their innovative and affordable products, support archers at all levels:

- **Kinetic:** Offers high-quality and affordable bows and accessories, ideal for beginner and intermediate archers.
- **Avalon:** Supplies a wide range of accessories, including arrow cases and quivers, focusing on usability and durability.

SSA Sporting Goods aims to promote archery at local, national, and international levels by providing material and promotional support.





2. Open Days and Start2Bow

Open Days: "Discover Archery"

Objective: Attract new members by making archery more accessible.

Implementation:

- Starter Kits: SSA provides customized starter kits from Kinetic and Avalon to participating clubs.
- Promotional Materials: Flyers, banners, and social media content featuring SSA branding.
- Event Support: Clubs receive a checklist and tools to successfully organize open days.

Financial Breakdown:

- RBA Contribution: 60% (promotion, coordination with clubs, and organizational support).
- SSA Contribution: 40% (starter kits and promotional materials).

Benefits:

- For SSA: Increased visibility and product promotion.
- For RBA: Enhanced member recruitment and club support.

Clubs, don't forget about the Start Archery Week Toolkit!

- Social images & captions
- Press release & local media guide
- Marketing & event checklists
- Theme suggestions
 - Posters
 - And more!

Start Archery Week 4-12 May 2024

KINETIC AVALON ARCHERY



Start2Bow Program

Objective: Guide beginners in their first steps into archery.

Implementation:

- **Renewed Packages:** Start2Bow kits expanded with Kinetic and Avalon products.
- **Brochure Update:** New brochures with prominent SSA advertising.
- **Workshops:** Clubs offer training using materials sponsored by SSA.
- **Reprint Costs:** Include costs for reprinting Start2Bow brochures and roadmap materials to ensure consistency and wider distribution.



Financial Breakdown:

- RBA Contribution: 70% (brochure production, reprint costs, trainer fees, and workshop coordination).
- SSA Contribution: 30% (starter kits and sponsorship of workshops).

Benefits:

- For SSA: Increased awareness of beginner equipment.
- For RBA: Reduced costs for materials and promotion.





3. School Project "Archery in Schools"

Objective: Introduce youth to archery through schools.

Implementation:

- School Clusters: Each sub-federation starts with one cluster in 2025 under the guidance of a certified trainer.
- Basic Bow Kits: SSA provides kits specially designed for school use.
- Educational Materials: Lessons with branding from Kinetic and Avalon.
- Annual Competition: Organization of a school competition with prizes sponsored by SSA.

Financial Breakdown:

- RBA Contribution: 50% (coordination with schools, certified trainer fees, and competition organization).
- SSA Contribution: 50% (provision of bow kits and prize sponsorship).

Benefits:

- For SSA: New target audience and product promotion.
- For RBA: Increased youth participation and collaboration with schools.





4. International Tournament "SSA Belgian Open"

Objective: Enhance the visibility of RBA and SSA through an annual international event.

Implementation:

- Planning Phase: In 2025, the details of the tournament, including the date, location, and competition type, will be developed in consultation with RBA, World Archery (WA), and SSA.
- Execution: The tournament is scheduled for 2027, aiming to attract a diverse range of bow manufacturers and include a trade fair and trainers' congress (aligned with Trainer A vision text).



Financial Breakdown:

- RBA Contribution: 60% (planning, coordination, and operational expenses).
- SSA Contribution: 40% (sponsorship and stand organization).

Benefits:

- For SSA: International visibility and direct sales opportunities.
- For RBA: Strengthened position in the global archery community.



5. Women in Archery Project

Objective: Develop and implement a program to make archery more appealing to women.

Implementation:

- Workshops and Events: Create women-focused events led by experienced female archers to inspire and train new participants.
- Equipment Customization: Partner with SSA to design and promote equipment tailored to women's preferences and needs.
- Campaigns: Launch targeted marketing campaigns on social media and other platforms showcasing successful women in archery.
- Mentorship Program: Pair new female archers with experienced mentors to build confidence and skills.
- Ambassadors: Appoint one Flemish and one Walloon archer as ambassadors for the program.



These ambassadors will be sponsored with high-end equipment from SSA and serve as the faces of the campaign. They will actively promote the initiative through their social media channels and public appearances.

Financial Breakdown:

- RBA Contribution: 50% (event organization, marketing campaigns, and mentorship setup).
- SSA Contribution: 50% (equipment customization, sponsorship for events, and ambassador support).

Benefits:

- For SSA: New market segment and partner of inclusive project
- For RBA: Broader participation and diversity in the sport.





6. Sustained Support for Hub Operations

Objective: Provide ongoing support for the hubs operating in the talent detection program, which forms the base of the high-performance pyramid.

Implementation:

- Material Provision: SSA will supply equipment to the hubs involved in the talent detection program.
- Coordination: Talent Director Anne Palou and Jul Clonen will oversee the ordering and distribution of equipment in consultation with the hub coaches.
- Social Media Promotion:** Hub coaches will ensure SSA receives visibility through regular posts on their social media channels.
- Budget: The annual sponsorship budget of €5,000 remains unchanged.

Financial Breakdown:

- RBA Contribution Management and operational oversight of the hub program.
- SSA Contribution: Provision of equipment and financial support.

Benefits:

- For SSA: Increased brand visibility through consistent social media engagement and association with talent development.
- For RBA: Continued support for talent development infrastructure and resources.



Detailed Financial Overview per Project

Project	RBA Contribution	SSA Contribution
Open Days	60%	40%
Start2Bow Program	70%	30%
School Project	50%	50%
International Tournament	60%	40%
Women in Archery Project	50%	50%
Hub Support	Management	€5,000

Implementation Timeline

- 2025: Launch of school clusters, planning for the international tournament, and initiation of the Women in Archery Project. Continuation of hub support.
- 2026: Expansion of projects and preparation for the 2027 tournament.
- 2027: Execution of the SSA Belgian Open.



With this sponsor plan, SSA Sporting Goods and RBA can achieve their shared goals and foster growth in the sport of archery. Additional details will be developed in collaboration with all stakeholders.