

# Sponsors

## Introduction

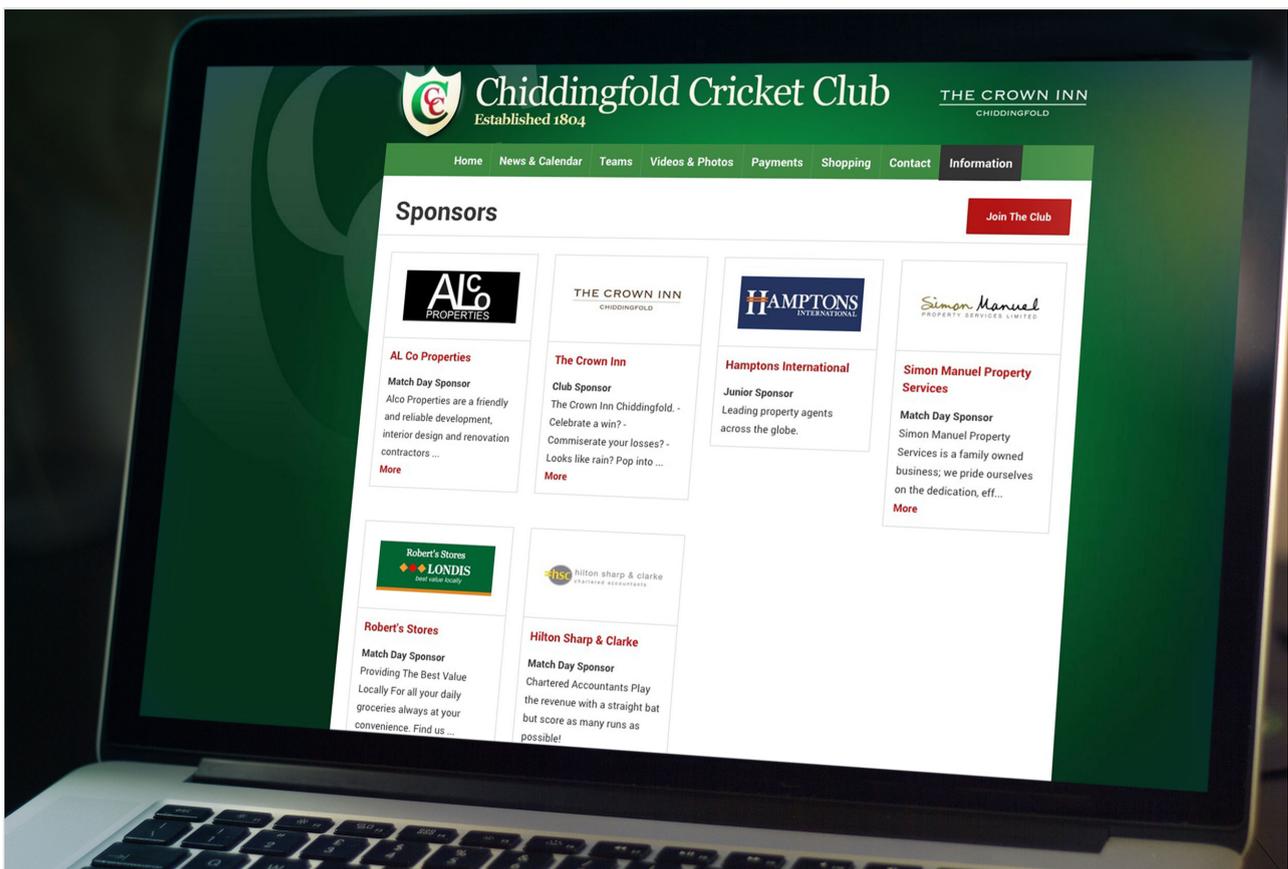
### Quick Answer

- To add or edit a sponsor, login to your **Club Control Panel**.
- Click the **Site Content** tab.
- Select **Sponsors** from the left-hand menu.
- To add a sponsor, click **Add Sponsor**.
- To edit a sponsor, hover over the grey spanner and click **Edit Sponsor**.

Sponsors play a pivotal role in grassroots sport, with virtually every club relying on some form of sponsorship to help with running costs.

Your Pitchero club website provides tools to upload sponsor banners and sell advertising space around your club website - an excellent way to increase revenue.

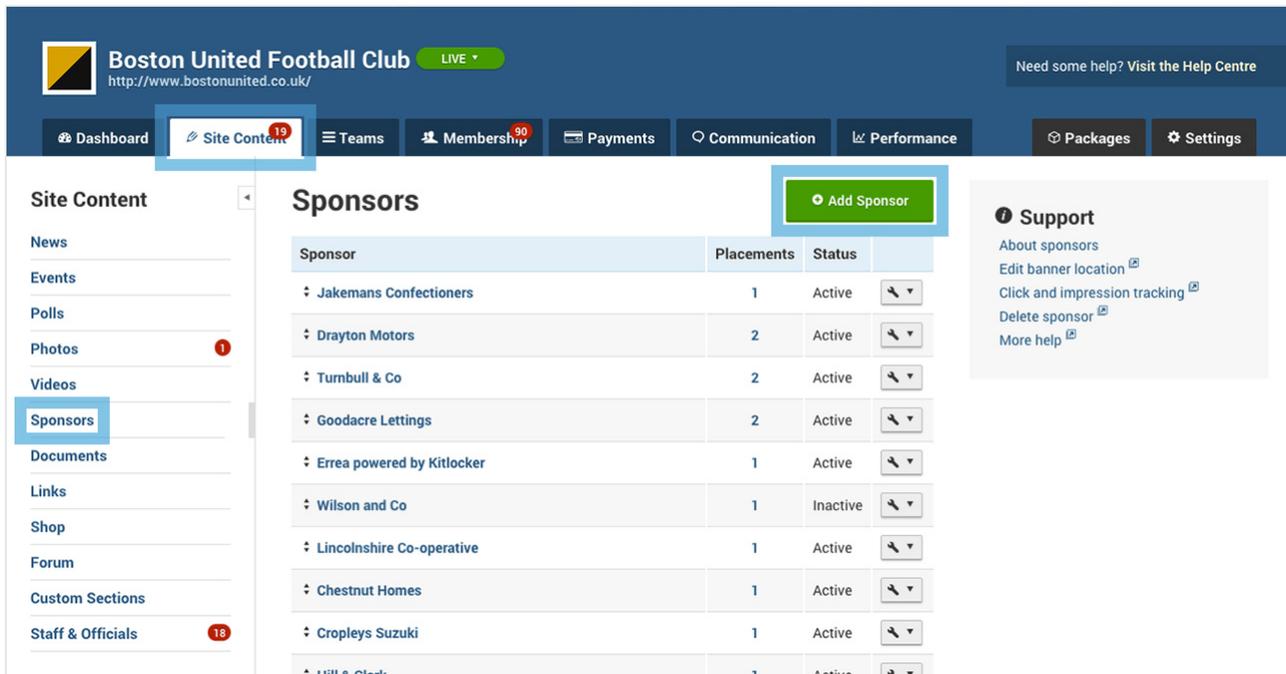
## Sponsor Banners



## Uploading a new sponsor

Access your Club Control Panel and click the 'Site Content' tab, then select 'Sponsors' from the left-hand menu.

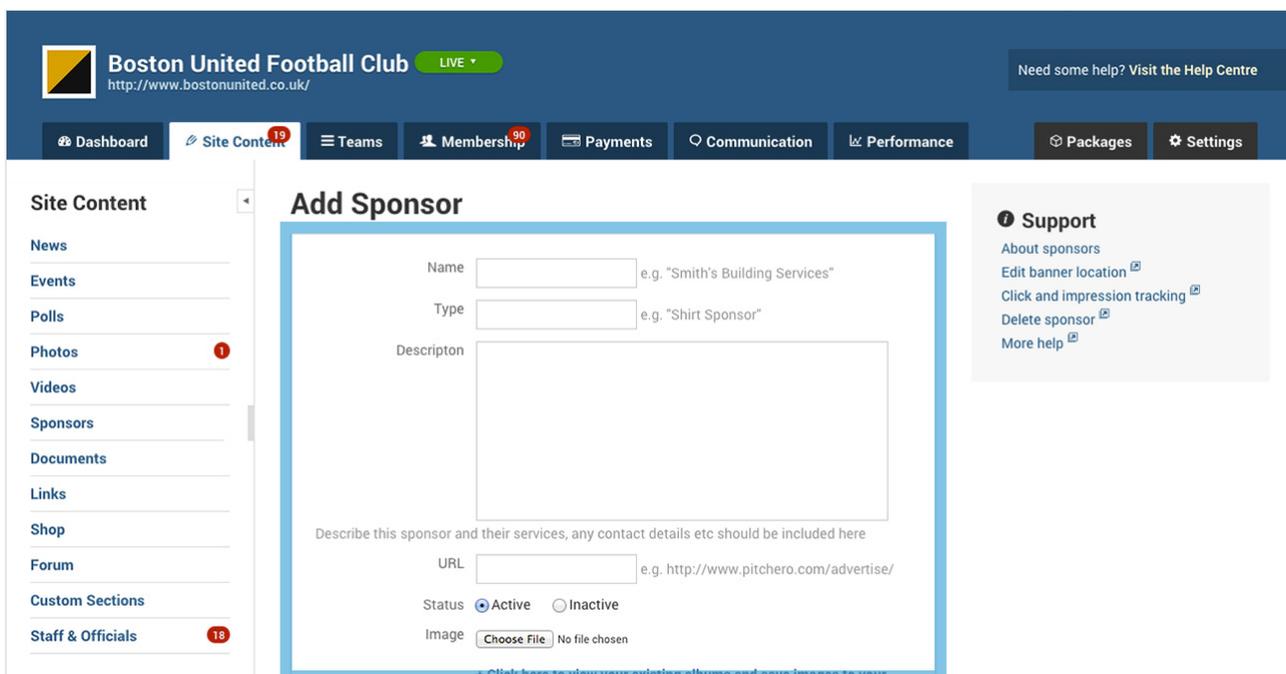
Next, click the green 'Add Sponsor' button on the right-hand side.



The screenshot shows the Club Control Panel for Boston United Football Club. The 'Site Content' tab is selected, and the 'Sponsors' sub-tab is active. A table lists existing sponsors with their names, placement counts, and status. A green 'Add Sponsor' button is visible in the top right of the table area.

Sponsor	Placements	Status	
↓ Jakemans Confectioners	1	Active	⌵
↓ Drayton Motors	2	Active	⌵
↓ Turnbull & Co	2	Active	⌵
↓ Goodacre Lettings	2	Active	⌵
↓ Errea powered by Kitlocker	1	Active	⌵
↓ Wilson and Co	1	Inactive	⌵
↓ Lincolnshire Co-operative	1	Active	⌵
↓ Chestnut Homes	1	Active	⌵
↓ Croleys Suzuki	1	Active	⌵
↓ Hill & Clark	1	Active	⌵

Enter the sponsor's name, type and a description. Add a URL for the sponsor's website if desired and click 'Choose File' to upload a sponsor logo. Finally, click the green 'Save' button.



The screenshot shows the 'Add Sponsor' form in the Club Control Panel. The form includes fields for Name, Type, Description, URL, Status, and Image. A 'Choose File' button is used to upload the sponsor logo.

**Name**  e.g. "Smith's Building Services"

**Type**  e.g. "Shirt Sponsor"

**Description**

Describe this sponsor and their services, any contact details etc should be included here

**URL**  e.g. <http://www.pitchero.com/advertise/>

**Status**  Active  Inactive

**Image**  No file chosen

[+ Click here to view your existing albums and save images to your](#)

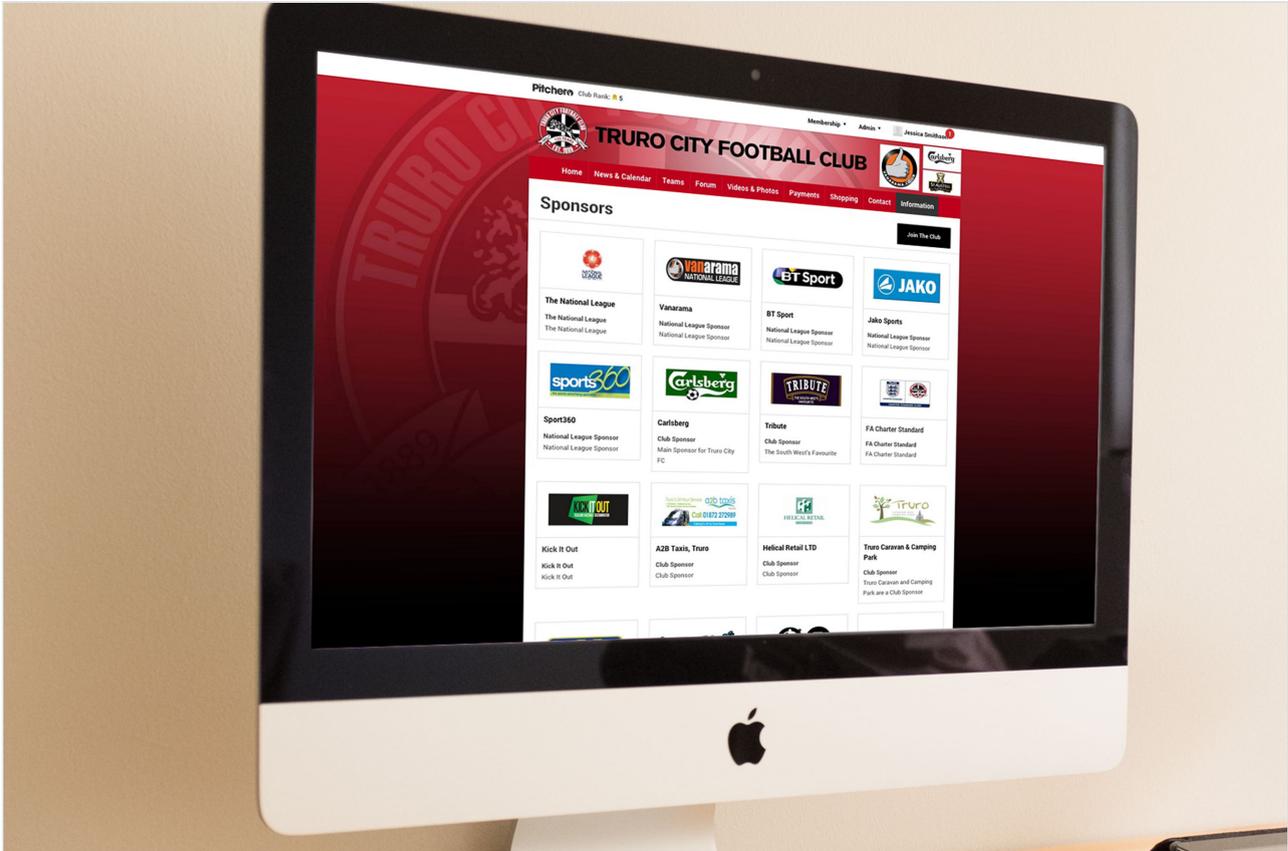
### Top Tip

- In order for the sponsor logo to display correctly, the image to be uploaded should be either a .jpg or .gif file type and be 300 x 125 pixels in size.
- If you want to track how often a sponsor banner is clicked, use a [bitly](#) link.

## Managing sponsor locations and increasing visibility

Sponsors can appear in a rolling sequence near the top of your homepage, and can also be listed at the bottom of the page. They can display on news items, as well as individual team pages and even player profiles!

There is also a dedicated page for all of your sponsors under the 'Information' navigation header. Here, you can view the further information for each sponsor that is specified in the sponsor description.



To get started, access your Club Control Panel and click the 'Site Content' tab, then select 'Sponsors' from the left-hand menu.

Locate the sponsor and click on the relevant number that is displayed under the 'Placements' column. This number displays the number of placements this sponsor has on your website.

Sponsor	Placements	Status	
Jakemans Confectioners		Active	
Drayton Motors	2	Active	
Turnbull & Co	2	Active	

**Support**  
About sponsors  
Edit banner location [↗](#)  
Click and impression tracking [↗](#)  
Delete sponsor [↗](#)  
More help [↗](#)



## Using sponsors in your bespoke header and background artwork

For clubs on the Standard or Pro Package, you can also incorporate sponsors with clickable links into your bespoke header image, providing further prominence to headline sponsors and allowing your club to generate additional revenue in the process.



### <4>Editing or deleting an existing sponsor

Access your Club Control Panel and click the 'Site Content' tab, then select 'Sponsors' from the left-hand menu.

Hover over the spanner icon on the right-hand side of the relevant sponsor and click 'Edit Sponsor' or 'Delete Sponsor'. Alternatively, click the sponsor's title to edit the sponsor.

**Boston United Football Club** LIVE <http://www.bostonunited.co.uk/>

Need some help? Visit the Help Centre

Dashboard Site Content **19** Teams Membership **90** Payments Communication Performance Packages Settings

**Site Content**

- News
- Events
- Polls
- Photos **1**
- Videos
- Sponsors**
- Documents
- Links
- Shop
- Forum
- Custom Sections
- Staff & Officials **18**

**Sponsors** Add Sponsor

Sponsor	Placements	Status	
Jakemans Confectioners	1	Active	
Drayton Motors			
Turnbull & Co			
Goodacre Lettings	2	Active	
Errea powered by Kitlocker	1	Active	
Wilson and Co	1	Inactive	
Lincolnshire Co-operative	1	Active	
Chestnut Homes	1	Active	
Cropleys Suzuki	1	Active	
Hill & Clark	1	Active	

**Support**

- About sponsors
- Edit banner location [?](#)
- Click and impression tracking [?](#)
- Delete sponsor [?](#)
- More help [?](#)

When editing the sponsor, complete the changes you wish to make and click the green 'Save' button to confirm the changes.

The screenshot shows a form for editing a sponsor. On the left is a navigation menu with items: Links, Shop, Forum, Custom Sections, and Staff & Officials (with a red '18' badge). The main form area contains a text box for a description, a URL field with 'http://www.jakemans.c' and a placeholder 'e.g. http://www.pitchero.com/advertise/'. Below the URL is a status selector with 'Active' selected and 'Inactive' as an option. A yellow logo for 'JAKEMANS Boston ENGLAND' is displayed. Underneath is an image upload section with a 'Choose File' button and a note '+ Click here to view your existing albums and save images to your harddrive'. Below that is an 'Image Guidelines' box with the text '300px by 125px' and 'Keep any text & logos away from the edges'. At the bottom of the form are 'Cancel' and 'Save' buttons.

Then complete any necessary changes to the sponsor's placement before clicking the green 'Save' button again.

The screenshot shows the 'Select Locations' form within the Boston United Football Club admin interface. The top navigation bar includes the club name, a 'LIVE' status, and a 'Need some help? Visit the Help Centre' link. Below the navigation bar are menu items: Dashboard, Site Content (with a red '19' badge), Teams, Memberships (with a red '90' badge), Payments, Communication, Performance, Packages, and Settings. The 'Site Content' sidebar is expanded, showing a list of categories: News, Events, Polls, Photos (with a red '1' badge), Videos, Sponsors, Documents, Links, Shop, Forum, Custom Sections, and Staff & Officials (with a red '18' badge). The main content area is titled 'Select Locations' and includes the instruction 'Select the pages where you want the sponsor to appear.' There are three columns of checkboxes: 'Primary Pages' (with 'Homepage' checked and 'News' unchecked), 'Team Pages' (with 'First Team', 'Archived Player Profiles', 'Under-21s', 'Reserves', and 'Youth Team' all unchecked), and 'Players' (with '+ First Team players', '+ Archived Player Profiles players', '+ Reserves players', and '+ Youth Team players' all unchecked). At the bottom are 'Cancel' and 'Save' buttons.

Any changes made will then automatically be updated on your website.

### Please note

- Once a sponsor has been deleted, it cannot be restored without repeating the process described above.