

SMILE Ticket Project

Proposal

The rising price of tickets has meant many people and groups are priced out of attending matches. It is a concern that young people in particular will not experience a live football match experience.

The Smile Ticket project offers a method of Supporters' Trusts helping to address this issue and to provide some benefit for the community.

Supporters' Trusts can encourage their membership to raise funds or contribute funds directly to the project.

The money raised is used to purchase match day tickets. The tickets are distributed to groups or individuals identified that it is felt would benefit the most who may otherwise not be able to purchase tickets.

The identification of beneficiaries can be via the Trust membership or via an application. However, there may be more potential by using external agencies such as schools or your local authority as this may help establish links in the community. Local business could also be approached to support the scheme.

Benefits

- Provide opportunities for disadvantaged groups and individuals to receive match day tickets.
- Encourage Trust membership activity which will bring some direct benefit to the community providing a good incentive to fundraise.
- Establish links with community groups which could be developed further in the future.
- Be part of a wider community engagement programme with community organisations such as schools with other initiatives such as a literacy project.
- Good PR opportunities for the Trust.
- It may have the potential to increase Trust's junior membership.
- Demonstrate how a Supporters' Trust can bring a positive influence for a club.

Costs / Funding

- The costs associated with this scheme are minimal, apart from the purchase of the tickets. If groups can apply for tickets an application form may be required but as some Trusts are already operating this scheme these costs would be minimal, just some printing costs.
- The scheme may need to be promoted in the local press, possibly requiring advertising costs. However, if you use outside agencies to identify suitable recipients this would not be required.

Risks

- Insufficient funds secured to bring significant benefit.

Roles and Responsibilities

- A project manager will need to be appointed.
- Responsibility for the financial management of the project.
- Your website will need to promote and explain the scheme.
- Liaison with external agencies.
- Management of ticket allocation.
- Marketing of the project.
- Details of the beneficiaries should be maintained.

Steps

- Get mandate from the Trust membership to implement the project.
- A Trust meeting should be convened to identify relevant skills and volunteers, a steering group should be formed.
- Identify sources of finance such as fundraising initiatives, sponsorship or Trust reserves.
- Decide upon means of allocating tickets.
- Identify indicators of a successful project over a defined time period.
- Begin marketing the project including to possible sponsors and the club. The club may offer their support through resources such as match programme space, discounted tickets or finance.
- If decided as the best means of allocating tickets contact organisations, such as the local authority or schools, who may be able to identify suitable beneficiaries.
- Once sufficient funds have been secured the tickets can be allocated, this can be an ongoing process and allocated as and when you see fit.