

# Funding opportunities For organizing children's SUP Clinics



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Project Partners: SUPSkool Leeuwarden, the Netherlands; Pescara SUP School, Italy; SUP Discovery, Slovenia; Wild Atlantic Travel Co, Northern Ireland.

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### **Introduction**

Each Sup School, to provide money from its ordinary activities, uses Lessons, Courses, Sup Tours and events.

If the Sup School is well known in the area, has a good team (between 4/6 instructors) of sup instructors and a wealth of customers it will probably be easier to reach your budget goals with ordinary activities.

If, on the other hand, the Sup School is a newly established business and has many "sup competitors" in the area, it will be more difficult to make money from ordinary activities alone. Our goal is to organize and give the step-by-step model of the sup projects that must be organized, managed and promoted by the Sup School financed by the local government or by public bodies (schools or other institutes) operating in the sector. social and welfare.

### **Funding options**

- network and cash desk connection –

Through email, social channels or personal contacts, the sup school must show and explain the sup sport projects for children or adults to the administrative contacts and coordinators of public bodies. The contacts must be very formal and it is very important to explain that the goal of the Sup School projects is to involve people in sports activities, environmental sensitivity and social inclusion.

Local government often is a good first start, here the connection to the population is short and there depending on the country and region budget for cleaning the environment, getting people to move, to live healthy or just to join a sport activity. If the local government is not active yet then talks to politicians can help to create funding opportunities. In this line there is also the region authority to contact or even national.

Second there is the option to contact schools and youth organizations directly, schools often have a budget for sports activities or a fun activity at the end or beginning of the school year. Youth organizations have similar funding.

Most important is to start talking about the positive effects that Stand Up Paddling has for the physical and mental health of the youth.

### **Organizing**

- instructors and sup boards -

When we organize and manage a sports project for large groups (for example 10 people at a time with a 2-hour sup lesson every 10 times in 2 months) we must check if we have the sup instructors and the equipment to carry it out (check the correct size boards, if the paddles work well, life jacket, etc.).

A good way to find an assistant coach can be to check the customer list, social media channels, or sports schools.

### **Test project**

- the first test of the project is free –

To attract the attention of public bodies and reach the possibility of creating a real network, it is usually necessary to make the first day of the sports project free. We can think of it as an investment in communication and marketing. For sure we will have multimedia content and the satisfaction of all the participants and the attention of local administrations, schools, etc.

### **Other options**

- create different sports projects –

After the first attempt, it is necessary to think about different sports projects with different levels of competency of the participant that can be promoted to different institutions or public companies. Sports project for children, students, adults, sportsmen, etc.