

# The JC Sports Summer Fund

A sponsorship programme for local businesses

Summer Takeover 2026 • 23 July – 31 August



## A note from Jack Court

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*Founder, JC Sports*

Every summer, the children who would benefit most from time at a holiday camp are the ones least likely to be there.

Across West Sussex, we run subsidised places through the government HAF (Holiday Activities and Food) scheme — but we do not have the same opportunity with the Hampshire programme. That means there are children in Hampshire — children whose families simply can't afford £29.99 a day — who spend the summer sitting at home while their classmates are at camp making memories.

This year, we'd like to change that. With your help.

The Summer Fund is a simple idea: local businesses sponsor camp places for £30 each (less, the more you sponsor). We allocate those places — through schools, charities and a quiet application form — to families in your area who need them the most. The children come to camp, your business gets credited everywhere parents are looking, and Hampshire kids who'd otherwise miss out get a proper summer.

This is community marketing in the truest sense. You're not buying an ad. You're funding something real.

If you're interested, the next few pages explain exactly how it works, what you get in return, and how to come on board. If you have any questions, I'd be very happy to answer them — my contact details are on the back page.

Thank you for considering it.

**Jack Court**

*Founder, JC Sports*



## The programme, at a glance

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### What it is

The Summer Fund is a sponsorship programme that allows local Hampshire businesses to fund holiday camp places for children in their community who couldn't otherwise attend.

### How it works

- Local businesses sponsor places at **£30 per place** (less per place when you sponsor more — see the next page).
- Each sponsored place is one full day at camp — 8.30am to 4.30pm, including all activities, equipment and qualified coaching staff.
- JC Sports identifies and allocates places to families who would benefit, working with local schools, charities and a discreet application route.
- Sponsors are credited in pre-camp parent emails, on-site at camp, on social media and on our website.
- At the end of summer, sponsors receive a one-page report showing the impact of their investment.

### Where it applies

The Summer Fund runs at every JC Sports holiday camp during the Summer Takeover 2026. Sponsors typically choose to support the camp closest to their business, so the families they help are the families they serve.

### When it launches

Summer Takeover 2026 runs from 23 July to 31 August. Sponsors need to commit by Friday 11 July so we have time to allocate places and brief parents.

### Why this matters

Children who attend summer holiday camps return to school in September more confident, more socially connected, and more physically active than those who don't. For children from low-income families, that gap widens every summer. The Summer Fund closes it — one child at a time.

## Sponsorship tiers

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Three tiers, designed so businesses of every size can take part. The more places you fund, the more cost-effective each place becomes.

Tier	Investment	Places funded	Cost per place
<b>Bronze</b>	£300	10 days	£30
<b>Silver</b>	£540	20 days	£27
<b>Gold</b>	£750	30 days	£25

### **Bronze — £300**

10 days of camp funded, at £30 per place. Ideal for independent businesses, sole traders, shops, cafés and tradespeople who want to give back to the community on their doorstep. Bronze sponsors receive every benefit listed on the next page.

### **Silver — £540**

20 days of camp funded, at £27 per place — a £60 saving against the standard rate. A strong fit for established local businesses with a visible presence in their area. Silver sponsors receive every benefit listed on the next page.

### **Gold — £750**

30 days of camp funded, at £25 per place — the best value per place. Perfect for larger employers and businesses that want to make the Summer Fund a centrepiece of their community work. Gold sponsors receive every benefit on the next page, with their name given top billing across all sponsor credits.

## What sponsors receive

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The Summer Fund is built so that doing good is also good for your business. Every place you fund puts your name in front of exactly the local families you want to reach — parents in your area, at the moment they're thinking about their children's summer.

Every sponsor receives
Your business name and logo credited in pre-camp emails to parents at your chosen camp
A sponsor thank-you board displayed on-site at camp throughout the summer
A social media shout-out across the JC Sports channels, tagged to your business
A listing on the Summer Fund page of the JC Sports website, with a link to your site
An end-of-summer impact report showing exactly what your sponsorship made possible

### The marketing value

A Bronze sponsorship costs less than a fortnight of local print advertising — and reaches a warmer, more engaged audience. Parents don't scroll past a business that funded their neighbour's child to go to camp. They remember it. The Summer Fund turns your marketing budget into goodwill that lasts well beyond the summer.

## How places reach families

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Every sponsor wants to know the same thing: how do you make sure the places go to children who genuinely need them? Here's exactly how it works.

### Identifying families

We work with local schools, family support workers and community charities who already know which families are struggling. We also run a discreet application form, so parents can come to us directly without having to explain themselves to anyone they know.

### Allocating places

Places are allocated on need, not on a first-come basis, and always with dignity. A child arriving on a sponsored place is indistinguishable from any other child at camp — same activities, same coaches, same lunch, same brilliant week. No child is ever singled out.

### Keeping it transparent

At the end of the summer, every sponsor receives a short impact report: how many places you funded, which camp they were used at, and the difference they made — in numbers and in words. You'll know your money did exactly what we said it would.

## About JC Sports

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JC Sports has been running holiday camps, after-school clubs and PE provision across West Sussex and Hampshire for over a decade. Every summer, thousands of children spend their holidays with us — trying new sports, making friends and burning off energy in a safe, supervised environment while their parents work.

### Ofsted Strong

In 2026, JC Sports was independently inspected by Ofsted and awarded the Strong standard — the highest available — across every single category, at two separate settings. For parents and sponsors alike, it's the clearest possible signal that children in our care are safe, supported and genuinely looked after.

### What makes us different

- Qualified, DBS-checked coaches at every camp, with robust safeguarding throughout.
- A genuine commitment to inclusion — all abilities welcome, no experience needed.
- Activities children can't get anywhere else, from archery tag and inflatables to rock climbing and multi-sports.
- Deep local roots: we run camps in the same communities our coaches grew up in.

### The Summer Takeover

Summer Takeover 2026 is our biggest summer programme yet — six weeks of camps across West Sussex and Hampshire, from 23 July to 31 August. The Summer Fund sits alongside it, making sure the children who need a great summer most aren't the ones left out.

## How to come on board

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Becoming a Summer Fund sponsor takes five minutes. Here's the process from start to finish.

1. Choose your tier — Bronze, Silver or Gold — based on how many places you'd like to fund.
2. Get in touch with our company director Jack at [jcourt@jc-sportsonline.com](mailto:jcourt@jc-sportsonline.com), or reply to the email this proposal came with.
3. We'll confirm your sponsorship and send an invoice, along with a request for your logo and a short business description for the credits.
4. We allocate your funded places to local families and brief everyone ahead of camp.
5. Your business is credited across all channels, and you receive your impact report at the end of summer.

**Please note:** to allocate places and brief parents in time, we need sponsors confirmed by **Friday 11 July 2026**.

## Questions you might have

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### **Is my sponsorship tax-deductible?**

Sponsorship is an allowable business expense and you will receive an invoice through zero accounting software.

### **Can we sponsor jointly with another business?**

Absolutely. If two smaller businesses want to split a tier, we're happy to credit both. Just let us know when you get in touch.

### **How do we know the money is used as described?**

Every sponsor receives an end-of-summer impact report detailing how many places were funded, where, and the difference they made. We're an established local business with an Ofsted Strong rating — our reputation depends on doing exactly what we say.

### **Can we choose which camp our places support?**

Yes. Most sponsors choose the camp closest to their business so they're helping families in their own community. Just tell us your preferred location.

### **What if not all the places are taken up?**

Demand for funded places consistently outstrips supply, so this is rare. In the unlikely event any places aren't allocated, we'll roll them forward to the next holiday programme and tell you when they're used.

## **Let's give local children a summer to enjoy!**

To become a sponsor, or just to ask a question, get in touch:

**Jack Court**

*Founder, JC Sports*

[jcourt@jc-sportsonline.com](mailto:jcourt@jc-sportsonline.com)

[www.jc-sportsonline.com](http://www.jc-sportsonline.com)

*We hope you'll join us.*