

Sale Cricket Club

www.salesportsclub.com/cricket



Founded in 1854

Rookwood, Clarendon Crescent, Sale, Cheshire. M33 2DE Tel: 0161 973 7250 E-mail: cricket@salesportsclub.com

Dear Sir/Madam,

Sale Cricket Club is part of a large sports club in a prime residential area of Sale, a major commuter area for Manchester, with access to 600 sports club members across 5 sports. In addition to this we are committed to being at the heart of the local community and working closely with local schools to encourage their pupils to participate in sport. Our commitment has contributed towards us now being a Clubmark and Sport England Club

I am writing to you today to ask whether you would consider supporting our club in 2009 by sponsoring us, or making a donation towards our junior coaching schemes.

Due to the sheer drive and commitment of every member of the Cricket Club, the teams are going from strength to strength, making excellent progress in their efforts to attain promotion. We now have 4 senior teams, 8 junior teams, 1 over 40s team and are also introducing a 'chance to shine' coach into schools.

Several experienced players have made the move from other clubs this year to join our senior teams, whilst the expansion and development of our junior programme has been nothing short of phenomenal, with it's successful growth now fielding 8 age groups, with 5 permanent teams competing for honours. Your sponsorship will enable us to continue to fund important junior facilities and further development.

We would like to give your business an opportunity to associate with our success, and by sponsoring the club, you can achieve excellent publicity by advertising within the grounds, as well as a tremendous amount of goodwill in the locality, together with the opportunity to develop further links within the local community.

Enclosed within this letter are details of the sponsorship packages we have designed, however we are more than happy to adapt one of these to suit your needs.

Support a Successful Club at the Heart of the Community

Our strength lies in the commitment and enthusiasm of all our members to push themselves to the limit competitively, and last year's achievements prove this. With your support we can ensure we continue to grow competitively to meet our full potential this season.

If you would like to discuss this matter any further, please do not hesitate to contact John O'Donnell on 07957 431210.

PLEASE FIND ENCLOSED A S.A.E FOR WHICHEVER OPTION IS SUITABLE

Corporate Advertising

The Club will produce the following advertising for your company from your own supplied artwork at a cost of £200.00.

- 1 x 8ft x 4ft PVC Banner (up to four colour combinations – digitally produced).
- Free delivery and erection in a location to suit for the term of 12 months.
- Erection of banner on perimeter fencing, facing into the ground or onto Dane Road or affixed to wooden structures enclosing the cricket field.
- Second 8ft x 4ft PVC Banner (up to four colour combinations – digitally produced) at an extra cost of £50.00.
- Extension to term of advertising for existing banner(s) for an additional 12 months at a cost of £125.00.
- The Club Website:
 - Listing on Sponsors page for entire season.
 - Hyperlink to your website.

Sponsorship

Sponsorship is £350.00, and in return you will receive the following publicity:

- Perimeter Advertisement Board for Season (either on ground or Dane Road).
- 1 Free Use of the Ground or Function Room (usual cost £110).
- 2 Free Social Memberships (usual cost £50).
- Match Sponsorship for 1 game (see benefits below – usual cost £25)
- The Club Website:
 - Listing on Sponsors page for entire season.
 - Hyperlink to your website.

Match Sponsorship

Match sponsorship is £25, and in return you will receive the following publicity:

- The Club Website:
 - Listing on Sponsors page for entire season.
 - Hyperlink to your website.
 - Match Report.
- The Ground:
 - Notice Board at entrance to ground.
 - Main Notice Board in clubhouse.
 - Distribution of any promotional material you provide.

Club/Team Sponsorship

We would be pleased to hear from anyone who would like to discuss team/club sponsorship. This would include all the benefits of Match and Perimeter Sponsorship, plus your company on our cricket wear, discounted use of the club facilities and other benefits.

CLUB TEAM SPONSORSHIP IS AVAILABLE FOR BOTH SENIOR AND JUNIOR MAIN SPONSORS.

Business Donations

Alternatively, you may wish to make a donation towards our junior coaching schemes. Please send cheque payable to "Sale Cricket Club".

SPONSORSHIP 2009

Company/Individual Name:

Nature of Business:

Address:
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.....

Main Contact:

Telephone: Office: Mobile:

E-mail Address:

Website:

Specific Requirements:
.....

Sponsorship Package (please tick)

- | | | | |
|--------------------------|-----------------------|-------|---------------------------|
| <input type="checkbox"/> | Corporate Advertising | | £200.00 |
| | Second Banner | | £ 50.00 |
| <input type="checkbox"/> | Perimeter Sponsorship | | £350.00 |
| <input type="checkbox"/> | Match Sponsorship | | £ 25.00 |
| <input type="checkbox"/> | Club/Team Sponsorship | | please contact to discuss |

FOR PERSONAL DONATIONS ONLY: Gift Aid (please tick)

- please treat all donations I have made since 6 April 2000, and all donations I make from the date of this declaration until I notify you otherwise as Gift Aid donations.

Signed: Date:

Please enclose a compliment slip and/or business card and forward to John O'Donnell, 53 Pasture Green Way, Irlam, Manchester M44 6TE.(SAE Enclosed) Please make cheques payable to "Sale Cricket Club". An invoice is available on request.

If you would like to explore wider sponsorship opportunities please call John on 07957 431210, who will be more than happy to discuss this with you.