

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

ASTLEY & TYLDESLEY

CYCLE SPEEDWAY CLUB



SPONSORSHIP

OPPORTUNITIES



www.astleycyclespeedway.org.uk

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

AN INTRODUCTION TO THE

ASTLEY & TYLDESLEY CYCLE SPEEDWAY CLUB

The Astley & Tyldesley Cycle Speedway Club was formed in November 1989. Club members raised funds and built the race track themselves at the Miners' Welfare Club, Gin Pit. The track was officially opened in April 1991 by the Mayor of Wigan.

Since then, the club has continued to develop the facilities to the extent that in March 1997 we were afforded the status of the North's Regional Centre by the British Cycle Speedway Council, then the sport's governing body. We regularly host major events, including the 1996 Golden Jubilee British Individual Finals, the 1998, 2000 and 2001 British Team Finals, the 2010 British Individual Finals, and have received touring teams from Holland and Australia. Our biggest promotional event to date was our successful hosting of the 2003 World Team Cup.

On the track, in addition to our own squad of riders registered each season with British Cycling, many more take advantage of our weekly open club training nights. Successes include thirteen British Individual title winners to date, all recruited and trained by the club's coaches. We won the British U-16 Team Championships in 1997 and have won the Manchester League Division 1 on four occasions, the Northern Junior League on five occasions, plus a host of other team honours. We are looking for financial support to ensure that we can continue to support local junior riders for our teams. We currently have around 50 club members.

Since the merger of various cycling bodies into British Cycling, we are seeking to expand our membership by organising off road, leisure cycling activities, using the club's facilities as a base. We have the prestigious Sport England Clubmark accreditation, which means that we meet their demanding standards for being a quality club. We are also a Go-Ride club, which means that we meet British Cycling's standards for being an accredited 'Junior Friendly' club. We are also the North West Cycle Speedway Academy, one of the venues used by British Cycling for training their Talent Team riders in sprint disciplines.

Off the track, we are continuing to develop our management and support to further ensure the long term viability and success of the club. We are looking to increase our number of backers, with all proceeds ploughed back into the club to further develop our facilities and equipment to enable riders to compete in as many events as appropriate.

The next few pages outline the various levels of support which we are looking to obtain from local companies. I do sincerely hope that you feel able to support the club and gain satisfaction and enjoyment from doing so.

Paul Whitelegg
Development Officer

www.astleycyclespeedway.org.uk

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

ASTLEY & TYLDESLEY CYCLE SPEEDWAY CLUB

SPONSORSHIP OPPORTUNITIES

FULL (SOLE) CLUB SPONSORSHIP

We are looking to secure a package over 3 years, whereby the sponsor provides clothing in the form of cycling jerseys and trousers for the riders, jackets for riders and officials, a cash sum to contribute towards operating costs and/or any other benefits that the sponsor can provide. We are looking for a package in the region of £1,000 per annum.

In return, we can offer the sponsor :-

Advertising on cycle jerseys and jackets.

Sponsor's name incorporated into the club name.

Free full page advertisement in club match programmes.

Free advertisement on the club's website.

Valuable publicity in regular local and regional press reports; club, national and international cycling internet websites.

Goodwill, from supporting a well organised and prominent sports club.

Hospitality at club functions and on match days.

Free trackside advertising (sponsor to supply banner or board).

Increased use of the sponsor's goods or services.

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

ASTLEY & TYLDESLEY CYCLE SPEEDWAY CLUB

SPONSORSHIP OPPORTUNITIES

JOINT CLUB SPONSORSHIP

We are looking to secure a package over 1 year, renewable each season, whereby the sponsor supplies a cash sum to contribute towards operating costs and/or any other benefits that the sponsor can provide. We are looking for a package in the region of £250 minimum per annum from each sponsor.

In return, we can offer the sponsors:-

Free advertisement on the club's website.

Free advertisement in club match programmes.

Free trackside advertising (sponsor to supply banner or board).

Goodwill, from supporting a locally based sports club.

Hospitality at club functions.

Increased use of the sponsor's goods or services.

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

ASTLEY & TYLDESLEY CYCLE SPEEDWAY CLUB

SPONSORSHIP OPPORTUNITIES

RIDER SPONSORSHIP

We are looking to secure a package over 1 year, whereby the sponsor purchases clothing in the form of a cycling jersey and/or tracksuit top for the rider, a cash sum to contribute towards travelling expenses and/or any other benefits that the sponsor can provide. We are looking for a package in the region of £300 - £500 per annum for each rider.

In return, we can offer the sponsors :-

Advertising on rider's shirt (for matches other than official team events) and/or tracksuit top.

Free advertisement in club match programmes.

Goodwill, from supporting a locally based sports club.

Hospitality at club functions.

Free trackside advertising (sponsor to supply banner or board).

Increased use of the sponsor's goods or services.

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

ASTLEY & TYLDESLEY CYCLE SPEEDWAY CLUB

SPONSORSHIP OPPORTUNITIES

MAJOR EVENT SPONSORSHIP

This is where the sponsor supports a major event, such as the British Team Championship Final, or an International Championship, held at Gin Pit, to the tune of a '£500 cash sum' or goods / services equivalent per event, to contribute to the provision of awards and/or prizes, as well as general publicity and promotional expenses.

In return, we can offer the sponsor :-

Sponsor's name incorporated into the event name.

Free full page advertisement in club match programme.

Valuable publicity in regular local and regional press reports; club, national and international cycling internet websites.

Goodwill, from supporting a well organised and prominent sports club.

Match day hospitality.

Free trackside advertising (sponsor to supply banner or board).

Increased use of the sponsor's goods or services.

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

ASTLEY & TYLDESLEY CYCLE SPEEDWAY CLUB

SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIP

This is where the sponsor supports a major event, such as a British Championship, or a Grand Prix Round / Series, held at Gin Pit, to the tune of a '£200 cash sum' or goods / services equivalent per event, to contribute to the provision of awards and/or prizes, as well as general publicity and promotional expenses.

In return, we can offer the sponsor :-

Sponsor's name incorporated into the event name.

Free full page advertisement in club match programme.

Valuable publicity in regular local and regional press reports; club, national and international cycling internet websites.

Goodwill, from supporting a well organised and prominent sports club.

Match day hospitality.

Free trackside advertising (sponsor to supply banner or board).

Increased use of the sponsor's goods or services.

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

ASTLEY & TYLDESLEY CYCLE SPEEDWAY CLUB

SPONSORSHIP OPPORTUNITIES

MATCH SPONSORSHIP

This is where the sponsor supports a match held at Gin Pit, to the tune of £ 50 per match, to cover a Man of the Match award and/or prizes.

In return, we can offer the sponsor :-

Sponsor's name publicised at the match.

Free quarter page advertisement in club match programmes.

Goodwill, from supporting a well organised and prominent sports club.

Match day hospitality.

Free trackside advertising (sponsor to supply banner or board).

Increased use of the sponsor's goods or services.

THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

ASTLEY & TYLDESLEY CYCLE SPEEDWAY CLUB

ADVERTISING RATES

MATCH PROGRAMME

Full page advertisement for one season	£ 30
Half page advertisement for one season	£ 18
Quarter page advertisement for one season	£ 10

TRACKSIDE ADVERTISING

One board or banner displayed at matches for one season - £ 50

(Advertiser to supply board or banner).

