

Dear Sir/Madam

We would like to offer you the opportunity to become a valuable sponsor at our Sports Club. Established in 1942 the club was set up in Laverstock, Salisbury to promote sports and foster community spirit, all of which we are still privileged to be able to do today. This year we celebrate our 75th Anniversary and are proud to be a large part of the local community and a hub for local sports within the County.

Our greatest club achievements in sport are within our football teams who play at District, County and Regional levels. Our Men's First Team play in the Sydenhams Wessex League Division One and have been near the promotion places for the past two seasons so we're expecting good things next season. Our reserves team plays in the Wyvern Combination. These two leagues primarily cover the counties of Hampshire, Wiltshire and Dorset. We also have a Ladies First Team who play in the Wiltshire County Woman's and Girls League, which they won the League last season. We also have a number of football teams at the club that play at Youth Level in the local leagues.

We have recently set up a Girls Football Academy which is the first of its kind in Salisbury. The academy is for girls of all abilities and aged from 5 years to 16 years. As part of this academy we reach out to the community and coach football within girls' schools, we are set up as a Satellite Club for girls' schools within the City.

Cricket is also a large part of our sporting activities at the club and we currently have two teams in the Hampshire District League and one team in the Salisbury League. Last year we resurrected a cricket pitch and this was the first time cricket had been played at the club since 2002. Following a great season we have now attracted more players/teams.

Other sports played at the club are Lacrosse, Pool, Darts and Snooker, all of which are successful within their leagues.

Running a sports club costs a large amount every year during the participation in many leagues and competitions, also maintaining our grounds, membership within various sporting associations and players' kit. We are therefore asking for sponsors to help us to be able to continue participating at our current levels, and in most cases starting to participate at an even higher level.

We have some fantastic value sponsorship packages which I've enclosed with this letter for you to consider.

Our club is working to provide new sporting opportunities and to outreach the local community by giving people the chance to play sport, whilst also continuing to foster community spirit and provide our members with a club they enjoy. Being a non-profit organisation all monies raised will go back into running the club, refurbishing our facilities, maintaining grounds and sporting related costs.

Your kind cooperation to our efforts will help us to achieve our goal, and we believe that you will be proud of being a valuable sponsor at our long established Laverstock & Ford Sports Club.

My sincere thanks go to you for considering our proposal of sponsorship.

Yours Sincerely,

Steve Wells
Club Chairman



Sponsorship Packages

Your company branding on the home and away kit
Your company branding on all team training kit
Pitch side advertising board (8ft by 2ft)
One page (A5) advertising in all home match programmes (*Sydenhams Wessex League games*)
Free entry for up to 2 people at all home league games
Sponsorship branding within the club and online
One FREE Hall Hire for any day/night at the club (*subject to availability*)
Free club membership for 1 year for 2 people (entitles member to exclusive benefits Inc. discounted drinks)
Cost: £2,000 **Team: Men's First** **Duration: 1 Season**

Your company branding on playing kit
Your company branding on team training kit
Pitch side advertising board (8ft by 2ft)
One page (A5) advertising in all home match programmes (*Men's Sydenhams Wessex League games*)
Free entry for up to 2 people at all *Men's Sydenhams Wessex league home games*
Sponsorship branding within the club and online
One FREE Hall Hire for any day/night at the club (*subject to availability*)
Free club membership for 1 year for 2 people (entitles member to exclusive benefits Inc. discounted drinks)
Cost: £1,000 **Team: Ladies First** **Duration: 1 Season**

Your company branding on playing kit
Your company branding on any team training kit (*if training kit is applicable*)
Pitch side advertising board (8ft by 2ft)
Company advert (A5) within all Sydenhams Wessex League home match programmes
Free entry for up to 2 people at all *Men's Sydenhams Wessex league home games*
Sponsorship branding within the club and online
Free club membership for 1 year for 2 people (entitles member to exclusive benefits Inc. discounted drinks)
Cost: £800 **Team: Reserves / Youth / Cricket** **Duration: 1 Season**

Advertising board (8ft by 6ft) located in prime position within the car park next to the busy public path (Monthly footfall is circa 37,000) leading to London Road
Company advert (Half A5) within all Sydenhams Wessex League home match programmes
Sponsorship branding within the club and online
Cost: £950 **Duration: 1 Season**

Advertising board (8ft by 2ft) located at pitch side within the football grounds
Company advert (Quarter A5) within all Sydenhams Wessex League home match programmes
Sponsorship branding within the club and online
Cost: £250 **Duration: 1 Season**

Advertising board (8ft by 2ft) located around the cricket pitch in view of the public path leading to London Road
Company advert (Quarter A5) within all Sydenhams Wessex League football home match programmes
Sponsorship branding within the club and online
Cost: £200 **Duration: 1 Season**

Company advert (Quarter A5) within all Sydenhams Wessex League football home match programmes
Sponsorship branding within the club and online
Cost: £75 **Duration: 1 Season**

Please note that all costs quoted are exclusive of VAT

In return for your sponsorship we will work with you to ensure we promote your business and brand as much as possible within the club grounds, buildings, social media, publications and online. We are open to negotiation on any of these sponsorship programmes so if you are interested or would like to discuss these further then please don't hesitate to contact us.

Advertising Examples



8ft x 2ft advertising board around the cricket pitch



8ft x 2ft advertising board around the football pitch



8ft x 6ft advertising board within car park



Half A5 advert within Sydenhams Wessex League Match Day Programme



Team kit sponsorship



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