

Wigan Sports Club of the Year 2011 & 2015

ASTLEY & TYLDESLEY CYCLING CLUB



THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE

SPONSORSHIP

OPPORTUNITIES



www.astleycyclespeedway.org.uk

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AN INTRODUCTION TO THE ASTLEY & TYLDESLEY CYCLING CLUB

The Club was formed in November 1989, as Astley & Tyldesley Cycle Speedway Club. Club members raised funds and built the cycle speedway 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 and 2010 British Individual Finals, the 1998, 2000, 2001, 2011 and 2015 British Team Finals, and have received touring teams from Holland and Australia. Our biggest promotional event to date was our successful hosting of the 2003 World Cup Final.

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 fifteen 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, the Northern K.O. Cup in 2015 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 develop and support local junior riders for our teams. We currently have around 115 club members.

Since the merger of various cycling bodies into British Cycling, we have expanded our membership by organising leisure cycling activities, using the club's facilities as a base. We now have a Ladies Road section and an Off Road section, as we strive to cater for a wider range of cyclists. Consequently, we changed our name to Astley & Tyldesley Cycling Club. 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. The club won the prestigious Wigan Sports Club of the Year in 2011 and again in 2015 at the Wigan Sports Awards Nights, held at Leigh Sports Village and the DW Stadium, Wigan, respectively.

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 two pages outline the level of support which we are looking to obtain from local companies. We sincerely hope that you feel able to support the club and gain satisfaction and enjoyment from doing so.

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www.astleycyclespeedway.org.uk

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SPONSORSHIP OPPORTUNITIES

CLUB PARTNERSHIP

We are looking to secure a package over 1 year, renewable each season, whereby the partner supplies a cash sum to contribute towards operating costs and/or any other benefits that the partner can provide, in the form of goods and/or services. We are looking for a package in the region of £100 per annum from each partner.

In return, we can offer the partners:-

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.

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MAJOR EVENT SPONSORSHIP

This is where the sponsor supports a major event, such as the British Individual Championship Final, or an International Championship, 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.