

*North & Scotland Regional League Champions 2017*

# ASTLEY & TYLDESLEY CYCLING CLUB



**THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE**

**SPONSORSHIP**

**OPPORTUNITIES**



*[www.astleycyclespeedway.org.uk](http://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, located at the Astley & Tyldesley Miners' Welfare Club, in Git Pit Village.

Over the years, we have developed our cycle speedway activities. More recently, we have expanded our membership by organising leisure cycling activities, using the club's facilities as a base. We now have a Road section and an Off Road section, to cater for a wider range of cyclists. Consequently, we have 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. The club won the prestigious Wigan Sports Club of the Year in 2011 and again in 2015 at the Wigan Sports Awards. The club was runner-up in the national British Cycling Go-Ride Club of the Year in 2016.

The Club boasts its own superb cycle speedway racing track at Gin Pit, which was completely re-built in 2016. This has been the North's Regional Centre since 1997, regularly hosting major events, including British Individual Finals, British Team Finals, receiving touring teams from Holland and Australia, as well as staging 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 seventeen British Individual title winners to date, all recruited and trained by the club's coaches. In 2017, the club completed a unique treble, by winning all three divisions of the North & Scotland Regional League, as well as three other team trophies. 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.

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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## **ASTLEY & TYLDESLEY CYCLING CLUB**

### **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, cost £50).  
*Advert viewed by thousands of users per annum at a multi facility sports complex*

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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## **ASTLEY & TYLDESLEY CYCLING CLUB**

### **SPONSORSHIP OPPORTUNITIES**

#### **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, cost £50).

*Advert viewed by thousands of users per annum at a multi facility sports complex*

Increased use of the sponsor's goods or services.