

*North & Scotland Regional League Champions 2017, 2018 & 2019
British Cycling Go-Ride Club of the Year 2017
Wigan Sports Club of the Year 2011, 2015 & 2018*

ASTLEY & TYLDESLEY CYCLING CLUB



THE NORTH'S REGIONAL CYCLE SPEEDWAY CENTRE



EUROPEAN CYCLE SPEEDWAY CHAMPIONSHIPS

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, located at the Astley & Tyldesley Miners' Welfare Club, in Git Pit Village, Tyldesley, Gt. Manchester.

Over the years, we have developed our cycle speedway activities. More recently, we have expanded our membership by supporting leisure cycling activities, and having some of our riders competing in other cycling disciplines. 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. The club won the prestigious Wigan Sports Club of the Year in 2011, 2015 and again in 2018 at the Wigan Sports Awards. The club won the national British Cycling Go-Ride Club of the Year in 2017, having been runner-up in 2015.

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 one World Individual title winner and thirty one British Individual title winners to date, 28 of whom were recruited and trained by the club's coaches. In 2019, for the second time the club completed a treble, by winning all three divisions of the North & Scotland Regional League, as well as five 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 100 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.

This year, we are delighted to announce that we have been selected by British Cycling to host the prestigious ICSF European Cycle Speedway Championships, from 29th to 31st July 2022.

The next page outlines the sponsorship support which we are looking to obtain from your company. We hope that you feel able to support the club and gain satisfaction and enjoyment from doing so.

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SPONSORSHIP OPPORTUNITY

ICSF EUROPEAN CYCLE SPEEDWAY CHAMPIONSHIPS

We are offering a sponsor the opportunity to be the main sponsor for the whole three day Championships. We require the sponsor to support this major event, to the tune of a £4,000 cash sum, to contribute to the provision of awards, champions' jerseys, 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 and social media sites.

We are in negotiation with a major cycling organisation for the live broadcasting of the event to a worldwide internet audience.

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

Goodwill, from supporting an international sporting championship.

Match day hospitality.

Sponsor's name incorporated on the champions' jerseys.

Free trackside advertising, in the form of banners or boards.

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

Increased use of the sponsor's goods or services.

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PARTNERSHIP OPPORTUNITY

ICSF EUROPEAN CYCLE SPEEDWAY CHAMPIONSHIPS

We are offering local businesses the opportunity to be a club partner for the whole three day Championships. This partnership will be extended to cover the whole of the 2022 season. We require the partner to support the club, to the tune of a £100 cash sum, or equivalent value of goods and services.

In return, we can offer the partner:-

Free advertisement on the club's website.

Free advertisement in club match programmes.

Free trackside advertising (sponsor to supply banner or board, cost c£60).
Advert viewed by thousands of users per annum at a multi facility sports complex

Goodwill, from supporting an international championship at a prominent local sports club.

Hospitality at club functions.

Increased use of the sponsor's goods or services.

<http://www.astleycyclespeedway.org.uk/index.htm>

<https://www.facebook.com/AstleyTyldesleycyclingclub/>

<https://twitter.com/aandtcycling?lang=en>

<https://www.instagram.com/astleyandtyldesleycycling/?hl=en-gb>

<https://www.youtube.com/user/astleycyclespeedway>

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