

# ARBROATH LAWN TENNIS CLUB

FOUNDED 1909

ARBIRLOT ROAD

Please Reply to :-

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Sept.2014



Dear Sir/Madam,

As you are hopefully aware we have been fundraising now for several years in an effort to upgrade our old blaes tennis courts to an all weather surface.

A total of around £180K needs to be raised and now – with the help of SportsScotland, several other trusts and our own fundraising efforts we are approximately £25K short of this target.

As you may have seen recently in the local press (or Facebook) we have been engaged in many fundraising activities in an effort to raise this money. Bag packing, tennisthons, plastic duck races, sponsored walks, fashion shows and 10K runs are just some of the initiatives that have been pursued by our members.

We are now approaching local businesses (like yourselves) with a view to obtaining support and sponsorship from them. We already have some interested parties but would like many more.

The sponsorship options available and the benefits are detailed in the following pages. If you see anything of interest then please do not hesitate to contact myself or any of the committee members listed below for further information.

Also, if you are not interested in any of the sponsorship options but would just like to make a donation to the all weather court cause then you can do so at [www.justgiving.com/ArbroathTennisClub](http://www.justgiving.com/ArbroathTennisClub) or contact us directly.

Over the last few years we have:-

- Achieved charitable status
- Achieved LTA Clubmark accreditation
- Become a member of the Sports Community Hub
- Employed a part time coach
- Introduced a coaching programme into local primary schools
- Introducing a disability coaching programme
- Increased membership
- Increased the number of people in the local community playing tennis
- Offer a free afterschool club to primary and secondary pupils

/P.T.O.

- Continued to offer team tennis for all age groups
- Received a Certificate of Excellence from Angus Council for links/work with local schools
- Been shortlisted for Bank of Scotland Community Fund Award

In order to build on the above we feel it is now essential that we upgrade our courts. The benefits of having an all weather court facility are huge. It would allow expansion of our coaching programme to cover the whole year – as well as the opportunity to appoint a full time coach. It would also mean that play on any given day would not have to be cancelled every time there is a heavy shower of rain!

We are already a thriving community club offering a wide range of activities to people of all ages. This initiative would allow us improve our offerings even further – and we hope we can count on your support .

Regards,

Graham Crabb, President, Arbroath LTC  
Tel:- (H) 01241 870746, (M) 07703 582129

Committee Contact Details:-

Jan Fairlie	07711 343157	Alison Moir	07595 233273
Kevin Small	07460 367517	Yolande Smart	07515 281807

## **Sponsorship Options**

### **Windbreak Advertising: Cost of Sponsorship £1200**

There are 12 sponsorship 'slots' available on the new windbreaks that are planned to surround the new courts. These are available at a cost of £1200 per slot for a period of 4 years

### **Windbreak Advertising: benefits of Sponsorship**

Company logo/message displayed around the courts all year round  
Frequent publicity in local press (Arbroath Herald and Dundee Courier)  
Frequent publicity on Social Media –

- Our Facebook site currently has over 700 'likes' and some of our posts regularly reaching more than 20,000 people
- Our Twitter account is growing very quickly with over 200 followers

Coverage on Arbroath LTC website

Company fliers/posters displayed prominently in clubhouse (if provided)

### **School Coaching Programme Sponsorship/ Sportsmatch**

It currently costs the Club £2500 per year to run the schools coaching programme and after school clubs. This is expected to increase considerably once we have all weather courts and we appoint a full time coach.

If a sponsor can be found for even part of this amount then SportsScotland will match this amount. This is known as 'Sportsmatch'. For example, if a donation of £500 is made then the club can obtain another £500 via 'Sportsmatch'. SportsScotland will match any amount up to £10,000

### **Annual Tournament : Cost of Sponsorship £1000**

The Annual Tournament consists of 18 events and will run daily from 8th to 16th August 2015 The tournament is always well subscribed and this – along with the Coaching Week - is the busiest week of the season at the Club. This year, the tournament has attracted around 60 entries across all age groups and attracts a high number of spectators. Results, winners etc are well publicised in the local press and on Facebook and Twitter.

### **Annual Tournament : Benefits of Sponsorship**

Company name/logo displayed on banner along back fence throughout the week. (Value c. £200)

Free membership of club for two named employees of sponsoring company. (Value c. £250)

Extensive coverage on Facebook, Twitter, Arbroath LTC website and in local press

Company fliers/posters etc displayed prominently in clubhouse throughout the tournament week (if provided)

### **Coaching Week : Cost of Sponsorship £1000**

The Coaching Week (or Coaching Camp) will run daily during the second week of July 2015. Coaching is available for all age groups – starting at age 4 through to OAP's. Individual coaching – as well as group coaching is available – for both beginners and more advanced players. The classes are taken by two fully qualified professional coaches. This year around 80 people took part in all age groups. It is hoped that , with sponsorship, the Club will be able to maintain the high level of coaching at similar fees to those of this year.

### **Coaching Week : Benefits of Sponsorship**

Company name/logo displayed on banner along back fence throughout the week. (Value c. £200)  
Free membership of club for two named employees of sponsoring company. (Value c. £250)  
Extensive coverage on Facebook, Twitter, Arbroath LTC website and in local press  
Company fliers/posters etc displayed prominently in clubhouse throughout the coaching week (if provided)

### **Corporate Tennis Day: £600**

Any business wishing to have a company fun day at the club can do this at a cost of £600. The Club would supply a professional coach who would provide a mixture of coaching and 'fun games'

### **Teams : Shirt Sponsorship**

The Club runs 2 mens teams, 3 ladies teams , 3 mixed doubles teams and 2 junior teams in the Tennis Tayside Leagues. Approximately 100 matches are undertaken in a season. Tennis Tayside incorporates an area area from Montrose to Kinross. Approximately 70 club members will play for the teams during the course of a season – visiting approx. 30 different clubs across Tayside in the process. The Club are looking for shirt sponsors. Each team plays in approximately 10 league matches.

Shirt Sponsorship Options available :-

Mens /Ladies/Mixed Teams : £500 per team

Junior Teams : £300 per team

### **Teams: Benefits of Shirt Sponsorship**

Company name/logo displayed prominently on all tennis shirts worn in matches  
Extensive coverage on Facebook, Twitter, Arbroath LTC website and in local press  
Company fliers/posters etc. displayed prominently throughout the season (if provided)  
Note:- further benefits are available to any company who wishes to sponsor more than one team

### **Teams: Ball Sponsorship**

Throughout the season, approximately 72 dozen balls are used for matches. The Club are looking for Ball Sponsors in an effort to offset the ever increasing cost. There are approximately 50 home matches throughout the season for which the Club are seeking sponsors

### **Ball Sponsorship Options Available :-**

Mens /Ladies/Mixed Teams : £50 per match (6 matches : £250)

Junior Teams : £40 per match (6 matches : £200)

### **Teams : Benefits of Ball Sponsorship**

Match flier displayed prominently both inside and outside clubhouse on match day.  
Extensive coverage on Facebook, Twitter, Arbroath LTC website and in local press  
Company fliers/ posters etc displayed prominently on match day (if provided)