



Shefford Saints F.C.

Affiliated to Bedfordshire Football Association
An FA Charter Standard Club

Registered Charity No. 1124471

Life President: Les Small

Honorary Secretary: Andrew Hall

Dear Saints Supporter,

November 2010

As will probably be aware the club has been work very hard on your behalf, to ensure we play a primary role in the development and ongoing management of the much talked about replacement football facility. I am delighted to say that our position in this regard has now been secured and we anticipate initial funding being made available within the next few weeks. Our landlord has already started site clearance and excavation for the access into the site.

With this in mind the Club is about to embark on a significant period of development. We are now a large club and want to ensure that all members are fully behind the future plans for the club. Shefford Saints and Shefford Town are about to start building a purpose built training and home ground facility. The build will start in Spring 2011, and should be completed by Autumn 2011 with the first game being played towards the end of 2011/12 season. We currently have almost 300 members at Shefford Saints and around 75 members at Shefford Town. We aim to build the club to well over 400 playing members with additional social members within 3 years; we are now targeting player development within the club with greatly improved links with the adult side, such that Shefford Saints continues to attracts the very best players from the area. The Shefford Town 1st team is aiming for promotion to the South Midland League within the next two seasons. Most of you will be aware that West Ham and Wales International Jack Collison played for Shefford Saints – there is potential to develop more professional players from within the club. All citizens and businesses from Bedfordshire will be able to share the benefits of the ground and the club's successes.

To ensure our development plans succeed, we would like to invite you to help the club. We are looking for professional advisors in a number of areas. We would like assistance from an accountant, to oversee and manage our project expenditure. We are looking for professional IT developers to help develop our website and social media presence. We are also looking for marketing professionals who will be able to assist us with a new corporate brochure aimed at sponsorship and donations to the club. If anybody would like to help us during this exciting period and have the skills or contacts requested, please contact us to donate your time. fundraising@sheffordsaints.co.uk

We are hopeful for a number of financial contributions. There will be a number of sponsorship opportunities on the junior and adult sides of the club. We are looking for a large company who will sponsor the club for a 3 – 5 year period. The company will get naming rights over the new ground. This will get that company kudos in the growing local community during a period of significant change and growth for Shefford. We are also looking for companies that are willing to support one or several of the junior or adult teams on a year to year basis, to supplement the team sponsorship that currently exists. We currently have 20 junior teams and 3 adult teams and plan for these numbers to grow. The sponsors will get logos on the team shirts and be invited to the presentation and end of season events.

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/.. Page 2

The club want to work with both larger corporate bodies and local companies of all sizes to involve them in the club. The club is looking for your introductions to your company, the company you work for or that you just think might want to get involved. We would like to speak to the managing directors, marketing directors or company owners. We are specifically looking for introductions into decision makers at MacDonald's, Tesco's, AVC, Pizza Hut, T Mobile, Amazon, Integra ICT, Trafficmaster, Kier Group, DHL, Center Parcs and Easyjet. If you can think of any other potential sponsors please get in contact. We are looking for any companies that will support us through their community and social responsibility programmes. Is this something you can do for the club? We are also very keen to work with local companies who may be interested in sponsorship opportunities within the new club facility or with one of the teams. Please email your details to fundraising@sheffordsaints.co.uk if you can help.

We are also looking for any donations that companies or individuals can make. The club is a registered charity so will provide invoices and receipts if required. We need to raise £20,000 during the next 12 months. Any help you can give will be appreciated. Please contact your manager or e mail us if you can help.

On an individual level we are looking for people to sponsor bricks within the new football development. There will be up to 312 bricks that can have your name on them. We will be looking for donations of at least £25 per brick. If you are interested in having your name or family name engraved in the club's walls then please get in contact. You will then be associated to the club for as long as the club house stands!! Please speak with your manager if you are interested in purchasing a brick.

The first fundraising event that is being arranged is a Shefford Saints golf day. The event will be at Beadlow Manor on Friday 12th November. If you would like more details please get in touch. We are hoping to get as many supporters of Shefford Saints and Shefford Town as possible to play in this event. There will be a mixture of abilities on the day. Please come along to support the club.

There are various other events being arranged.

We will be starting regular communications with you at team and club levels. If you have any ideas or time that you would like to share with us. Please get in touch with the club executive or through your team managers or e mail; communication@sheffordsaints.co.uk

Thank you for your continued support.

Graham Earl

Chairman

For & On Behalf

Shefford Saints F.C. & Shefford Town F.C.

P.S. Details of the new ground area attached