



THE LORD'S TAVERNERS



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9<sup>th</sup> April – 11<sup>th</sup> April 2013

## COAST TO COAST CYCLISTS RAISING MONEY FOR JUNIOR CRICKET

### “WE NEED YOUR HELP!”

Dear Sir/Madam,

Thank you in advance for taking two minutes to read this letter as we explain the lengths some of our club members are going to in order to ensure a lasting legacy at Chester Boughton Hall Cricket Club.

15 years ago the club invested in its future by building cricket practice lanes at the ground. It is estimated that over 2000 young cricketers have benefitted from learning the game of cricket under the guidance of Chester Boughton Hall. Many of the young cricketers of 15 years ago have now become full club members and enjoy the facilities we have on offer. However, after 15 years of heavy use we need to once again invest in our young cricketers so that like their predecessors they can help us build on the 130 years of history we are so proud of.

We are delighted to be teaming up with our long standing friends at the Lord's Taverners. As a community based cricket club Chester Boughton Hall has always had an open door to young people, regardless of their background or ability and stands alongside the Taverners in its aim to encouraging physical activity through the sport we love.

This year 6 club members led by Chairman Graham Vernon will embark on a three day cycling event. The 135 mile Coast to Coast from Whitehaven in Cumbria to Tynemouth in Newcastle Upon-Tyne lays before them as they attempt to raise funds towards new net facilities and the Lords Taverners. The other five team members are former first team captains Jeremy Jordan and Jim Gillson, alongside current first team skipper Steve Ogilby, Cheshire batsman Warren Goodwin and club coach/Cheshire batsman Lee Dixon.

The odd shapes and forms of these men are being challenged to their limits by the task ahead and with club captain Chris Fleet introducing an elite team alongside the main 'peloton', rumoured to include an international field of athletes plus Snippy, competition will not be far away!

#### **We need your help!**

We are committed to raising money for the new facilities – we estimate that £35,000 - £45,000 will be needed. This year we are running a range of events, including a black tie summer ball in July, an

afternoon with former England wicket keeper Bob Taylor, 20/20 cricket corporate events and others to be announced.

This will ensure that Chester Boughton Hall remains the premier venue for cricket in the county.

### **Sponsors options**

We have pieced together some options for sponsorship for you to consider.

#### **Band A sponsorship**

If you would like to be a main sponsor for the Coast to Coast cycle event we would offer your logo on the cyclist's shirts, website link to your company and a banner on the ground for £400. The banner will be up for all of the 2013 and 2014 seasons, meaning that your company details will be visible to hundreds of businesses and visitors to the ground.

#### **Band B sponsorship**

For this tier of sponsorship we will place your logo on the cyclist's shirts and provide a website link to your company for £150. Our club website is one of the highest visited sports club sites in the North West of England.

#### **Band C sponsorship**

At this level you can have either your logo of the cyclist's shirt or on the website for £50.

#### **Personal sponsorship**

Sponsor individual riders or the collective group for any amount you see fit – every penny counts as we look to create a lasting legacy at Chester Boughton Hall.

*We realise that the current economic environment is challenging. As a club we are trying to ensure the next generation of young cricketers have the very best facilities available to learn on. So please do your best to support us in any way you see possible. Please note the six participants are paying for their own accommodation and travel costs for the event – this will ensure we can maximise the fund raising effort.*

Please contact any of the named people to support the event:

Graham Vernon	07931 356889
Jeremy Jordan	07813 090774
Jim Gillson	07852 303082
Steve Ogilby	07813 133235
Warren Goodwin	07876 143681
Lee Dixon	07813 524884

We thank you in advance for your support. Please contact us to discuss the options available and how you may help us create a lasting cricketing legacy at Chester Boughton Hall Cricket Club.

Yours faithfully

Graham Vernon  
**Chairman**

Jim Gillson  
**Vice Chairman**

