

RE: SPONSORSHIP

Dear Sir/Madam

I am writing on behalf of Gateshead and Whickham Amateur Swimming Club.

We are a swimming club that has been in existence for more than 100 years with a focus on traditional values of fun, fitness and competition. We are one of the foremost swimming clubs in the country with a history of individuals competing successfully at international level. You can read all about us on our web site at www.gawswim.org.uk.

We are a professionally organised, not-for-profit organisation run entirely by volunteers. I am one of those volunteers having been with the club for over 40 years as a swimmer and now as an administrator and part time coach.

The club survives financially on membership subscriptions and the fundraising efforts of the club volunteers. We are also grateful for the support of Gateshead Council who has contributed to our survival through extended use of their facilities and by awarding us an annual grant.

In recent years our club has increased its numbers and has a group of dedicated swimmers almost at their peak. However, we are endeavouring to continue this upward trend in a troubled financial climate in which our costs are increasing and at the same time, some of our traditional sources of income are vanishing or have become severely stretched.

We want to be able to provide a secure, stable platform for our members and coaches, by forging sponsorship partnerships with businesses in the area. We want these partnerships to be mutually beneficial, so as a minimum we will reward even the smallest contribution to our club by recognition on our web site.

I would like your organisation to be one of our partners.

I've attached a number of sponsorship options to this correspondence that I think are most appropriate for the interest that you have shown so far. If you have some alternative suggestions, we're happy to discuss alternative partnership arrangements.

I hope you find the information in this letter and on our web site interesting and hope that you can offer some support. If you would like to discuss sponsorship with me, or if you have any questions, please call me or email me using the contact details below.

Yours faithfully,

Martin Connelly
Chairman Gateshead & Whickham ASC