



The Sport &
Physical Activity
Partnership

Cumbria talented athlete Fund

Commercial
Partnership Proposal



Be part of it!



Welcome to the Cumbria Talented Athlete Fund

The Cumbria Talented Athlete Fund has for many years provided essential financial support to hundreds of Cumbria's most talented amateur sports performers. The fund, administered by Active Cumbria, provides much needed cash input to help local athletes performing at regional, national and international level with the costs of training, travelling, equipment and other costs, to help them make the most of their talent and commitment.

We know that as a very rural county, located in the far north of our fantastic country that the costs for our athletes to make it to the highest levels are somewhat higher than for those located further south. We also know that we have hundreds of talented athletes in Cumbria who have the desire and ability to make the most of their potential.

This is where the Cumbria Talented Athlete Fund can provide much needed support. We are seeking to grow the level of support we currently provide through the fund, and are seeking partners from the commercial world to become involved in the scheme with us.

The fund provides a great platform for our partners to align their activities with this high profile fund, complimenting their own core strengths, and showcasing their support to individuals and communities from across Cumbria through positive corporate social responsibility activities.

By becoming a partner in the fund, there are also benefits in terms of the reputation of your organisation, which will be visibly seen to be contributing to this worthwhile community based activity.

There will also be opportunities for increased awareness of your organisation's brand, through the placement of your organisation's company logo on all related promotional materials. This is the only fund of its kind within Cumbria, which is specifically devoted to funding our most talented athletes.

There are other benefits to partner organisations, which include the opportunity to enhance your business relationships with other sponsoring organisations from across a range of public, private, and third sector organisations; increase the exposure of your brand through our extensive publicity channels; as well as providing your organisation with opportunities to be associated with other high profile events organised through Active Cumbria.

The next few pages outline more detail about the fund, and the difference it has already made to many athletes from across the county, as well as outlining some additional benefits for our partner organisations, further details can be found at <http://www.activecumbria.org/developing-sport/funding/cumbria-talented-athlete-fund/>

If you are interested in finding out more about how your organisation can support the work of the Cumbria Talented Athlete Fund I would be delighted to hear from you. Please give me a call on **07973 811204** or via email on richard.johnston@cumbria.gov.uk

Richard Johnston
Senior Manager (Operations)

Cumbria Talented Athlete Fund Awards

BRONZE AWARD

- Must be in FT education
- Must be ranked nationally in the top 25 of your sport or part of a regional squad
- Must live in Cumbria

SILVER AWARD

- Must be in FT education
- Must be ranked nationally in the top 10 of your sport or part of a national squad
- Must live in Cumbria

GOLD AWARD

- Must not be in FT education
- Must be competing nationally or above or part of a national squad
- Must live in Cumbria
- Must not be a professional athlete

Nick Miller, talented Hammer Thrower



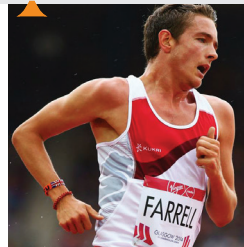
Thanks Active Cumbria for your support. I've always been motivated to train hard to achieve my goals in the hammer and was so proud to have got the silver medal in the Commonwealth Games last year. I've just had a massive throw at 75.41m that places me number one in under 23 in the world so things are going really well for me. I don't want to stop there though. I've got my sights set on the British Championships in Birmingham again this year (which I won last year), the European under 23 championships in Estonia in the summer and hopefully the world championships in Beijing (if I'm selected) in August. So my training will continue. This award will really help towards my training and travel costs. Just as an example I need new hammer shoes every month or so and they are around £100.

Edward Baxter, talented swimmer



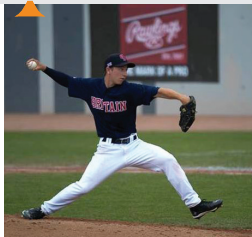
The money from Active Cumbria really helped to afford the cost of Nationals, where I won silver in the 200 Breaststroke.

Tom Farrell, talented Athlete



I would like to thank Active Cumbria for the funding. The financial support helps hugely towards training camps and medical support to help keep me fit and healthy. The continued support for local Cumbrian athletes is excellent and all of the athletes throughout the county greatly appreciate the help. It's clear that the funding is helping with current Cumbrian sporting success at high point and it is an honour to be Cumbrian during the times of such achievement.

Ben Pearson, talented Baseball Player



I greatly appreciate the generosity of Active Cumbria for awarding myself the Gold level of funding. As baseball is a minority sport in this country it receives very little national funding and sponsorship, and this means we (the players) have to fund all the international tournaments we participate in ourselves. I will be using this grant towards my fees for the European Championships in Germany in September. The cost of representing Great Britain in these types of tournaments often puts players off participating, so schemes like these are hugely supportive and valuable for the growth of minority sports in this country.

Tom Younger, talented in Karate



Thanks for accepting me for the gold grant award. This award has contributed massively for me competing at the highest level and helping me unify my world title to open weight kumite world champion in Hamburg. It also will help me out getting new equipment as the sport is ever evolving. Massive thanks again.

Colette Doran, talented Javelin thrower



Delighted to be awarded with the Talented Athlete Gold Award. This grant will help me be the best I can be and enable the purchase of new equipment for my training and competition needs. Thank you to Active Cumbria for the support they have shown me.

Be part of it!

Cumbria Talented Athlete Fund

COMMERCIAL PARTNERSHIP PROPOSAL

There are lots of different ways in which your organisation can be involved in the programme, and we have a range of packages available, these are detailed below.



BRONZE CATEGORY £750 + VAT

Bronze Category standard benefits to partner organisations include: -

- Company accreditation in all press releases relating to the fund throughout the course of the year.
- Logo accreditation on relevant fund pages of www.activecumbria.org
- Logo accreditation on all fund e-newsletters, which are distributed to over 3,000 recipients.
- Company accreditation with the only Cumbria-wide fund for talented athletes.

Plus:

- Opportunity to present cheques to 3 Bronze Award category recipients during the course of the year, including relevant photographs for use in your own publicity materials.
- 2 complimentary tickets for representatives and guests of your organisation to attend the high profile Cumbria Sports Awards presentation dinner, held at the Low Wood Hotel, Windermere in late November. Your organisation logo will be included in the Cumbria Sports Awards presentation dinner brochure, as a Bronze category supporter of the fund, which is provided for all 280 guests.



SILVER CATEGORY £1,500 + VAT

Benefits to Silver Category partner organisations include:-

Bronze Category standard benefits plus:

- Opportunity to present cheques to 5 Silver Award category recipients during the course of the year, including relevant photographs for use in your own publicity materials.
- 4 complimentary tickets for representatives and guests of your organisation to attend the high profile Cumbria Sports Awards presentation dinner, held at the Low Wood Hotel, Windermere in late November. Your organisation logo will be included in the Cumbria Sports Awards presentation dinner brochure, as a Silver category supporter of the fund, which is provided for all 280 guests.



GOLD CATEGORY £2,500 + VAT

Benefits to Gold Category partner organisations include:-

Bronze Category standard benefits plus:

- Opportunity to present cheques to 5 Gold Award category recipients during the course of the year, including relevant photographs for use in your own publicity materials.
- 6 complimentary tickets for representatives and guests of your organisation to attend the high profile Cumbria Sports Awards presentation dinner, held at the Low Wood Hotel, Windermere in late November. Your organisation logo will be included in the Cumbria Sports Awards presentation dinner brochure, as a Gold category supporter of the fund, which is provided for all 280 guests.



PLATINUM CATEGORY £5,000 + VAT

Benefits to Platinum Category partner organisations include:-

Bronze Category standard benefits plus:

- Naming association with the Cumbria Talented Athlete Fund, an example being, The Cumbria Talented Athlete Fund, in association with (company name).
- Specific press release to announce the partnership between the company and the Cumbria Talented Athlete Fund.
- Opportunity to present cheques to 5 Gold Award category recipients during the course of the year, including relevant photographs for use in your own publicity materials.
- Complimentary table of 8 for representatives and guests of your organisation to attend the high profile Cumbria Sports Awards presentation dinner, held at the Low Wood Hotel, Windermere in late November. Your organisation logo will be included in the Cumbria Sports Awards presentation dinner brochure, as a Platinum category supporter of the fund, which is provided for all 280 guests.