



Season 2018-19

1st Aug 2018

Borders Badminton Group Sponsorship

I am writing to you regarding a sponsorship opportunity within the Borders Badminton Group. Our group has been in existence for more than 30 years and we support and promote Borders Badminton to all age groups. Our main aim is to coach performance and development squads aging from 8-17 year olds, primarily at club level with a main focus on support for our junior players. The Group play competition level badminton representing 'the Borders' at a number of competitions outside the Border region, for example Tyneside, Lothian, Perth, Glasgow and Wishaw. The group also organises Primary and Secondary School Competitions within the Borders, to enable all abilities to play, join in and compete.

Over the years many of the Borders squad players have gone onto compete at National level which is a great honour for the region, players, families, their schools and clubs.

We have previously never been in the position where we have had to seek sponsorship to aid with the costs of the hall hire and shuttle fees for training, but five years ago badminton lost its target sport status within the Borders which meant we have lost an annual income of £3,000. This has proved a hard blow to the Borders but following this Borders Sports councils have retracted funding for groups and prefer to aid individuals and clubs. This means the loss of £300 from the '4 sports councils' leaving us with the only income this year from parents or guardians of the players (who already support with travel and sports equipment costs).

The types of annual costs are: our hall fees are approx £1100; shuttles cost £600; competition entry can cost up to £4000 alone to allow three different age groups the opportunity to participate.

We have previously been privileged to receive a three year sponsorship which covered a partial cost of the hall rental, this has now come to an end. A local Border sponsor has generously sponsored our trophies (and also supports with coaching within the group). Administration costs are also provided by another local company (along with more coaching support). All of which have been greatly received.

As a group we fully appreciate the Scottish Borders is one of the most generous (and active) areas in Scotland when it comes to sports sponsorships. Borders Badminton can offer great exposure for a local brand, with shirt logos, press coverage post events, along with club and interclub social media coverage. If you would like more information on our organisation, please feel free to make contact with us.

Yours faithfully

Christine Wylie
4 Camptown, Jedburgh, TD8 6PN 07989 584968
Borders Badminton Group Chairperson and Coach