Royston Alimantado
Alimantado Motors
Greenfield Road
Loverton
PO19 OAH

Date

**Re Sponsorship Opportunity Maia Lane Rovers**

Dear Mr Alimantado

My name is Ruby Charles and I am the Chair of Maia Lane Rovers FC. The Rovers are a very popular Little League soccer club for under 14 year olds based at The Maia Lane Community Centre, Loverton.

The club has been running for nearly five years now and in that time we have had over 700 different young people use our training facilities, come along to our training sessions or play for one of our 3 league teams. You may also be aware of our popular soccer skills schools which we run at 4 different locations throughout Loverton during the school holidays. The club also has very strong links to its local community and to Maia Lane High School.

We are very proud of our achievements and the hard work of a lot of people connected with the club has also led to on-field success. Our under 12's were County Cup Winners last season whilst 2 senior players were recently selected to play for the county side.

There are however many expenses connected with running the club and we rely for funding soley on our own fundraising events and the support of local businesses.

I understand that one of our parents -Pete Loveday, who I believe, is a business acquaintance, has spoken to you about our search for a new sponsor for the coming season. If it were possible we would very much welcome the opportunity to speak to you about this. Alimantado Motors is a major presence in the town and we feel a partnership would work very well.

The major expense for the club is paying our share of the upkeep costs of the community centre and football pitches. We were hoping that this might be something you would consider helping us with.

In return for your sponsorship we would of course be willing to wear the Alimantado logo on our club shirts and for you to be listed as our key sponsor on all our club literature and monthly newsletter. As you are probably aware our teams are featured regularly on the sports pages of the local papers and our cup winning Under 12's were subject of a front page special last season. Our matches are also well attended by local parents and an increasing number of spectators from the local community.

There may also be the opportunity for other promotions- last year one side in the county league, sponsored by a local service station, organised a very successful charity car wash at the garage which attracted a lot of publicity.

We do hope that this is something you might be willing to consider. We can provide you with further details and a full break down of the likely costs of any deal and I would welcome the opportunity to speak with you further about this. I will contact you next week to see if you would like to take things further.

Thank you for giving this your consideration.
Best Regards

Ruby Charles
Maia Lane Rovers