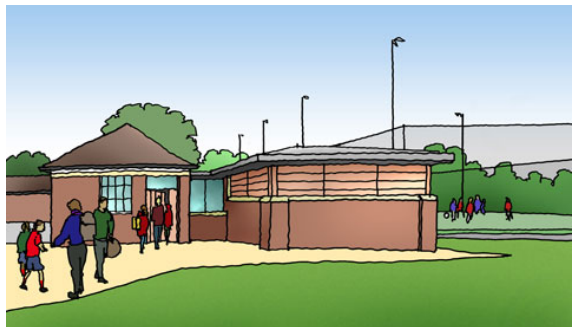


Help to make this a reality



Support the BerkoAstro Appeal to deliver a new sports facility for Berkhamsted

As a local business and a member of the Berkhamsted community, we are asking for your support in the BerkoAstro community project. Ashlyns School and Berkhamsted Raiders Community Football Club have joined forces to provide Berkhamsted with a much-needed all-weather pitch and changing facilities.



BERKOASTRO
At Ashlyns School



www.ashlyns.herts.sch.uk/berkoastro/

Thanks to our supporters already
The Gazette, Castles, Coconut Marketing,
Junction 9, LT Consulting

Why Berkhamsted needs this facility. Did you know.....?

Berkhamsted is short of 26 full sized football pitches

Ashlyns School and Berkhamsted Raiders are working together to provide this much needed facility

Raiders has been awarded:

- **FA Eastern Region Community Club of the Year 2009**
- **Herts FA Community Club of the Year 2009**
- **Dacorum Sports Club of the Year 2008**

Raiders has 37 teams and over 450 playing members, from U7 to Adult, including six girls teams

BerkoAstro will be available for community use at weekends and evenings

Ashlyns students and other local schools will use the facility for a variety of sports during the day

Ashlyns School has had no significant funding for sporting facilities since it was built in 1935

Other sports can be played on the pitch

Ian Reay, your local County Councillor is supporting this project.

Berkhamsted Town council has pledged £1,000.

What's in it for you?

This is a high profile local campaign. Your business will benefit from:

- Coverage in The Hemel Gazette
- A high profile in all Ashlyns and Raiders publicity surrounding BerkoAstro
- Certificates of recognition for you to display, showing your support for this project
- Ongoing promotional opportunities.

Please show Berkhamsted and the local community your support.

Special Event: Celebrity Soccer Match

The BerkoAstro team along with the Arsenal Herts and Beds Supporters Club have arranged for a celebrity football match to take place on 21st March 2010.

The BerkoAstro team will be made up of players from the community who will take on the celebrities from the Arsenal Charity Team.

A member of your staff could be sponsored to play in the match or you could sponsor a part of the event, meaning more exposure for your company.

How can you help?

Become a Major Sponsor

£1,000 plus

As a Major Sponsor, you invest in a two year sponsorship :

- Permanent promotional board at the facility for two years, (once it is operational)
- Your logo on all promotional materials for the BerkoAstro appeal
- Advertising space in the Raiders Tournament programme
- Links from Hemel Gazette, BerkoAstro and Berkhamsted Raiders websites
- VIP tickets for 8 to the Celebrity Match on 21st March 2010

Your company will also benefit from exposure to:

- Parents of the 800 students at Ashlyns plus visiting students and parents
- Families of the 450 members of Berkhamsted Raiders
- The local community who will make use of the new facility

- Other schools who will make use of the new facility
- All visitors to the facility, which is open all year round 12 hours a day!

Become a Business Partner

A business can become a BerkoAstro Business Partner by:

- Donating £100 or more to the Appeal
- Offering services or products of value to the Appeal or the new facility.

Have you a product we could use when our facility is built or being built? For example, furniture; fixtures and fittings; IT equipment or printing services. Contact us and let's talk!

Your logo will be on the Gazette and BerkoAstro websites showing your support for the local community and BerkoAstro.

You will receive a certificate of recognition to display and show your support of this project.

Contact us:

berkoastro@ashlyns.herts.sch.uk



BERKOASTRO
At Ashlyns School



Celebrity Match

21st March 2010



Join in and be part of this major event in Berkhamsted:

- Sponsor a player
- Be a Match Sponsor
- Sponsor the Match Ball
- Sponsor the Programme
- Advertise in the programme

Lots of opportunities, contact:

Norman Nicholls

berkoastro@ashlyns.herts.sch.uk

The match between the Arsenal Charity team and the BerkoAstro team will take place at Ashlyns School on 21st March 2010, kick off at 3.00pm. The BerkoAstro team will be made up from members of our community, there will be community matches before the main event. A great event for all and it's free entrance!

