



**LINCOLNSHIRE BOMBERS
AMERICAN FOOTBALL CLUB**

**A UNIQUE MARKETING AND
SPONSORSHIP OPPORTUNITY**

About us and our sport

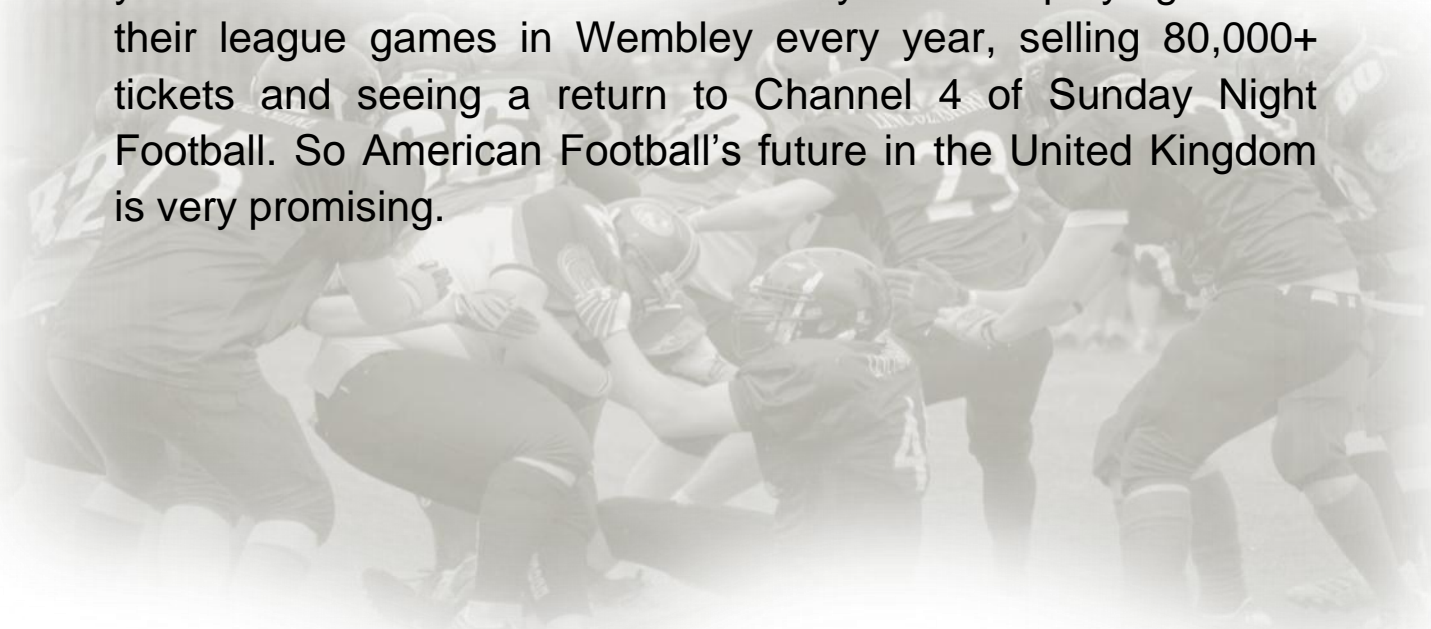
The Lincolnshire Bombers were founded in 2005 and have now completed four campaigns, competing in the British American Football Association Community League Division 2. The sport is well represented in the UK with 48 teams in the league with an average of 30 players in each team plus 60 University sides.

The future looks bright for the Bombers as we have recruited a new committee who are dedicated and strive for success. We have recently formed links with the Lincoln Colonials (the local University side) and hope to have a good crossover of players. In addition, we will be hosting two rookie days in January 2011 which will be advertised in every way possible to ensure we get



as many people interested and involved in the sport as we can. This in turn, will help improve the club's ability to deliver both on and off the field.

It is not only locally that American Football is popular; interest within the UK has grown significantly in recent years. This has been demonstrated by the NFL playing one of their league games in Wembley every year, selling 80,000+ tickets and seeing a return to Channel 4 of Sunday Night Football. So American Football's future in the United Kingdom is very promising.



How can you help?

We are looking for a partnership with you to assist us to develop our sport in the county and help us to grow as a club. The club is currently funded by players and coaches alone, therefore we require financial support to enable us to reach our full potential. We currently play a minimum of 5 home games and 5 away games per year. Below is a short guide to some of our costs:

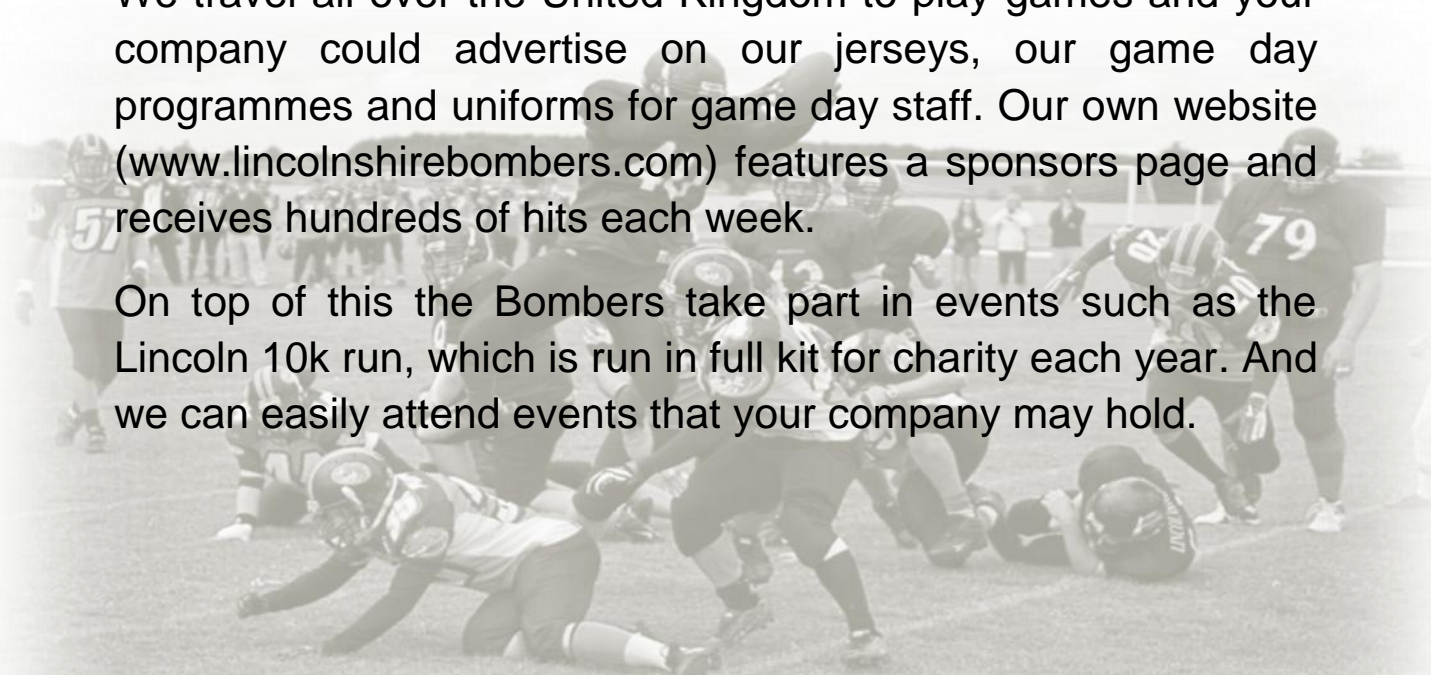
- ❖ Referees £220 per home game
- ❖ Ambulance £275 per home game
- ❖ Pitch costs £60 per home game
- ❖ Travel £550 per away game
- ❖ Footballs £50 each
- ❖ Training facilities £436 per year
- ❖ Game day Jerseys £1200 per season

What we can do for you

The club is represented both locally and nationally and by associating with the Lincolnshire Bombers you can enjoy the benefits of the club's profile.

We travel all over the United Kingdom to play games and your company could advertise on our jerseys, our game day programmes and uniforms for game day staff. Our own website (www.lincolnshirebombers.com) features a sponsors page and receives hundreds of hits each week.

On top of this the Bombers take part in events such as the Lincoln 10k run, which is run in full kit for charity each year. And we can easily attend events that your company may hold.

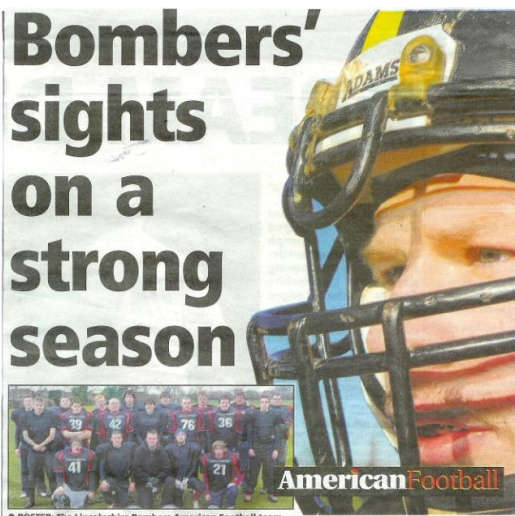


We regularly feature on the British American Football Association Community League website (www.bafacl.com) which attracts over 4,000,000 hits annually.

We also have several links with the local media and have been in a number of publications throughout the year. Every article about the club is an opportunity to publicise your company. Thus far, some of the publications we have featured in include:

The Grimsby Telegraph

The Lincolnshire Echo



Bombers' sights on a strong season

By LEE JONES
Sports Writer
lee.jones@lincs.gov.uk

The Bombers were looking for new players and invited me down to training, so I thought I'd give it a go.

"I joined up with a couple of my friends - one from Immingham - and it's been about getting hold of the fundamentals and the basics about tackling and running with the ball.

The Bombers train every Sunday at Hylkeham Sports and Social Club and after months of practice, Maister is itching to test his skills in the heat of a game.

"I haven't got a set position yet, but I'm looking at Free Safety, definitely a defensive position," he said.

"Training is great but I don't think you'll be able to beat the competition of an actual game - it should be fantastic. We're all really excited about the first game, we can't wait for that."

With around 40 players needed for an American Football squad, Maister is hoping that more Grimsby and Immingham area people may give the sport a try. "I'd advise people who are interested to just turn up for training.

"It's a real friendly atmosphere. You'll never be thrown into a position that's not suitable for you, and you'll always be given great coaching like I have - I was a complete novice when I started and have progressed a lot in the short time I've been playing."

Robyn Beattie, the Bombers' media and marketing manager, added: "American Football is definitely growing within the UK.

"This is shown by the fact that once a year two NFL teams come over to Wembley and have a match and the games are always sold out.

"If people give it a chance they'll love it. It isn't like the TV where things are always stopping for a few minutes. It's a lot faster when you're watching or playing a game in person.

"Some of our players have had years of experience and some of them have never played a game before. As long as you have a desire to be involved you can be taught everything you need to know."

Get involved
The Lincolnshire Bombers are looking for new players, coaches, volunteers and sponsors. Visit the team's website at www.lincolnshirerbombers.com or email info@lincolnshirerbombers.com for more information.

THE Lincolnshire Bombers, the county's only American Football team, have strengthened their squad ahead of the new season with recruits from Cleethorpes and Immingham.

The team, who compete in Division Two of the British American Football League, kick-off their 2010 campaign on May 2 when they travel to face London Olympians.

And, with a number of new players on the club's roster from across the county, there are high hopes that the Bombers' fourth full season could be their best yet.

One of the new faces is local man Simon Maister, who began training with the team in October and is hoping to make the transition from playing American Football on Cleethorpes beach with his mates to competing in a full league game.

The 23-year-old said: "This is my first year playing - I've always been interested in American Football, but never took the steps to actually play competitively before.

Lincolnshire Bombers American Football team.

and we have players from all over spreading the message," he said.

"We have employed a new programme recently whereby we actively seek and encourage outside sponsorship and this helped in getting Prestige (Coaches) on board.

"With the travel company setting the one, hopefully others will want to get on board."

The club have been supported over their four-year history by volunteer workers.

And the Bombers star is all the more keen to see the volunteers' hard work pay off with outside support from the local community.

"People have been working so hard for this club since its creation four years ago, they have poured their heart and soul into it.

"It would be gutting to see such a community club go under."

The Lincolnshire Bombers begin their final push for a first win of the season tomorrow, at home to Norwich Devils. Kick-off is 2.30pm.

If you can help the Lincolnshire Bombers, contact Mark Harrison on 07932 819734.

LINCOLNSHIRE BOMBERS are fighting for survival after defensive captain Warwick Grosvenor admitted cash is fast running out at the club.

The Bombers compete in the British American Football League Division 2 East Conference, but could face possible extinction if they do not pay the money they owe the league, writes *Bryan Cross*.

At the start of the season the team were required to register a roster of players with each registered player requiring a fee. Costs for registration are covered by players themselves but since being logged, several players have departed the club.

These departures from the RAF Cranwell-based outfit mean the club owes money they do not have, and now players such as Grosvenor are rapidly scouring the region for vital funding.

"We are looking to earn funding from anywhere we can, and are trying to use publications, magazines and the radio to let people know of our predicament," explained Grosvenor.

"We are hoping that local companies would be interested in opportunities to advertise with the club, either on our shirts or on hoardings around the pitch."

The club were recently boosted by the influx of support from local travel company Prestige Coaches, who have been providing coach travel to away games for the club.

And Grosvenor, who plays as a line-backer in the team, is hopeful that the growing profile of the club and the addition of Prestige Coaches to their sponsors can encourage further investment.

"The profile of this club in a widely unrecognised sport is growing. This county is so big

BBC Lincolnshire Website



In addition, we have an excellent relationship with local radio stations and have featured on BBC Radio Lincolnshire and Lincs FM.

Contacts

We are looking for sponsors for the 2010/11 season and beyond to enable us to reach our full potential. If you think you can help or would like to know more please contact:

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www.lincolnshirebombers.com

