

Boost your business and....



A new scheme to raise the profile of local businesses by supporting talented young athletes in the Haslemere area.

Haslemere's *Create A Star* is aimed at raising the profile of participating local businesses through their sponsorship of budding young sports stars.

With thousands of youngsters playing sport each week in local schools and clubs, Haslemere has a wealth of sporting talent that could compete for the Town at international level. *Create A Star* will help those with proven potential realise their dreams by pairing them with local businesses who will sponsor some of their training costs. This could include equipment, additional coaching, travel expenses etc.

The youngsters will be identified by a dedicated Selection Panel to have already shown both promise and commitment in their respective sports. The selected youngsters will then be paired with local businesses to forge community partnerships from which both sides will benefit.

Each business will sponsor an individual young sports person who will in return commit to promoting their sponsor through local media, sports clubs, schools etc. The sponsorship will last for a year at a time, during which the recipient will regularly update the sponsor on their training and performance progress.

The benefits to the business will include:

1. A promotional poster for shop/office display showing the Applicant and explaining why the business is sponsoring the individual.
2. Editorial coverage in Haslemere Herald and other local press, including photoshoot at business premises at start of relationship, promoting the business.
3. Further media coverage on local radio at the start of relationship, promoting the supporting business.
4. The promotional poster will also to be displayed at the Applicant's local sports club, who will be asked to promote the relationship in club newsletters etc.
5. The supporting business will also become a local sponsor of the annual Haslemere Sports Awards.
6. The Applicant will report back to the supporting business on progress and achievements in their training programmes and performances.

Create A Star is being organised through Sport Haslemere and Haslemere Sports Association (HSA), the two local bodies who work closely to promote sport in Haslemere.

More information from Create A Star Project Co-ordinator, Thelma Traviss

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