



**BEDFORDSHIRE BLUE RAIDERS  
AMERICAN FOOTBALL CLUB**

**.....A unique marketing  
opportunity!**



## All about us

The Bedfordshire Blue Raiders are now training towards their next season in the British American Football League (BAFL) and are determined to follow in a long line of winning teams on and off the field. Bedfordshire, and the Three Counties region has a fantastic American Football history. There were successful teams in Bedford, Luton, Dunstable, Hertfordshire and Milton Keynes. The Blue Raiders want to build on that tradition and are bringing this exciting sport back to the area.



The BAFL is made up from teams from all over the United Kingdom. Our team have already attracted players and coaches from Bedfordshire, Buckinghamshire, Hertfordshire, Cambridgeshire, Northamptonshire, Essex and Norfolk. As well as various American military bases around the local area.

In just a short period the Blue Raiders have worked their way up the rankings and qualified for a playoff spot in the 2009 season we are hoping to build on that success in 2010 by increasing the player roster and aiming for a place in the Brit Bowl.

Our youth and junior teams will also compete in 2010 for the first time and we have secured the services of a highly experienced youth coach, former player and British American Football Referees Association (BAFRA) official Ian Papworth.

We, at the Bedfordshire Blue Raiders, pride ourselves on being a family club with a friendly atmosphere. We aim to create an environment in which the whole family can participate and allows players and coaches to educate themselves and develop their skills to their full potential.

Sky television is featuring British American Football on their primetime live NFL coverage and on their round up show more than ever. Highlights of all three BAFL Division Bowl games have featured over the last six years and in 2008 this was boosted by similar coverage of regular season games. With Channel 5 also showing live NFL games and the NFL's International games which have been played at Wembley Stadium of the last three years the prospect of further exposure in 2010 is even greater.

## Be a part of our future.

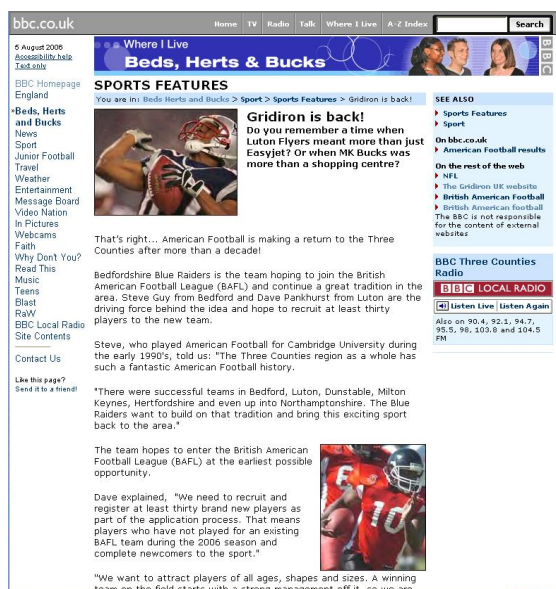
The recruitment campaign for our adult, youth and junior teams is already at full speed. This will help build stability for the future of the team by adding to the 90 plus players, coaches and game day assistants that are already members of the Blue Raiders family.



# Rewards for you

By associating with the Bedfordshire Blue Raiders, our sponsors enjoy the benefits of the club's excellent media profile. At local and national level, the Blue Raiders are well represented in print, broadcast and online reporting. As club partners and sponsors, your organisation can enjoy the same exposure.

The club has strong links with the BBC Three Counties web site and radio station. We have aired live on a number of occasions including on their primetime evening 'Drivetime' show. We have also appeared on Chiltern FM, Hertfordshire's Radio Verulam, localnews.tv and Anglia Television.



The Blue Raiders are regularly featured in the local free press, such as the Bedford Times & Citizen, which is distributed to over 80,000 homes in the local area. As well as match days and training, the Times & Citizen will also promote the Blue Raiders community events.



The Herald & Post, Luton and Dunstable's largest free newspaper which is distributed to over 100,000 homes, has offered valuable column inches to the Blue Raiders. As well as covering our original recruitment campaign they also cover game reports and results. The Blue Raiders have also regularly featured in local newspapers in Hertfordshire and Buckinghamshire as well as the Luton & Dunstable At Large and Discover Bedfordshire magazines which are available across the county.





The Blue Raiders have forged a great friendship with Ouse Valley Living (OVL) an independent, glossy magazine for Bedfordshire. It is delivered free to 16,000 homes and is also available from selected outlets throughout the county. Since its launch in 2005, this compact and stylish magazine has become the must-have monthly read for both men and women.

Features editor Jacqui Hagen says:

**“We were delighted to feature Bedfordshire Blue Raiders in OVL magazine. We knew our readers would enjoy articles about this exciting sport which continues to grow in popularity. OVL magazine also endeavours to promote local, family-friendly sports clubs and there is no doubt that Bedfordshire Blue Raiders fits into this category.”**

Our own web site [www.bedfordshireblueraiders.com](http://www.bedfordshireblueraiders.com) attracts over 40,000 unique hits per year, with our sponsors' page highlighting our existing partners and the various donations received. Every press release also features on [www.baf1.org.uk](http://www.baf1.org.uk) which expects over fourteen million visits this year.





# PARTNERSHIP OR SPONSORSHIP OPPORTUNITIES.....

The Blue Raiders are seeking sponsors for the 2010 youth and senior seasons, and beyond. We offer the opportunity to support American Football at the grass roots level, making it accessible to all in the Three Counties for years to come.

Details of the many and varied ways in which you can sponsor the Blue Raiders are enclosed. We can easily tailor a bespoke package to suit you, depending on your level of financial commitment. We do not expect our partners to have bottomless pockets!

The Bedfordshire Blue Raiders are a non-profit organisation, and at present. The vast majority of the club's financial burden is borne by the players and coaches. All our players pay for the privilege of playing this costly sport, and our coaching staff provide their time on a voluntarily basis.

We endeavour to keep our player fees at a minimum, especially for the younger age groups, but this is not always possible without the help of external sponsorship. The cost sometimes acts as a barrier and prevents players from participating.

Heading into 2010, interest in the team is riding high. More players want to play Blue Raider football than ever before and the club is poised for the most spectacular season so far. The youth teams are similarly well positioned, with today's youth stars ready to develop into tomorrow's senior standouts.

For more information about how you can work with the Bedfordshire Blue Raiders and to take advantage of the opportunities we offer for media exposure, please contact Martin or Tony.

## CONTACTS.....

Marketing and PR Manager:  
Martin Songhurst  
07884005995  
[marketingmanager@bedfordshireblueraiders.com](mailto:marketingmanager@bedfordshireblueraiders.com)

General Manager:  
Tony Law  
07850126103  
[generalmanager@bedfordshireblueraiders.com](mailto:generalmanager@bedfordshireblueraiders.com)

