



Encouraging, enabling and supporting health and wellbeing for young people in our local community.



ABOUT TRENTHAM BOAT CLUB



Boys quad about to launch and race



Girls quad training on Trentham Lake

Trentham Boat Club is located within the grounds of the Trentham Estate in Stoke on Trent, Staffordshire.

Founded in 2004, the Club has the joy of being able to row on a Capability Brown designed lake set within the stunning Italianate Gardens and is regarded, both locally and nationally as a friendly and highly successful club.

The club has established squads of both adult and junior members. It runs a successful outreach programme both within the local community and with local schools, as well as offering its 'Learn to Row' programme.

Trentham Boat Club Junior squad consists of an enthusiastic group of children and young adults aged 11-18 years of age. They are led by a full time coach, who trains them in the sport as well as teaching them about health and nutrition.



JUNIOR SQUAD OAR INSPIRING SUCCESS!

Since junior rowing was introduced at the club in 2007, Trentham Boat Club has won medals in all of the 4 national competitions held each year.

Representing the North West, 18 athletes from Trentham recently attended the inter-regional finals in Nottingham, and all 4 crews gained a place in the top 6 in the UK.

The National Schools Head on the River Thames proved that the club is able to compete at the highest level against the best school clubs in the UK; Trentham Juniors had 3 crews finish in the top 6.



J16's winning Bronze at the British Rowing Championships July 2016



TEAM GB

DEVELOPING YOUNG PEOPLE FROM NOVICE TO TEAM GB TRAINING

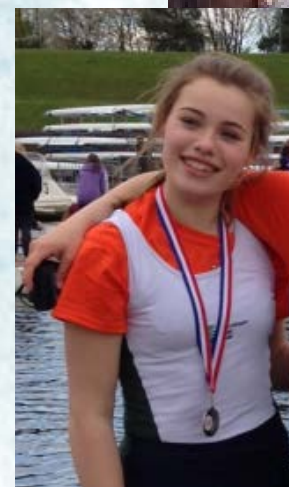
At Trentham Boat Club, we are committed to ensuring the sport continues to thrive from the grass roots right up to supporting the juniors in achieving the highest level possible.

Stoke Rowing Association, has trialled an initiative to put Ergo rowing machines into Stoke-on-Trent schools to improve the fitness of students. This initiative is planned to now roll out to all schools in our city.

This summer, we have welcomed our first 'junior graduates' from the scheme joining Trentham Boat Club.

As well as Trentham Boat Club juniors continuing to win many regional regattas and head races, inter-regionals and national medals, the club has also nurtured many juniors, past and present, to the level where they have been selected for the Team GB Junior training squad.

The Team GB junior training squad enables those juniors who have achieved a high standard, the chance to train at national level with the best young rowers in the country with a potential to represent Great Britain in international competitions, as well as excelling in their sport.



Y10 & Y11 girls selected for Team GB Junior training squad in 2016



DEVELOPING LIFE SKILLS

Children who live or go to school in the local area attend the club. Joining this community based sports programme at any age, they pass through the year groups developing their skills as they go.

Open to all, the club encourages youngsters to 'have a go' at rowing to see if they like it.

With a club mission to encourage, enable and support health and wellbeing for young people in our local community, we endeavour to inspire each youngster to be the very best they can be. They will improve their fitness and nutrition and develop valuable life skills that will take them successfully into adulthood .

Rowing, by its very nature, is a team sport; each child has to work together every time they train or race. The young adults are encouraged to coach the younger ones and share their skills and knowledge and the younger members get to participate as coxes, which gives them the invaluable experience of racing at national level.



Y11 girls quad celebrating winning gold, coxed by a Y8 boy



PARENT FUNDRAISING

The Junior Parents play an active role in supporting the Junior Club in a number of ways:

Coaching Fund

We have a full time Junior Coach who works each evening, weekends and holidays to train the children and to organise event attendance, membership and training camps as well as maintaining equipment. The coach plays a vital role in the clubs success and is paid for via parental voluntary contributions and additional parental fundraising activities.

Equipment

Boats, Blades (oars) and gym equipment including Ergo's (rowing machines) are paid for through additional fundraising events organised by Junior parents and contributions from the club.



All Juniors running whilst carrying a rowing boat up the hill at 'The Killer Mile' at Mow Cop.



PARENT FUNDRAISING

Fundraising activities:

- The Killer Mile – children are sponsored and in return run a mile uphill to Mow Cop Castle whilst carrying a rowing boat.
- Music events organised by parents – organising venues, selling event tickets and selling refreshments donated by parents.
- Requesting sponsorship and donations from local small businesses
- Supermarket bag packing in return for small donations.
- Children rowing on rowing machines in the local shopping areas & collecting donations.
- Junior refreshment tent at the annual Trentham Regatta, ran by parents with refreshments donated by the club, parents and local business.
- Some parents have purchased boats for their children, however this is not an option for the vast majority of parents.

There is obviously a limit to what the parents and club can achieve without the support of sponsorship.



BRAND MISSION

Currently Stoke-on-Trent has one of the lowest rates of physical activity in the UK and some of the poorest health statistics. It is with this in mind that we have created our mission to encourage more activity through the sport of rowing.

It is important to us at Trentham Boat Club that our Sponsorship Partners are a good brand fit and can help to support our Junior Squad Brand Mission;

To encourage, enable and support health and wellbeing for young people in our local community.

Maintaining a sustainable pathway for anyone to take part and succeed in sport and physical activity whatever their background or circumstances.

Creating and supporting positive habits through health education which can lead to lasting change.

Encouraging and supporting team work across all age groups.

Building resilience and confidence in each child, to always strive to be the best they can be with everything they do.

Developing and nurturing a real sense of long term commitment.



SPONSORSHIP PARTNERS

To maintain and develop the Junior club and to enable more children to participate in training and competitive racing, we are now seeking sponsorship in the following areas:

- Boat Stock
- Equipment to enhance current boat stock

The club has experienced some great successes, especially considering a large amount of equipment is out of date, sometimes breaking during events, to the great disappointment of the Juniors racing.

Minor improvements and adaptations have recently been carried out, including repairs to both boats and blades, but we still do not have sufficient equipment to provide maximum access to the water for all children and there is always a shortfall in the funding to allow us to purchase new equipment.

We are actively seeking sponsorship from both companies and individuals who may be interested in supporting our efforts to help us raise the necessary funding to allow us to compete on an equal basis to other clubs, as well as allowing us to expand the club to encourage more children to take part in this sport at Trentham Boat Club.

Each new piece of equipment allows numerous children additional access to the water, plus each boat passes through the year groups, ensuring the investment continues to make a valuable contribution for many years to come.



SPONSORSHIP PARTNERS

We want to work as a partnership between the club and our sponsors and in return, can offer the following corporate benefits:

Brand Advertising; Corporate branding displayed on equipment:

- Branding on boats that travel the UK to national regattas and competitions, including Royal Henley, National Championships in Nottingham & National Schools Championships the Olympic course at Dorney Lake in London.
- Branding on trailers that transport the boats to all racing events
- Boat naming
- Branding on Trentham Boat Club apparel

Hospitality:

- Team Building Away Days at the club.
- VIP guest passes and access to the hospitality tent at the Trentham Regatta held annually at the Trentham Estate.
- Guest of honour to the annual awards evening at Keele Hall and other events.

PR:

- Corporate branding on all event materials.
- Sponsors referenced in local press, print media and social platforms.



SPONSORSHIP PARTNERS

To enable us to fulfil our mission, we need a significant amount of investment and the below details our plan for 2016.

| Kit | Usage | Cost | Date needed | Status |
|--|--|--|-------------|--|
| Octo-pull riggers | Yr7 - Yr9 National Junior Sculling Head National Schools races. Enabling more children to row and train. | £1,900 | 2016 | Funded |
| Convertible coxless four/quad | Weight range - 80-90kg average crew weight Suitable for older / heavier crews - currently no boat for this age or weight range. | £8190 Ex. VAT | 2016 | Deposit is funded (£3000) Additional cost to come from fundraising via phased hire purchase |
| Convertible pair/double | Lightweight women's Insufficient doubles to suit current needs | £6,350 Ex. VAT | 2016 | Requires funding |
| Convertible pair/double | Lightweight women's Insufficient doubles to suit current needs | £6,350 Ex. VAT | 2016 | Requires funding |
| Bat-logic feet x 8 | Boat adaption enabling better connection of force. Allows the boat to achieve higher speeds | £101 Ex-Vat Each x 8 = £808 Ex. VAT | 2016 | Requires funding |
| TOTAL KIT FUNDS REQUIRED FOR 2016 | | £23,598 | | |



SPONSORSHIP PARTNERS

2017 Forecasted Equipment Requirements

| Kit | Usage | Cost | Date needed | Status |
|--|---|-------------------------|-------------|------------------|
| Convertible pair/double | Lightweight women's Insufficient doubles to suit current needs | £6,350 Ex. VAT | 2017 | Requires funding |
| Convertible pair/double | Heavy weight men's. Insufficient doubles to suit current needs | £6,350 Ex. VAT | 2017 | Requires funding |
| Convertible pair/double | Heavy weight men's Insufficient doubles to suit current needs | £6,350 Ex. VAT | 2017 | Requires funding |
| Convertible coxed four/quad | Replacement for damaged kit | £5000 (second hand) | 2017 | Requires funding |
| TOTAL KIT FUNDS REQUIRED FOR 2017 | | £24,050 | | |



CONTACT US

If you feel that you would like to assist Trentham Boat Club by becoming a Sponsorship Partner, or, before you make your decision, please contact one of the parent fundraisers below and we will be only too happy to welcome you to the club and answer any questions you may have,:

Contact:

Evon Maxfield

07810 543 641

emaxfieldhome@gmail.com

Contact:

Alistair Howells

07808 772 835.

alistairbhg@btinternet.com

Contact

Andy Connell

andyjconnell@talktalk.net

Visit Trentham Boat Club website - www.trenthamboatclub.co.uk

The Trentham Estate (Monkey Forest Entrance)

Stone Road

Trentham

Stoke-on-Trent

ST12 9HR

Sat Nav Postcode – South entrance ST12 9HR

Trentham Boat Club is a founder member of Trentham Water sports Association

Registered Charity 1126137

