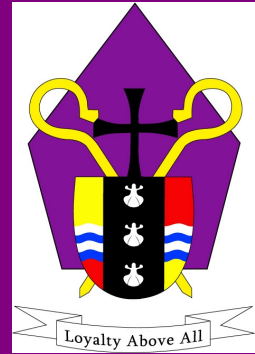


SOUTHILL ALEXANDER FOOTBALL CLUB

A World of Opportunities



AN INTRODUCTION TO 'THE BISHOPS'

Having your organisation linked with a football club can create access to a world of opportunities, but being linked with one of the most innovative projects in English football will truly bring the world to your business.

Southill Alexander Football Club will be owned by its fans who will make all the major decisions relating to the running of the club through our innovative web site. We have owners from around the world making this a truly global football experience.

We are looking to forge relationships with businesses to take this club, your organisation and our communities forward together. I hope you can join us and together we will grow.

WELCOME FROM OUR CHIEF EXECUTIVE

I'm writing to you to tell you about a brand-new football club which will be playing competitive football for the first time in 2009. The club is called Southill Alexander FC and we're delighted to be sharing Biggleswade Town's brand-new facilities at the Carlsberg Stadium on Langford Road, Biggleswade, Bedfordshire.

The club's name was chosen by a group of football fans and links its name with the local parish of Southill and the name of Bishop Alexander, an important historical figure in the locality during the 12th century.

What's different about our club? Well, whilst we are in many ways a traditional football club, we will also have an innovative interactive website which we'll use to keep in touch with our owners, fans and the local community. The site will also enable supporters all over the world to join together with the manager and officials in making decisions about the team and the club's development. Coupled with this, we have two Board members based in America who are making links with local businesses, colleges and sporting clubs in the States.

We're very excited about our new venture and hope you'll take a minute or two to have a look at the sponsorship packages which we have created. Our sponsors have a unique opportunity to become part of something brand-new and to get their name or business publicised not just locally, but all over the UK and internationally too. If you'd like to know more, please contact 01366 348254 I'd be very pleased to give you a call to tell you more about our club and our plans.]

Gordon Parham, Chief Executive Officer, Southill Alexander Football Club



Our club crest is shown to the right. It's made up from the Bedfordshire county flag over crossed bishops' crozier and a bishops mitre our reference to Bishop Alexander 'the Magnificent'

OUR CLUB

We are extremely proud of our new football club; in order to help us all succeed we are now actively seeking new commercial partners. An association with Southill Alexander Football Club can open up to a world of opportunities due to our global ownership; there has never been a better time to work on joint commercial activities for everyone concerned.

We have so much to offer both local and national companies, we believe the building blocks and business structure are firmly in place and the timing is right to join Southill Alexander Football Club and become a sponsor.

We will truly be the 'fans club' all major decisions will be made by the owners in a democratic way.

The founding principles of 'the beautiful game' Integrity, Respect and Community are ingrained into our club along with a hope that we can bring a family atmosphere into our stadium. You can be assured that we manage our commercial operations in exactly the same way.

We are firmly committed to being actively involved in the community and promoting the future development of the game. We hope to forge links with local schools to enable them to become involved with the club.

Southill Alexander also known as 'The Bishops' will become a strong brand in its own right and a great platform to develop your companies commercial and social aspirations.



The Main Stand at the Carlsberg Stadium
Home of Southill Alexander Football Club

JOIN THE CLUB

It's not about which club you support this is about making a difference to the way football is run in the future. Southill Alexander is proud of its pure passion for football that brings people, industry and communities together.

Now is your opportunity to become part of football history. With a range of corporate and sponsorship packages available you can become part of a special family helping Southill Alexander Football Club progress through the leagues, whilst enjoying all the benefits your membership package brings.

A WORLD OF OPPORTUNITIES

For your chance to access a world of opportunities including corporate membership and sponsorship packages please consult our sponsorship supplement.

If you have any questions or require any further information call Simon Kerfoot, Marketing Director on 07961481331 or email marketing@southillalexanderfc.com

