



Hampstead & Westminster Hockey Club



A sponsor's dream

HAMPSTEAD & WESTMINSTER HOCKEY CLUB – A BRIEF HISTORY

Hampstead & Westminster Hockey Club runs a combined total of 15 senior sides (10 men's and 5 women's) and the Club's home facilities are in Maida Vale, making it the most centrally-located club in London. This is reflected in the make-up of the Club's 200 plus members, the majority of whom are professional people between the ages of 22 and 35.

Home matches are played at Paddington Recreation Ground on two synthetic pitches owned by Westminster Council. One of the pitches has been newly-laid and is a state-of-the-art water-based surface, the same that was used at the Sydney 2000 Olympics. Indeed, certain Great Britain players were training on it over the summer in preparation.

The Clubhouse is based at the entrance to the Recreation Ground and is a public house, The Carlton Tavern. This is owned by the President of the Club, Mr. Peter Boizot MBE DL and has been converted into a sports bar with shower and changing room facilities downstairs and live entertainment including jazz upstairs.

The men's first team play in the National League Division One having finished champions of Division Two last season. In fact we lost just the once, making us the most successful team in the National League. The current team boasts three England under-21 internationals, three South African internationals as well as two former Great Britain and England Olympians.

Last season saw the appointment of both a new captain, Rob Turner and a new player/coach, Soma Singh (one of the former Great Britain and England internationals).

Hampstead & Westminster have been playing hockey for 106 years but last season has gone down as the most successful ever for the Club.

THE NEED FOR SPONSORSHIP

The Club's two main sources of income are from members' annual subscriptions and weekly match fees. As you will appreciate, playing National League hockey means the men's first team incurs far greater costs than any other team in the Club. Thus one of the areas highlighted for a review is the financing of the team.

Various money-raising schemes are already up and running but we are hoping to obtain a significant element of the amount required through equipment sponsorship. As with sponsorship in previous years, this could take the form of one main sponsor having their name splashed across all training and matchday kit or a number of sponsors paying to have their name displayed on an agreed article of clothing e.g. shorts, drill tops etc.

In addition to equipment sponsorship, there is the potential for pitch-side advertising (we are presently in discussion with Paddington Recreation Ground and Westminster Council as to the viability of permanent advertising around the newly-laid water-based pitch), programme advertising, advertising in the goals, as well as other promotional activities that our players could be available for.

TEAMING UP WITH HAMPSTEAD & WESTMINSTER HC - WHAT A SPONSOR STANDS TO GAIN

Your name would be made prominent in and around the Clubhouse keeping you top-of-mind to all visitors.

The team has ambitions to make it into the Premier Division within the next few years. With the facilities we have, our prime location, as well as the players the Club is now able to attract, there has never been a better time to come on board as a sponsor. Success breeds success.

The potential to meet new business contacts through the Club.

Our website, presently being re-vamped, will allow a sponsor to create banner advertising and direct links to their own website so that anyone visiting H&W's web address would see your name. If users wish to enquire further, a simple click and they'll be straight into your site.

Hockey is an Olympic sport at which this country excels. It has a healthy profile and a strong youth base, being taught in most of the country's top schools which attracts family support due to its clean image. All good reasons to be linked with the game.

Media coverage. We receive an increasing level of national press coverage as well as excellent local media coverage. The Ham & High has a circulation of 26,000 and 80% of readership being ABC1's.

HAMPSTEAD & WESTMINSTER HC IN THE NEWS

Due to the great success of Hampstead & Westminster last season, we appeared in the national papers on an almost weekly basis. Articles from The Telegraph, The Times and The Independent followed the team's domination of The English Second Division, as player/coach Soma Singh's outstanding coaching started to pay dividends.

In one season with Hampstead, Soma has created a team that can play some of the most exciting hockey in England mixing a crucial blend of youth and experience.



Former England and Great Britain International and Hampstead's Player/Coach Soma Singh shows off his skills.

Together the team conceded just 28 goals and netted a massive 80. It's no wonder the media couldn't stay away!

One of the articles from The Times.

Singh out to make a point

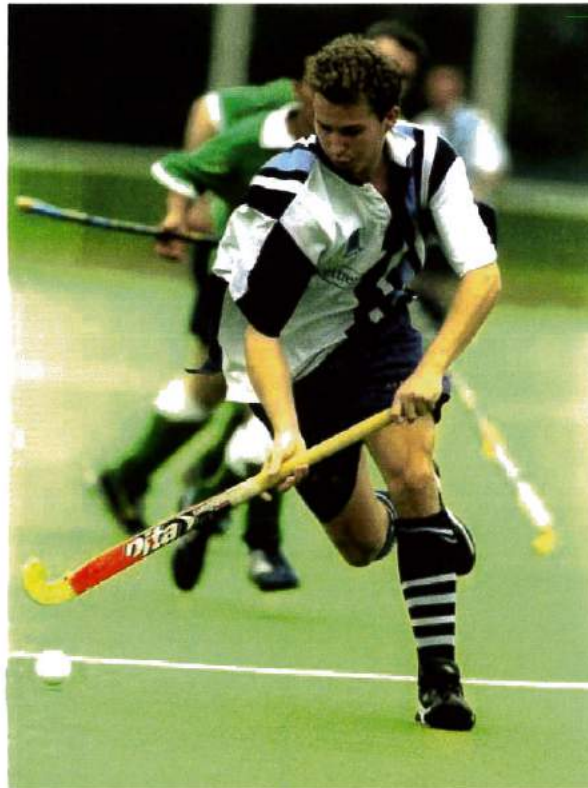
SOMA SINGH has played in two World Cups and the Atlanta Olympic Games, but tomorrow the Hampstead & Westminster player-coach has his sights set on helping the club to clinch the solitary point they need to capture the second-division title when they meet Oxford University.

The central midfielder player, 34, admits that he is confident about the team's chances:

"They're preparing for the Varsity match on Tuesday and will be keen to give a good account of themselves," he said. "It's very important for us to earn promotion and the club, including the ladies' sides, are enjoying an extremely successful season and are going places."

Singh's former Great Britain team-mate, Rob Thompson, has shown that he is still a threat in front of goal, while Matt Hetherington and Mike Williamson are also singled out by Singh for their valuable contributions.

Tom Matthews and Simon Moffatt are unavailable for the encounter and Bruno Solaun is out after dislocating his shoulder last week, but their absence is unlikely to affect the team's unbeaten run and their push for promotion.



England U21 International Mike Williamson starts another match-winning move.

Claire Middleton from The Telegraph, announcing us as Champions.

Men's Hockey: Singh rises to task

By Claire Middleton

HAMPSTEAD & WESTMINSTER turned a mathematical probability into a certainty when they clinched promotion from men's National League Division Two.

They beat Oxford University 3-2 on Saturday, thanks to two strikes from Matt Hetherington and a goal from Craig Carolan. The campaign, where only St Albans have been able to maintain any sort of challenge, represents a fine start at the club for coach Soma Singh, the former England and Great Britain international who joined them this year from Southgate.

An article from The Independent

Hampstead & Westminster Secure Title

By Bill Colwill

Matt Hetherington scored twice for Hampstead and Westminster as they beat Oxford University in a thrilling 3-2 victory to become EHL Second Division Champions.

H&W HC has also been very lucky to have the outstanding support of The Ham and High, the local North London paper. They generated masses of column inches as we homed in on the title, as well as some outstanding action photos.

Ham&High

SPORT

Hampstead on upgrade



Patrick Mooney

HAMPSTEAD, fresh from clinching the English League division two title at Oxford University on Saturday, are already aiming to consolidate in division one next season.

"The speed of the game will be much faster," said Hampstead's liaison officer Ian Smith this week. "It will be a good challenge. But with only one club promoted we will be looking to consolidate."

Hampstead have totally dominated division two this season. They are unbeaten with two matches remaining, having won 18 and drawn two.

"Our only rivals have been St Albans," added Smith. "We beat them twice and they have dropped points recently so they will finish second."

Hampstead are the division's top goalscorers with 73 and have conceded just 23.

Not surprisingly, they boast the division's three top scorers in Matt Hetherington, Craig Carolan and Rob Turner.

Hetherington was Hampstead's hero on Saturday, scoring twice including the winner, in a dramatic 3-2 victory after the students had led 2-0. Hetherington leads the charts with 24 goals, just two more than Carolan, who



HOCKEY

was also on target at Oxford. Turner has 15.

"We will be looking to finish off our home League campaign in style against Peterborough on Sunday," added Smith. "We beat them 5-1 at their place and we want to show champion form."

Hampstead's coach is the former Great Britain international Soma Singh, who joined from National premier club Southgate.

Hampstead also boast another ex-England player in Rob Thompson while South African Carolan has also been highly influential.

Hampstead's lower teams are also enjoying a successful season. The seconds are poised to make their play-offs as are the thirds in London League division three.

The fifths have already won division five in London and the women are set for promotion to the Southern League.

"It has been a very impressive season for the majority of our sides," added Smith.

"Our seconds have been particularly impressive against teams from National premier clubs."

● Oxford report on page 61.



Captain Rob Turner thwarts another attack.



HAMPSTEAD/CHELMSFORD
TOM MATTHEWS SETS UP AN ATTACK FOR HAMPSTEAD

England U21 International Tom Matthews dominating the right midfield.

HAMPSTEAD & WESTMINSTER - AN AWARD WINNING CLUB

Hampstead's awards for last season however did not just finish at National League Division Two Champions. We cleaned up at the English Hockey League Awards.

With 80 goals netted last season, unsurprisingly all three of our forwards appeared on the Golden Stick table for Division Two, and Matt Hetherington and Craig Carolan finished 2nd and 3rd respectively in the country.



England U21 Matt Hetherington, netting his fourth against Firebrands.

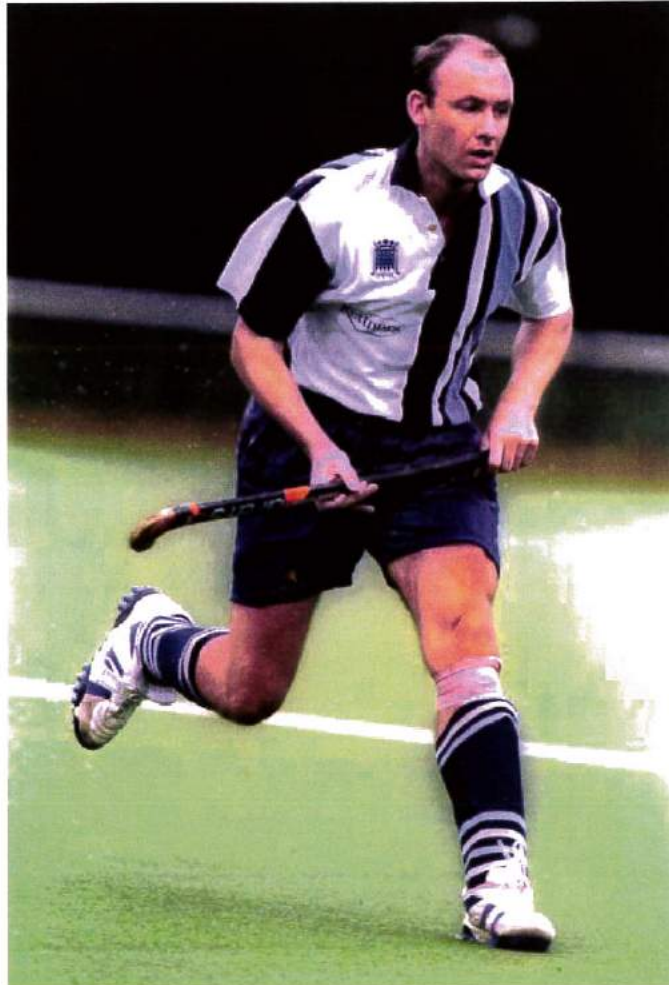
MENS DIVISION TWO TOP GOAL SCORERS

	Strokes	Corners	Field	Total
Matt Hetherington (Hampstead)	0	8	18	26
Craig Carolan (Hampstead)	4	8	13	25
Gary Hales (Peterborough)	2	3	14	19
Rob Thompson (Hampstead)	0	3	13	16



South African International Craig Carolan scores another stunning goal.

Rob Thompson was voted Player of the Year by his fellow Division Two players.



Former England and Great Britain International Rob Thompson, one of this country's most prolific scorers, preparing to add another to his tally of 150 first class goals.

And to complete a clean sweep, Hampstead was also voted the Most Hospitable Club. This award, in particular, sums up the new ethos and spirit in the Club and reflects how much of a welcome we give to all guests be they opposition, delegates, umpires or supporters.

The Carlton Tavern, home of Hampstead & Westminster HC



HAMPSTEAD & WESTMINSTER HC – THE FUTURE

This past season has been massively successful and as a club we do not want to stop here. Our long-term goal is not just domestic success by reaching the National Premiership but also to compete in Europe.

The first step to European competition will be through our entrance into the National Indoor competition this coming winter. This is when hockey moves indoors and the warmer environment means crowds flock to see the fast-moving, high-scoring game. Last season this competition received exposure on television and with both the indoor and outdoor game developing more each season it is hoped both will have televised games this year.

This season the side has been considerably strengthened with the arrival of Justin King and Gary Boucher, two current South African internationals. Mark Darbon, an England U21 player, has also joined making the squad one of the strongest in the league.

We are looking to develop a sustainable relationship with a main sponsor. We have a clear development programme in place as to where the team hopes to be in a few years time and undoubtedly for us to achieve this we need support from a sponsor.

If you are interested in coming on board with one of the fastest rising hockey clubs in the country, please contact one of the following.

Tarlok Mandair, sponsorship co-ordinator: 01702 585111

Rob Turner, 1st XI captain: 0207 573 6678 (W) 0208 208 2688 (H)

Ian Smith, 1st team manager: 0208 906 5533 (W) 0207 739 9110 (H)