



# TELFORD FLYERS

Corporate Sponsorship

‘Grow Your Business, Support The  
Community, Change Lives...’



# Did You Know

**67.4% of adults aged 18+ are overweight or obese in Shropshire.**

**22.1% of children aged 4-5 years old are overweight or obese, increasing to 30.7% aged 10-11 years.**

**20.5% (1 in 5) of the Shropshire population are disabled, which is higher than the England rate**

**24.9% of Shropshire population live in 20% most deprived areas nationally**

**An estimated 4,350 of 7-16 year olds and 3,680 of 17 to 24 years old have a mental disorder**

Source: Shropshire Health & Wellbeing Strategy 2023-2027 (GOV)

# Our Mission

All volunteers at Telford Flyers BMX Club are dedicated to providing a supportive and inclusive environment where riders of all ages and backgrounds can develop physically, mentally, emotionally, and socially.

Our club promotes a nurturing culture, offering elite coaching, national-level facilities, and a strong sense of community.

We are extremely proud to be the first and only club in the country to be awarded Limitless BMX Status, a status awarded to clubs providing cycling opportunities for disabled people, regardless of age, impairment and ability by British Cycling.



# Huge Benefits

Structured physical activity offers huge benefits. We've had the privilege of witnessing children and adults develop in the following ways through their engagement in the sport:

- Physically: We see members lose weight, improve sleep, gain strength, and develop fitness.
- Mentally: We see improvements in focus, patience, determination, and resilience. Regular physical activity has been shown to enhance cognitive function and academic performance in young people.
- Emotionally: We see improvements in mood, ability to handle failure, and reductions in anxiety.
- Socially: We see members grow in confidence, make lasting friendships, and develop team spirit and a sense of belonging. Social interaction through sports can reduce feelings of isolation and improve overall well-being.





# Our Goals

We are dedicated to our mission of transforming lives through BMX and positively impacting our county. We have significant goals for the coming years, aiming to:

- Become an integral part of the Telford and Wrekin community, encouraging and enabling participation regardless of race, gender, or economic status.
- Acquire funding to support disadvantaged groups such as, dedicated 'limitless' sessions for individuals living with disabilities.
- Double our membership over the next 12 months.
- Host regional and national races, attracting approximately 500-1,000 attendees per race, including both participants and spectators.

By pursuing these objectives, we strive to make a meaningful difference in the lives of our members and the broader community.

# A Smiley Face

We are immensely proud to have Martin Brown (aka Smiley), a distinguished Shropshire native and prominent figure in the BMX and Four-cross racing scene, passionately committed to the Telford Flyers mission.

Smiley has been there and done it...

- BMX British Championship
- 2x National Champion
- Fourcross MTB British Champion

Utilising the Dawley track, Smiley coaches approx.120 members and inspires a diverse range of riders, from toddlers on balance bikes to world-ranked riders, sharing his expertise and enthusiasm for the sport.



# Pathway to Excellence

The club is perfectly set up to nurture talent, allowing those who want to take the sport more seriously and potentially compete direct access to the following:

- **Elite Coaching:** Our coaches include a Level 2 BMX-specific coach, a qualified supercross coach, and a coach for the British Cycling Talent Development Pathway.
- **Elite Riders:** Our team boasts world, European, and British ranked riders, including 7x European Cup podium finishers, 6x top 5 national ranked riders, and 2x national championship winners.
- **Elite Facilities:** We are proud to offer one of the few national-level facilities in the UK.



# Sponsorship Offering

Package	Includes	Cost per/year	Available
Bronze	<b>Signage:</b> 1x Banner Trackside Location	£350*	50
Silver	<b>Signage:</b> 1x Banner Start Hill Location <b>Social Media:</b> Mentions on Telford Flyers social media channels	£500	10
Gold	<b>Signage:</b> 1x Banner On Our Start Gate, Start or Finish Gantry or 2nd berm <b>Social Media:</b> Mentions on Telford Flyers social media channels	£1500	4

Supply us with a banner to Grow Your Business Support The Community & Change Lives...

\*We will also consider pro-bono arrangements i.e. signage in return for services that benefit the club.

# Your Sponsorship

There are many ways in which your sponsorship will help us to deliver on our mission to transform lives through the sport of BMX and positively impact our county. Here are a few examples of how your money will be spent.

Grounds/track maintenance and development to ensure a safe, high-quality facility.

Provide equipment such as bikes and safety gear to help overcome the initial barrier a vast majority of new riders face.

Youth Development Programmes, helping talented riders\* lacking the resources required to compete in events and fulfill their potential.

Hosting community events, competitions, and outreach programmes resulting in social and economic improvement.

\*Contributions of this nature would only be distributed to the children with a genuine lack of access to resources and who would otherwise be unable to engage.

# Core Values



## Supportive

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We support everyone to achieve their personal aspirations regardless of size and scale.

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## Inclusive

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We create opportunity for all and celebrate diversity.

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## Respect

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We are respectful in every interaction with every individual.

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## Fun

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We are a no-pressure club, fun is the name of the game.

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# Contact Us

We'd love to hear your thoughts and answer any questions you may have about the information provided and welcome you to the track to experience the club for yourself.

Email: [info@telfordflyers.co.uk](mailto:info@telfordflyers.co.uk)  
Website: [www.telfordflyers.co.uk](http://www.telfordflyers.co.uk)