

SLAITHWAITE CC SECURE PRESTIGIOUS SPONSORSHIP DEAL

By Rob Hardie

For the forthcoming 2008 Drakes Huddersfield Cricket League season, Slaithwaite CC have announced details of a new sponsorship deal with local business Property Sourcing and Management. Huddersfield based PSM will be allocating a generous four-figure sum in return for sponsoring the team for the next three years. The company is fronted by a familiar face to Hill Top, Northern Irishman Derrick Maguire, the current Slaithwaite 2nd XI captain.



Property Sourcing and Management deal with housing and rentals but specialise in developing relationships with property developers and property finders which offer investors opportunities to purchase properties. The company's objective is to source property deals in both the UK and Europe which have minimum risk attached and maximum gain assured. PSM negotiate the purchase of multiple properties giving clients a genuine discount. PSM work under the premise that property has proved to be a very consistent performer for wealth creation in the UK and Europe.

This is in line with statistics showing that property in general in the UK has doubled in value every 8-10 years and because of this they source properties that will give the investor a genuine discount of between 10-20% of the current market value. PSM strive to find properties that are not yet fully complete; this gives any investors the chance to double their money and get a large discount on further purchases. The company has also built up a strong alliance with many builders and property finders and they use their expertise to pass on the right deals to clients.

In brief, these are the services that PSM offer:

- Source tenanted residential portfolios
- Provide full management of the above portfolios
- Source tenanted commercial portfolios
- Provide full management of the above portfolios
- Source off-plan residential properties with discount
- Provide full management of the above portfolios
- Source land with/without planning in the uk
- Source sites for hotels in UK of any stars required
- Source overseas properties
- Source overseas land
- Carry out any due diligence required on residential property
- Carry out any due diligence required on land

In addition to what the company offers from its business, there will be additional benefits to Slaithwaite Cricket Club and its members. The firm will be running an incentive in the form of a 'bonus scheme'. Should any club members become investors with PSM then referrals for any new investors will be rewarded with commission-based incentives in a 'two-way street' scheme between company and investors. In addition to this there will be a variety of events to be staged at the club which will bring the benefits of the company to wider public attention.

As well as advantages for investor members, the club as a whole will benefit from this new deal – because their on-field displays will affect the sponsorship deal as a whole. Should the club realise their ambition of returning to the top flight at the first attempt, then the money paid to the club by PSM will be increased further.



This sponsorship deal is vitally important for the club as it will provide funding that will help the club in the immediate future. As the 2nd team captain, Maguire is fully aware of how vital proper funding is to a club like Slaithwaite: "It is very important, as in our position we play against clubs with more money and better funding." It is also fundamental for the club as money can be used towards the 'bigger picture' and on the development of junior players. At local level the nurturing of talent at an early age can be essential for a village cricket team and for the future of both first and second elevens. This is especially as the funding received can be used towards equipment, coaching and practice facilities that would greatly benefit the club.

As for 2008 Derrick is looking for a successful season not only off the pitch, but on it as well. "Well for the first team, I think most people are expecting promotion after last year and the signing of new players." So expectations are understandably high, a theme which is reflected in the 2nd XI captain's views on his own side: "There is certainly a strong chance for us to win the division this year." High hopes then, which isn't a surprise after the events of the previous campaign as Maguire explains, "We would have won the league last year if it wasn't for the poor weather." That would definitely appear to be the case as Slaithwaite endured nine abandoned games compared to four for the eventual winners, Honley. On a personal level the high expectations continue as Maguire sets a league-and-cup 'double' as the main target as well as having a successful season as opening batsman.

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