

### **WELCOME MESSAGE FROM CLARETS TRUST CORPORATE MEMBERSHIP TEAM CO- ORDINATOR**



#### **Welcome to our first Corporate Newsletter!**

I would just like to say what a great privilege it is to be able to move forward all the ideas we have for increasing Corporate Membership and supporting our current Corporate Members. I am really excited about the role and have already set up a number of benefits for our Corporate Members, which you will read about further in this Newsletter.

Please feel free to contact me anytime about this important aspect and contact me on our new direct Corporate Membership direct email [corporate@claretstrust.co.uk](mailto:corporate@claretstrust.co.uk) You will get a prompt response from me and the team if you use this direct email, no matter what the issues, problems or concerns might be.

I look forward to working with you all and recruiting some new Corporate Members in 2006 and have a great New Year

**Phil Lea**

**Clarets Trust Corporate  
Membership Team Co-Ordinator**

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### **MY CLARETS BACKGROUND, WHY I JOINED CLARETS TRUST AND OFFERED MY SERVICES**

#### **A personal message from Phil Lea**

I was born in Rossendale and have been a Claret since my father, sadly now departed, took me to my first game in the sixties. From about 1964-1977, I rarely missed a home game and went to quite a few away games too. Following university and after a brief period of work in the Rossendale Valley, I embarked on a career in London in January 1977. This was to take me away from my hometown and club for almost 30 years, as I built up a career and met the girl of my dreams. I was, of course, still a Claret in my heart, it never leaves you does it, but somehow what with Burnley's slide down the table and my lifestyle, physically going to matches was never going to happen in those wilderness years! Amazingly, due

to a sudden discovery of Clarets internet chat rooms and message boards and the ability to speak to fellow Clarets fans, I got the buzz to go again. In what turned out to be a fatal mistake, I attempted to go to the Liverpool game last season only to find out, standing in the downpours that day, that the match had been called off and that I had to drive back all the way to St Ives, Cambridgeshire, where I now live. Undeterred, I came back the week after and took in two games, with Reading being my first day at Turf Moor as a born again Turf man, and that was followed by that fantastic night when we beat Liverpool Reserves! I have been hooked ever since, and regularly now make the 3-hour journey for all the home games if I can, and have seen a number of away matches too.

I really then wanted to do something for the Club we all adore, either financially or simply to offer my services in any way I could. I began to read about the Clarets Trust and what it could offer, and this seemed to be the ideal way of combining both. So, in the first instance, I simply joined as a personal member but, since I have a Consultancy

business, decided to also join as a Corporate Member. At this stage I had neither an idea what being a Corporate Member would mean, nor indeed what Clarets Trust would offer me in return. Time passed and nothing seemed to happen, although I had lots of burning ideas in my head about how I could maybe help in this area and a desire to know exactly how Clarets Trust functioned behind the scenes. In one of the Open Meetings I heard they were looking for folk to help them, so I offered my services to help on the corporate side. There lies the moral of this story: don't ask what Clarets Trust will do for you, ask maybe what you can do for Clarets Trust, and at the same time find out what really happens to make this venture work and offer your help! I can safely say you will never find a more motivated bunch of guys and gals and it has been a pleasure working as a Steering Group member with the team and moving forward corporate issues.

What a year it has been! A born again Turfman regularly going to games, becoming Features & Events Team Co-ordinator for The Longside Clarets Website, and becoming Clarets Trust Steering Group member with

Corporate Membership responsibilities. Please, wherever you can, support Clarets Trust and help me to find new companies that may be able to share the vision we have

Thanks for listening

**Phil**

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### **New Corporate Membership Policy Agreed**

The Corporate Membership Team has been working with the Clarets Trust Steering Group to agree and finalise the Corporate Membership Policy, and this is now attached to this Newsletter for information (see page 5).

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### **The Launch Of Corporate Membership Team**

**This was how we announced the launch of the new Corporate Membership team in September 2005:**

'We have some good news to report to our Corporate Members. We have recognised this is an area that we have sadly neglected over the past year, having been very poor in

communicating and making contact with you.

Its not that we didn't care, we have simply been through a lot of changes, with lack of both hands to help, and time to progress ideas, compared to other priorities, but that has now all changed. One of you was so miffed about the lack of action, he decided to contact the Trust and offer his help to get things moving. He also came up with some ideas of his own which we fully endorse.

Phil Lea has been recruited onto the Clarets Trust Corporate Membership team to help drive forward the ideas we have in this area, and you will be contacted by him this month, explaining some of the exciting things we have got planned, whilst giving you the opportunity to provide feedback and let us know how you think we can be of mutual benefit to each other. One idea will be to have a separate section on this website for Corporate Members, and we are

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currently in the process of designing this, so please continue to come back to the website to see the latest news and progress.

Oh, by the way, the really good news is that, as a gesture of goodwill, we have decided to offer a free year to our current Corporate Members, with nothing to pay unless you wish to make a voluntary donation to Clarets Trust. This is being done in recognition of the fact that you paid last year and got virtually nothing from Clarets Trust in return. If you are reading this and thinking of joining, we will also be offering new Corporate Members a 2 for 1 deal with one year's subscription giving you two years membership!

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**CORPORATE MEMBERSHIP TEAM  
ANNOUNCE LAUNCH OF  
CORPORATE MEMBERSHIP  
SECTION ON CLARETS TRUST  
WEBSITE**

The Clarets Trust website was re-launched last year and can be found by going to

[www.claretstrust.co.uk](http://www.claretstrust.co.uk). If you look in the menu list on the left of the front page there is now a corporate section you can visit.



Click **Corporate** to find all you need. including:

**General Information**

How to join as a corporate member, including details of subscription fees and special offers.

**Corporate Members Details**

A summary of our Corporate Members' companies with details of their products and services including contact details. This section also acts as an advertising section for the Corporate Members.

**Corporate Policy:**

A link to the CTC Policy for all to read.

**Corporate News:**

All corporate announcements are summarised here with links.

**Corporate Newsletter:**

Electronic archive of all Corporate Newsletters to be issued

**Corporate Correspondence:**

A summary of all correspondence sent to Corporate Members as a group by Clarets Trust.

If you think of anything else we can add to the corporate members section of the website, please let us know!

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**CORPORATE MEMBERSHIP TEAM  
ANNOUNCE LAUNCH OF  
CORPORATE MEMBERSHIP  
FORUM**

**We are pleased to announce the launch of an online Clarets Trust Corporate Membership Forum, where current and potential Corporate Members of Clarets Trust can debate issues with the Corporate Membership Team and Clarets Trust Steering Group. You can also exchange ideas with fellow Corporate Members.**

The forum is a private Yahoo Groups site and joining is by application or invite only.

One way to join involves emailing [corporate@claretstrust.co.uk](mailto:corporate@claretstrust.co.uk) and supplying information about your

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company stating why you want to join. We will then consider your application and send an invite if successful. A more direct approach is to simply visit the website and apply to join and wait for our approval.



The forum address is:

<http://uk.groups.yahoo.com/group/claretstrustcorporate/>

Should you have any technical difficulties joining or applying to join this site please email [corporate@claretstrust.co.uk](mailto:corporate@claretstrust.co.uk) for help

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### **CORPORATE QUESTIONNAIRE FEEDBACK**

A few months ago, the Corporate Membership Team issued a Questionnaire to the Corporate Members seeking details of their company and how they see their relationship



with Claret Trust Corporate developing.

Some of these have been returned, but I would be grateful if the other Corporate Members who haven't sent these back could please now return the completed forms as soon as possible.

If you have lost the Questionnaire we have attached another one to this Newsletter – see page 6.

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### **CORPORATE MEMBERSHIP CARDS**

You may have wondered where your new Corporate Membership cards are this year!

Fear not, remember for this year current members will get a free year and any new members will receive a 2-for-1 deal.

However we are issuing with this Newsletter your new revamped Corporate Membership Cards and you will see we have now separated Corporate Membership from Personal Membership and have issued a new Trust-Corporate TC numbering system.

They also have a new and different livery to the Personal Membership cards

### **AND FINALLY...NEWSLETTER FEEDBACK**

We would be delighted if you could provide feedback on the style and content of this, our first Corporate Members Newsletter. Please email

[corporate@claretstrust.co.uk](mailto:corporate@claretstrust.co.uk)

with your thoughts and any suggestions for improvement

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### **CLARETS TRUST CORPORATE CONTACT DETAILS**

**Corporate Website:**

[www.claretstrust.co.uk](http://www.claretstrust.co.uk)

[Corporate Section]

**All Corporate Inquiries:**

[corporate@claretstrust.co.uk](mailto:corporate@claretstrust.co.uk)

**Corporate Forum:**

<http://uk.groups.yahoo.com/group/claretstrustcorporate/>

**Corporate Correspondence:**

FAO Phil Lea  
Corporate Clarets Trust  
PO Box 1960  
Sports Desk  
Burnley Express  
Bull Street  
Lancashire  
BB11 1DP

## Corporate Membership Policy

This document formally confirms the offers available to new and current Corporate Members of Clarets Trust

### *New Corporate Members joining without offering sponsorship or free specific Trust help or services:*

2 years for 1 year's membership subscription [2 for 1 Offer] and Corporate Section Clarets Trust website promotion. If they subsequently offer a service/sponsorship they get another year free and we review on annual basis thereafter if they continue to help

### *Companies offering free services or sponsorship:*

One years free Corporate membership with one year's free advertising on website. If the company then subsequently offers to become a Corporate Member after first year and pays £100 they then get the 2 for 1 Offer.

### **Other issues**

It's also possible that Corporate Members may receive additional benefits depending on the circumstances. Help with Trust events for example by providing leaflets, brochures or people etc. would allow the companies to promote their services at the event. It may also be possible with the agreement of Burnley FC to promote company services on Turf Moor itself where this is linked to Clarets Trust activity e.g. Banners on Clarets Trust Booths

There will however be no attempt to compare the values of any corporate offers of free help and/or sponsorship. The criteria above will apply to any offers received no matter how small or large.

The policy above will be reviewed on an annual basis

### **Clarets Trust Steering Committee**

**Phil Lea: Corporate Membership Team**

**Dated: 17.10.05**

### Clarets Trust Corporate Membership Questionnaire

Please complete this form supplying as much or as little information as you wish and return the completed form to Clarets Trust in the stamped addressed envelope provided. This information will be used by Clarets Trust in promotional activity as appropriate e.g. Corporate Section of Clarets Trust Website

#### About Your Company

Name of Company:	
Address of Company:	
Company email address:	
Company website address:	
Name of person[s] to contact on Clarets Trust matters:	
Telephone number of contact[s]:	
Email address of contact[s]	
Short Description of Company, Services and/or Products to be used in Promotional Activity by Clarets Trust	

Continued...

### Your thoughts about Clarets Trust and Corporate Membership

<p>Why did your company join Clarets trust?</p>	
<p>What benefits were you expecting from your Corporate Membership?</p>	
<p>What services and help do you think you could offer Clarets Trust?</p>	

### Other Issues

<p>Do you feel that the current Corporate Membership ideas we have are the right approach?</p> <p>These ideas are outlined in the accompanying letter</p>	<p style="text-align: center;">Yes/No</p> <p style="text-align: center;">If no please give your reasons</p>
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Continued...

<p>Do you know any other companies who may be interested in joining Clarets Trust as Corporate Members?</p>	<p style="text-align: center;">Yes/No</p> <p>If yes please name these companies with names of contacts and contact detail</p>
<p>Would you be willing to approach these companies with the help of Clarets Trust?</p>	<p style="text-align: center;">Yes/No</p>
<p>Would you wish Clarets Trust to contact them on your behalf and mention you as the referring company?</p>	<p style="text-align: center;">Yes/No</p>
<p>Would you prefer Clarets Trust to contact them on your behalf and NOT mention you as the referring company?</p>	<p style="text-align: center;">Yes/No</p>
<p>Do you have any other comments or concerns? Please use the back of the questionnaire if you need more space</p>	

Many thanks for your help in completing this questionnaire. Please contact me at Clarets Trust if you need more information or help

**Phil Lea**

**Clarets Trust Corporate Membership Team**

## **EXCLUSIVE CLARETS TRUST POLO SHIRTS NOW AVAILABLE**

### **£2 DONATION TO THE TRUST FOR EVERY SHIRT SOLD!**

We are pleased to announce that the Clarets Trust is now able to supply top-quality ladies, gents and children's polo shirts, printed with the Trust logo and slogan in full colour. The logo (on the left breast) is screen-printed directly onto the garment. Please note that all orders will now also have the Clarets Trust website address printed beneath the logo, so that you can really spread the word! All garments are, of course, fully pre-shrunk and colour fast.

These top-quality shirts are priced at **only £13.99 each** (plus P&P) for ladies and gents, or **£9.99** (plus P&P) for children's/youths sizes. **For every shirt sold, the supplier will donate £2 to the Clarets Trust.** So this is an excellent way to

obtain a superb new shirt (not available elsewhere) and show your allegiance to the Trust at the same time.



**TO ORDER: Send an email to [info@claretstrust.co.uk](mailto:info@claretstrust.co.uk) with the following information for each shirt ordered:**

- Style (Ladies, gents or children's / youths)
- Colour
- Size
- Your full name, address and postcode
- Total order value (£13.99 per adult shirt, £9.99 per children's/youths shirt) plus P&P – see below

**POSTAGE & PACKING:**

UK: **£3** (1shirt\*) / **£4** (2 shirts\*) EUROPEAN UNION: **£6** / **£8\*** USA & AUSTRALIA: **£8** / **£11\***

**PLEASE CONTACT US FOR P&P FOR LARGER ORDERS, OR FOR OTHER DESTINATIONS**

**Please see next page for Size information**

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MENS SIZES	S	M	L	XL	XXL
TO FIT CHEST	38"	42"	46"	50"	52"

**MENS COLOURS:** White, Black, Navy, Royal Blue, Gold, Yellow Haze, Sand, Forest Green, Charcoal, Sport-Grey, Indigo

LADIES SIZES	XS	S	M	L	XL
TO FIT BUST	30"	32"	34"	36"	38"

**LADIES COLOURS:** White, Black, Navy, Light Pink, Aqua, Light Gold, Lilac

YOUTHS SIZES	XS	S	M	L	XL
TO FIT CHEST	24	26	28	30	32

**YOUTHS COLOURS:** White, Black, Navy, Royal Blue, Sunflower, Bottle Green, Grey

### HOW TO PAY:

To pay by post please send a copy of your email order and a cheque payable to 'Clarets Trust' to the Trust address, which is: PO Box 1960, Sports Desk, Burnley Express, Bull Street, Burnley BB11 1DP

To pay electronically or by bank transfer, please remit to the Trust Account, which is:

Sort Code: 20-15-70 Account No: 60365610