

Archery Event

What's happening and how it will affect you?

Do you want to make more business, increase sales, profile you business?

Archery –

It's not too late to get involved

The Archery Event is just around the corner and it's not too late to get involved, take the opportunity to sponsor, supply goods and services or simply volunteer or spectate.

This is the first time that such an event of this importance has come to Dover and it is hoped that, with success, this event will become part of the annual events calendar.

There will be approximately 10,000 spectators coming to the event, held at the famous Duke of York's Royal Military School in Dover.

The Event, scheduled for 31st July to 5th August will be the first world class sports event in Dover and it is hoped that Dover will become a centre of excellence for archery. Everyone has the opportunity of getting involved, whether it is volunteering at the event, sponsoring, supplying the event or simply attending.

Businesses interested in raising their profile can contact Tom Wenham, Sportworks UK who is creating opportunities for those who wish to participate and get the best publicity available in Dover this year.

Town Centre Management have been talking to town centre businesses and asking them for their support. "It is important that businesses of all types, sectors, size or location be aware of the event and get involved in some way", commented David Somers, Dover TCM's co-ordinator. He continued: "It

is vital that businesses take advantage of this window of opportunity for promoting themselves."

David has been visiting town centre businesses asking them to stay open later during the event week, consider sponsoring the event, display posters supporting the event and to generally make Dover as visitor friendly as possible. Many businesses are taking this opportunity to change their window displays, spruce up tired paintwork and to generally make their business look more attractive to the thousands of visitors expected during the event. The local, regional and national press will descend on Dover during this period.

The success of the event will have a big impact on the local economy and on individual businesses.

It is not too late to get involved so contact the relevant people **TODAY**. Contact details are listed below.

Management of the Event at District level

Gillian Gayton
Dover District Council
01304 872424
gillian.gayton@dover.gov.uk
www.dover.gov.uk

Management of the Event at Town level

Richard Styles
Dover Town Council
01304-242625
council@dovertown.co.uk
www.dovertown.co.uk

Sponsoring /Supplying/ Volunteering for the Event

Tom Wenham
Sportworks UK Ltd.
01629 706 579
tom@sportworksuk.com
www.sportworksuk.com

Support in promoting your business

David Somers
Dover Town Centre Management
01304-225231
dovertcm@onetel.com
www.dovertcm.homestead.com

General information on archery / event

www.archerygb.org.uk

Archery Fact File:

FACT 1: The archery world cup will be held at the Duke of York's Royal Military School.

FACT 2: There will be 400 world class archers from across the globe.

FACT 3: The event establishes Dover as an archery centre of excellence.

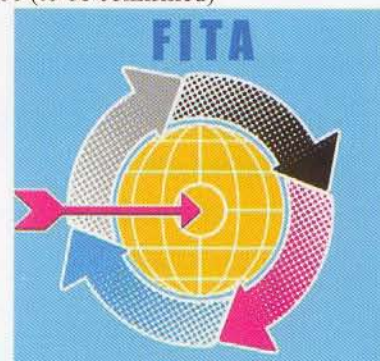
FACT 4: The competition will take place between 31 July-5 August 2007

FACT 5: Projected visitor numbers 10,000 +

FACT 6: Projected spend £120,000 - £1m

FACT 7: The event places Dover in a premier position for the 2012 Olympics.

FACT 8: The event is endorsed by Lord Coe (to be confirmed)



M E T E K S A N
A R C H E R Y
W O R L D C U P

Dover, 31 July-5 August 2007

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