

Devonshire Street House, 30 Devonshire Street, London W1N 2EB.

URGENT ATTENTION PLEASE.

21st March, 1975

Dear Secretary

Have you a cricket enthusiast among your membership? I am writing post haste as we have been given a most exciting opportunity to put ASBAH on the map, but without the help of our Local Associations I can't get it off the ground. So this is an urgent S.O.S.

The scheme has never been done in this country before, so the publicity potential is enormous. Briefly, Geoffrey Boycott is being sponsored for every run he scores in first class cricket matches this coming season. The expectation is, given reasonable weather and no injuries, that he will knock up 2,000 runs.

We can't do anything about the weather except pray! All ranks please pray! We hope to insure against injury. And we're aiming at a sponsorship level of £25 for every run scored: this could bring in £50,000 - a good part of the balance needed for the Short Term Care Home.

The scheme will be launched with national press, TV and radio coverage some time during the week commencing 14th April. The National Breakdown Recovery Club thought up the scheme and they have agreed to subscribe £1 for every run. We plan to appeal publicly for collectors to raise sponsors amongst their friends in schools, colleges, industry etc. Obviously, this appeal must wait until the scheme is publicly launched.

This is where your cricket enthusiast comes in: to get big headlines from the launching we want to be able to say that we've already got promises of at least £10 for every run. We have 80 Local Associations and if each one could recruit amongst the members' friends, workmates and neighbours a sponsorship of 10p for every run, we could make it! You might feel you could underwrite 10p for every run yourselves - you would be risking £200 but will get much more than that value in publicity.

I really feel we have a chance to put ASBAH on the map and to get our Short Term Care appeal home and dry! Will you help? I can't do it on my own. In the hope that you will join this venture I'm enclosing sponsoring forms. **In due course we shall have some printed but we only got the scheme approved yesterday and printers don't work fast enough.**

Finally, would you make sure I get your figures of sponsorship on the enclosed application form for souvenir gifts NOT LATER THAN WEDNESDAY 9 April? The gifts will follow later, again when printed. I shall be doing my bit to collect sponsors too - it would be super if we could announce £20 a run. Let's have a bash.

I wish you all a very happy Easter.

Yours sincerely

Kate White

Appeals Secretary

ASSOCIATION FOR SPINA BIFIDA AND HYDROCEPHALUS

A S B A H

30 Devonshire Street LONDON W1N 2EB
Tel. 01-935 9060 Regd Charity No 249338

NATIONAL BREAKDOWN/GEOFFREY BOYCOTT SPONSORSHIP

Sponsor Form

I will sponsorp

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for every*10/50 runs scored by Geoffrey Boycott in first class cricket matches held during the UK 1975 Season, as shown in the batting averages.

Minimum sponsorship fee:

Under 16 1p for every 50 runs

16 and over 1p for every 10 runs

Signed

Address

.....

.....

Parent or Guardian's signature if under 16

I will hand the appropriate sum to

.....
(collector inserts his name and address)

.....

.....

when shown the certified number of runs scored at the close of the 1975 cricket season. I understand that all this sum will be given to ASBAH's Short Term Care appeal.

*Please delete as appropriate

Any enquiries to Mrs Kate White, Appeals Secretary at above address