

Slough are struggling to stump up sponsorship

THE price of success is threatening the survival of Slough Town Football Club as they race against time to find crucial cash.

With only a few more weeks to go before the new season the town's footballing ambassadors just cannot gain a sponsorship deal.

The fact that not a single firm on the biggest trading estate in Europe wants to link itself with the team comes as a surprise to the club and huge support alike.

Slough, in their centenary year, romped to success in the Vauxhall League by winning the Premier Division with 92 points.

A tremendously exciting season, highlighted with attractive football, ended with thousands of supporters watching the local lads crowned as kings.

A result of this success is that they are now promoted to the GM Vauxhall Conference...the competition for the top 22 non-league clubs in the country.

In fact, so high is the standard, that the Championship spot carries with it automatic promotion to the Football League Fourth Division.

Hence the reason why the nationally based Conference is popularly referred to as the "Fifth Division."

The most recent figures for crowd attendance in the Conference shows that well over half a million people watched its last league campaign.



**Andy Tebbit
counts down
to the big
Conference
kick-off**



The Vauxhall Conference is now big news, big money and big business.

But Slough, and Slough alone in the league, have no sponsorship deal to keep them afloat, despite their

renew their sponsorship deal at the end of last season and the Rebels need a replacement...fast!

Chairman Alan Humphries has been working day and night throughout the

the door of the Football League, Mr Haywood said: "The lack of sponsorship underlines a problem of multi-national companies in Slough — very few have an identity with the town or its people.

"We are looking to gain a deal of £30,000 plus and hope we can secure this with a firm which also has huge potential, and that is as professionally successful as the club itself," he added.

Any sponsor would have boardroom facilities, kit and ground advertising, programme sponsorship and the directors' box available to them.

Other opportunities to back the Rebels include match sponsorship, ball sponsorship and programme advertising.

Meanwhile the new season draws ever closer and the cost of extensive travelling, new players and ground improvements draws hard on the resources of the club as it plans to enter a new era.

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advantageous industrial location.

summer to obtain a deal, but to no avail.

Mr Richard Haywood, full time administration manager at Slough, said the club was very ambitious: "We are very happy to be in this positive position and are looking forward to an exciting new campaign against new clubs."

But he added: "It's absolutely vital for Slough Town to get a sponsor. It's the life blood of the club and we just cannot reasonably compete without one."

The Slough Observer newspaper decided not to

Promotion to the Vauxhall Conference enforced strict and expensive ground improvements which burnt a huge hole in the Rebels' pockets.

The cost has denied manager Alan Davies of much needed finance to improve his squad.

"I am behind the ground improvements," said Mr Davies. "It had to be done, but it has deprived me of signing players I would like to sign."

With Slough knocking on