

Adams Park is up for sale

Wanderers could re-name their ground after a sponsor

WYCOMBE Wanderers are prepared to change the name of their famous stadium if the price is right, the Bucks Free Press can exclusively reveal.

The Blues have told potential sponsors they would be prepared to name Adams Park after them if they stump up at least £100,000 a year for the next three or five years.

The club's money-men admitted this week that they would re-name their ground – which they share with rugby giants Wasps – if it helps to pull in a big new backer.

Wanderers are desperate to attract a new shirt sponsor to

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replace Integrity Software, who pulled out less than 12 months into their three-year sponsorship deal.

But with the economic market down by 30 per cent, the Blues admit they may have to offer more than shirt sponsorship to realise the same £100,000-a-year that the Integrity deal gave them.

Wanderers director Rod Tomlin said: "If we were offered serious money to turn Adams Park in the Syan Adams Park or something like that we would consider it

"If the deal was the right one for us we would be prepared to sacrifice the name Adams Park."

The ground is currently named after former patron Frank Adams and any name change would have to be sanctioned by the Adams family.

And any new name would still have to include Adams Park somewhere in its title, in the same way that Middlesbrough's Riverside Stadium is known as the Cellnet Riverside.

The Blues are pulling out all the stops in a bid to woo new sponsors to put their name on the club's distinctive shirts.

They will mailshot 600 companies locally and follow up each letter with a sales call.

And the Blues will leave no stone unturned.

They want to start next season with a guaranteed £250,000 on the table in various sponsorship deals with everything up for grabs, including the club's training ground, the conference rooms and lounges at Adams Park and the thriving Football in the Community Scheme.

They are even prepared to follow third division Hartlepool's lead and have two separate shirt sponsors, one for the home kit and one for the away kit, if a single company

alone can't afford to pay for the combined package.

Tomlin said: "We've taken the price tickets off everything."

And the pioneering Blues could even turn the shirt sponsorship deal into a lottery if they can't achieve the right deal by the more conventional routes.

If the Blues don't get the money they want, they are considering holding a raffle for the naming rights.

At least 50 companies would be asked to pay £2,000 each to enter a draw and the winners would get their name on the famous shirts.

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