

### **Hinckley Community Football Club Ltd Elections – 2015**

My name is Jason Tipping, I am 24 years old and I would like to become a director of your football club. Some may recognise me as the person who marshals the gate on game days, others from the sponsorship presentations I have given at member's evenings and some who stand with me during matches.

I am standing to become one of your directors as I believe that I not only have the passion and commitment for Hinckley AFC but the business acumen and knowledge to firstly make the club sustainable and then go on to achieve growth.

My association with Hinckley Football started as a junior player at the age of 7 and by 10 I was a ball boy for Hinckley United at Middlefield lane. As I got older and my business skills developed I volunteered to do work experience at Hinckley United with the then commercial manager Dave Riche. This was my first exposure working in the football environment combining my passion for commercial success and Hinckley football.

My current job title is an International Product Support Analyst for an American Company called Gardner Denver. I achieved a First Class Honours Degree in Business Management receiving many individual accolades during the process. Despite what some might consider inexperience, I believe it is a large advantage that I am up to date with modern business principles and I am in a position to grow along with the club.

I have been a member of the Hinckley AFC working group since March 2014. In that time I have contributed to the design and creation of the Hinckley Community Lottery which is a key source of revenue for the club. My main role in the AFC working group is being part of the commercial sub team which is currently working on the sponsorship plans for the 2015/16 season. Since I have been part of the commercial team I secured match sponsors for the final 3 homes game of the season and have 2 confirmed for the start of next season. If elected I have many ideas regarding sponsorship and other commercials activities which will benefit Hinckley AFC. One of those ideas is to drive and promote a sponsors evening where a "prize draw" will be held which will determine who our main sponsors are next season. To support my ideas I will create robust marketing strategies combined with in-depth analysis which will be used to aid the decision making process. This will ensure that Hinckley AFC is maximising its potential revenue which will aid Carl and the playing team.

What Hinckley AFC has been able to achieve in its inaugural season is nothing short of remarkable and I am very proud to say I that I have been a part of that. If elected, I am confident that I will create innovative business strategies that will be used to drive Hinckley AFC's commercial activity. I have many ideas which I believe will be successful and will ensure that we remain on the path that we are currently on achieving long term sustainability.

Kind Regards

Jason Tipping