

MIDDLESEX CHARITY 7's

12 PREMIERSHIP TEAMS
4 GUEST SIDES
30,000 RUGBY MATES

= ONE BIG PARTY!



TWICKENHAM
STADIUM

SATURDAY 15th AUGUST

for all the latest news visit

www.middlesex7s.com



July 2009

Dear Club Secretary

MIDDLESEX CHARITY SEVENS – £ £ £ CLUBS CASHBACK £ £ £

I am pleased to tell you that we are again offering clubs the Cashback scheme on all Middlesex Sevens adult tickets sold through rugby clubs. For every ticket sold you can earn your club £10. We have paid out several thousands of pounds to clubs on this scheme so make sure your club is one of them.

£10 FOR EVERY ADULT TICKET SOLD

Tickets are £20, £30 and juniors are £5 (no Cashback on junior tickets). There are several easy options for your club to run this scheme depending on how and to whom you want to sell tickets.

- 1. Affiliates Scheme:** Simply put the Middlesex 7s click-through button on your website and emails and we will pay you £10 for every adult ticket sold to people buying through this link. The purchasers don't have to be club members so you can circulate the link as widely as you like. To download the button and link simply register online at www.Middlesex7s.com/affiliates or contact Adam Kemp (see below)
- 2. Club Group.** This allows all your ticket holders to sit together. Call Barry Aherne on 0871 871 3777 or email BarryAherne@RFU.com to reserve a block of seats for your club. Sell the tickets at full price directly to your club members, guests and everyone else, collect the money in and then pay for the number of tickets sold – we will pay your club £10 on every adult tickets.
- 3. Club Group Builder.** Build your Group online with each purchaser paying directly for their own ticket. Register online at Middlesex7s.com/ClubGroups or for more information contact Adam Kemp (see below)

Good luck and we hope to be writing out a big cheque for your club.

Also enclosed is a poster for your club and some coasters to help promote your sales. If you would like further supplies or have any queries please call Adam Kemp on 0208 740 5329 or email AdamKemp@MiddlesexCharitySevens.com

Kind regards

A handwritten signature in black ink that reads "Brenda Hobday". The signature is written in a cursive style with a long horizontal line underneath.

Brenda Hobday
Chairman, Middlesex Charity Sevens