



## Company Round-up

### **Best of grass-roots sport**

Minister for Sport Richard Caborn presented the 2001 Sportsmatch award for the best grass-roots sport sponsorship to a coaching scheme for youngsters run by Wimbledon football club's community development programme and sponsored by McDonalds Restaurants.

Local schools were given weekly coaching sessions and more than 250 teachers were coached to enable on-going development of the youngsters' skills. Football coaches also visited housing estates in disadvantaged areas for after-school sessions with talented youngsters selected for player development days at the club.

The Wimbledon scheme also won first prize in the youth category of the awards which are staged annually to recognise the best commercial sponsorship of grass-roots sport in England. Other winners were: community category – Gateshead Metropolitan Borough Council sports training for under-fives, sponsored by

Gateshead Shopping Centre; Darlington Table Tennis Club schools tournament sponsored by Jarvis Sports; disability category – Colchester Phoenix Swimming Club coaching and competition programme sponsored by London Mutual Insurance Society.

Each year Sportsmatch supports 350 sponsored projects by matching the sponsor's payment on a £ for £ basis from £500 to a maximum of £50,000. Since it was founded in 1992, Sportsmatch has encouraged 3,000 companies to sponsor grass-roots sport in 3,300 projects involving 72 sports and 12 million participants. Sportsmatch is funded in England by the Department for Culture, Media and Sport through Sport England and is administered by the Institute of Sports Sponsorship.

### **CONTACT**

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