



# HULL CITY A.F.C.

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DC/FL

22 September 1999

Gary Linke  
The Football League  
11 Connaught Place  
LONDON  
W2 2ET

Dear Sir

## Season of Promise

Please find enclosed our registration form for the above.

We hope to have the scheme in operation prior to Christmas and have identified the home game against Exeter City on Saturday 04 December as the potential launch date.

If you need any further information, please do not hesitate to contact me.

Yours faithfully

**DAVID CAPPER**  
**DIRECTOR OF FOOTBALL ADMINISTRATION**

Official Club Sponsor



Official Kit Supplier



# "Season of Promise" Registration Form

Name of Club:

HULL CITY

Club contact name and position within Club:

DAVID CAPPER (DIRECTOR OF FOOTBALL ADMINISTRATION) AND ANDY JAYKIN (COMMERCIAL DIRECTOR)

Tel. No. (Direct Line):

01482 577814 (ac)

01482 577805 (ad)

Fax:

01482 505752

## The Club's Promise:

Please outline your Football Club's Promise including details of when your promise will take place, whether it is a one-off activity, which area of the community it is targeting, whether or not the promise is building on an existing project and how it will increase attendances:

OUR PROMISE IS TO CREATE AN ORGANISATION FOR OUR SENIOR SUPPORTERS WHICH WILL MAKE THEM FEEL AN INTEGRAL PART OF THE FOOTBALL CLUB WITHIN THE COMMUNITY.

AN EMPHASIS HAS BEEN PLACED, QUITE CORRECTLY, IN RECENT YEARS ON GENERATING CHILD AND FAMILY PARTICIPATION IN FOOTBALL. MANY EXCELLENT SCHEMES HAVE DEVELOPED AND MORE AND MORE CHILDREN AND FAMILIES ARE NOW ATTENDING NATIONAL LEAGUE GAMES.

VERY FEW CLUBS, HOWEVER, SEEM TO CONCENTRATE ON THE OLDER GENERATION, THE SUPPORTERS OF YESTERYEAR, MANY OF WHOM HAVE GROWN OUT OF THE HABIT OF ATTENDING GAMES, PERHAPS THROUGH HAVING NO ONE TO GO ALONG TO GAMES WITH.

WE AIM TO LAUNCH THE SENIOR TIGERS SCHEME ALONG THE LINES SET OUT IN THE ATTACHED PAPER, PRIOR TO CHRISTMAS. THIS WILL BE AN ONGOING ACTIVITY WHICH WILL HAVE CONSIDERABLE BENEFITS FOR THE CLUB AND SUPPORTER ALIKE.

What do you see as the key angle to your promise that will attract local media coverage?

THIS IS AN EXCITING NEW VENTURE, TARGETING A GROUP WHO OFTEN FEEL NEGLECTED BY SOCIETY IN THIS CURRENT AGE.

Signed:

Board Member Signature:

Position at Club:

DIRECTOR OF FOOTBALL ADMINISTRATION

Date:

22/9/1999

For official use only

Date received:

Received by: