



SPONSORSHIP INFORMATION

# THE FINAL HURDLE



***“The mission of Aberdeen Amateur Athletic Club is to create an environment for athletes to achieve their potential in sport and in life.***

*Aberdeen Amateur Athletic Club, above all things, believes in and values:*

***Inclusion,***

*offering opportunities in athletics to everyone;*

***Fun,***

*emphasizing enjoyment and camaraderie in sport;*

***Community,***

*creating a culture of friendliness, involvement, and cooperation;*

***Empowerment,***

*shaping an environment conducive to growth and autonomy;*

***Performance & Competition,***

*striving to achieve one’s personal best.”*

Brian Pahlmann, Club Manager

# HELLO

Aberdeen Amateur Athletic Club has begun an ambitious project to take Aberdeen athletics facilities to the highest level, enhancing Chris Anderson Stadium and securing its position as one of the best athletics venues in Scotland.

In doing so, we hope to attract bigger and better competitions and higher profile athletes, subsequently growing and sustaining the sport of athletics in Aberdeen.

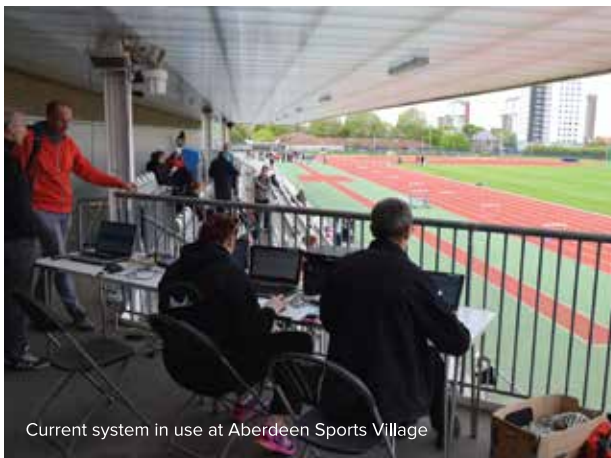
*Mark Davidson*

Mark Davidson, AAAC President

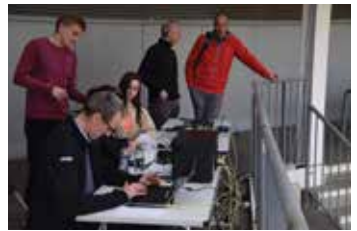


# THE PROPOSAL

Our proposal to construct a Photo Finish and Officials Training Room within the Chris Anderson Stadium at Aberdeen Sports Village is a key element in Aberdeen AAC's development plan for 2017-2020.



Current system in use at Aberdeen Sports Village



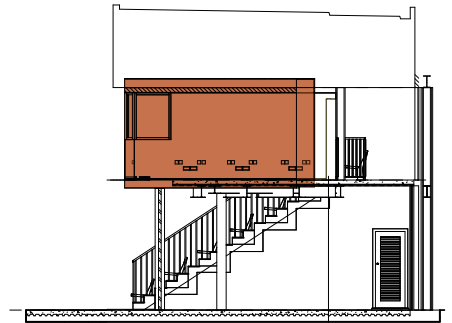
It is vital that we support the recruitment, retention, and education of our pool of volunteer officials and this facility will help us achieve that goal by providing the proper facilities which they need. Without these volunteers, competitions cannot be held.

The Photo Finish and Officials Training Room will comprise 20m<sup>2</sup> of floor space with windows along two sides, allowing photo finish judges clear views of the finishing straight and finish line. The room will ensure that the photo finish judges and match administration team can work in an environment allowing them to carry out their duties in an accurate and efficient fashion. They, and their equipment, will be sheltered from the weather as well as the distraction of the spectators in the stand.



## THE VISION

Aberdeen Amateur Athletic Club's vision for this project is to bring to Aberdeen the absolute best competition, challenging our athletes to achieve their potential and inspiring the next generation of athletes to join us.



TOTAL AREA = 20m<sup>2</sup>



£30,000 photo finish equipment purchased



*"As National Events Manager for **scottishathletics** I fully endorse the Photofinish & Officials Training room project Aberdeen AAC are embarking on, and look forward to bringing further significant events to the facility on completion of the project soon."*

**Ally Love, National Events Manager**

## PROJECT OVERVIEW

**£10k**

Initial investment  
by AAAC

**2018**

1 April 2018  
Completion date

**386**

Current AAAC  
members

**100**

Monthly average of  
non-members competing  
at AAAC events

**9-72**

Ages of competing  
AAAC members

**£73k**

£73,232 Projected  
cost, excluding VAT

**209**

AAAC junior  
athletes

**134**

AAAC  
volunteers

**3000**

Footfall at ASV  
per day

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[www.aberdeenaac.co.uk](http://www.aberdeenaac.co.uk)

# THE BENEFITS

The projected impact of the AAAC Photo Finish & Officials Training Room will be:



## PROTECTION

To provide our volunteer officials with a working environment where they may be protected from the elements and work more comfortably and effectively;



## EFFICIENCY

To improve set up time of the equipment, thus improving the efficiency of our officials and giving them more time to present more events;



## SECURITY

To protect and complement the previous investment of £30,000 of photo finish equipment;

## EXPOSURE

To improve participation in general and to attract higher level and higher profile competitions to Aberdeen Sports Village, ultimately:



- » bringing more income to AAAC which will allow the club to then reinvest into coaching and officials' education and resources, further improving the quality and breadth of training and competitions that we provide;
- » and, earning greater publicity for the sport, attracting new athletes, including those from under-represented groups, to a potentially life-long sporting activity that will improve and maintain fitness and health and develop life skills.



*“scottishathletics identify Aberdeen AAC as one of our premier clubs and they have our full support in progressing this fantastic initiative.”*

**Mark Munro, Chief Executive, Scottish Athletics Ltd**



# THE LOCATION

Aberdeen Sports Village is the premier sport and exercise facility in Scotland and provides world class opportunities for everyone in the community, serving approximately 3000 customers daily.

Their vision is to exist as a home for sport, creating inspirational opportunities for everyone to realise their potential. Aberdeen Sports Village was created as a partnership among Aberdeen City Council, University of Aberdeen, and Sport Scotland. Phase 1, including the all-weather track and fitness and sport facilities, was completed in 2009. This created the opportunity for ASV to host the **scottishathletics** National Championships in Aberdeen in 2014, the first time in over 100 years the event was held outside of the Central Belt of Scotland. Phase 2, including the Aquatics Centre, followed in 2014.

In 2015, as the previous track had reached the end of its lifespan, the track was replaced with a brand new all-weather surface.



## OUR PARTNERS

AAAC and ASV along with **scottishathletics** have a partnership formed to support and deliver athletics programmes which will provide participation opportunities for athletes of all ages and abilities.



# Aberdeen Sports Village

A stylized graphic element consisting of three overlapping, flowing lines in blue, red, and orange, curving upwards and to the right, positioned to the right of the text.



# THE CLUB'S HISTORY

Aberdeen Amateur Athletic Club is a Scottish Athletics-accredited, Community Amateur Sports Club founded in 1952.

The club is led by a volunteer leadership committee, supported by two part-time, paid officers. All coaches and officials are volunteers, donating their time and expertise to support club athletes and present competitions. AAAC's nearly 400 athletes, aged 9 to 70-plus, train and compete in track and field events, cross country, hill, and road running. Over the years, many have participated and earned medals in multiple Scottish, British, European, and world championships as well as the Commonwealth Games. AAAC hosts training sessions and competitions, indoor and outdoor, year-round at Aberdeen Sports Village.

# CAN YOU HELP US REACH THE FINISH LINE?

If you or your company would like to help us reach our target, please get in touch to learn how to donate or about the fantastic corporate sponsorship packages available.

Contact Brian Pahlmann, Club Manager  
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