OPTION: **TRANMERE ROVERS SPONSORSHIP**

BUDGET SAVING: **£135,000**

DESCRIPTION OF OPTION

The Council has sponsored Tranmere Rovers Football Club since the 1989/90 football season. This sponsorship involves having the name of the organisation on the home and away shirts, requiring Club players to promote Council events and activities and a range of additional promotion and engagement benefits.

The option in this area is to cease the sponsorship arrangement, and request the Club to seek commercial sponsorship elsewhere.

RATIONALE

The sponsorship arrangement was originally in place to re-pay a loan from the Council to a club, which was repaid in full in 1998. The Council has since made the decision on an annual basis to continue the sponsorship based on the benefits the Council receives from the arrangement in terms of promoting the borough as an excellent place to visit.

IMPACT

This option would bring no direct impact to residents, but would result in reduced promotion of the borough on a national level. It would further impact on the club who would be required to seek an alternative sponsor.

MITIGATION

The Council will refocus reduced resources on promoting the borough to visitors.