



**TWO TEAMS.  
ONE GOAL.**

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# OUR GOAL. YOUR OPPORTUNITY.

## WORLD RECORDS ARE SET TO BE BROKEN...

- Our aim is to set the record for the longest continuous football match.
- In memory of three members of the family of football: Jacob Schilt, Matt Chaplain, Matt Grimstone, we would like to share any funds we raise between the British Heart Foundation, and toward a permanent memorial bearing the names of all three players.
- The current record stands at 105hrs and is held by the Craig Gowans Memorial Fund in Scotland (July 2015). Their match raised over £100k.

## ...AND WE NEED YOU TO BE PART OF CREATING HISTORY.



# THE INSPIRATION



## TURNING A DREAM INTO REALITY

Everyone dreams of being a record breaker and getting their name in that famous book.

Using the words of the late Roy Castle, *"You want to be the best, and you want to beat the rest"*.



## MATT CHAPLAIN

A wonderful father, a devoted husband, a respected colleague and a valued friend, his sad passing from a cardiac arrest at just 38 years of age is a massive loss to us all.

This event presents us with a great opportunity to raise money for the British Heart Foundation on behalf of all three, and to providing a permanent memorial to all three.



## MATT GRIMSTONE & JACOB SCHILT

Two amazing young men, both aged just 23.

Both best friends and extremely talented footballers, tragically taken from us on the way to play for their beloved Worthing United FC.



## COMMUNITY SPIRIT

Nothing feels better than coming together to achieve something great!



# SO HOW WILL WE DO THIS?

## **VOLUNTEERS –**

Crucial in making this event a success both in terms of delivery and to maximize fund raising.

## **FIT PLAYERS –**

Two squads of 18 players will play the match on rotation, they are not allowed to leave the area throughout the duration of the challenge. Strict rules set by Guinness World Records ("GWR").

## **RELIEF AND DESIRE –**

Breaking a World Record will be a wonderful achievement for all and knowing they helped others along the way will be terrific. Not many hold that accolade, and that alone will spur the players on.

## **FULLY UNDERSTANDING THE CHALLENGE –**

Compliance officer appointed.

## **STRONG STRUCTURE –**

Clear roles and responsibilities, including project plan and subject matter experts.

## **GOOD GOVERNANCE –**

Regular review meetings to challenge and set expectations.

## **SPONSORSHIP –**

We need to raise approx. £20k to break even to at least stage the event.



# TEAM SHEET

- 1. GRAHAM BULL**  
Chairman
- 2. SARAH MOORE**  
Secretary
- 3. MIKE STANDING**  
Vice Chairman/Project Lead
- 4. MARTIN CHAPLAIN**  
Treasurer
- 5. KATHRINE MAYNARD**  
Sponsorship & Fundraising
- 6. CHRIS CROWE**  
Lancing College Director of Sport
- 7. JORDAN LUCAS**  
Players representative
- 8. SIMON WADEY**  
Compliance
- 9. JOHN BURTON**  
Logistics
- 10. STEVE TAYLOR**  
Chairman, Worthing United
- 11. PAUL CHAPLAIN**  
IT/Website

## SUB COMMITTEES

- Sponsorship
- Player Organisation
- Finance
- Event Planning
- Compliance
- Media and comms

## RUN BY

- Kathrine Maynard
- Chris Crowe
- Martin Chaplain
- Jordan Lucas
- Simon Wadey
- Michael Standing



# PROGRESS TO DATE

- A committee has been formed, and roles allocated, a partnership with Lancing College cemented, and the attempt is registered with GWR.
- Cost analysis undertaken with quotes obtained where possible, indicating we need to raise approximately £20k to break even.
- Players are signing up to take part and the partnership with Worthing United has been formed. Training sessions are being organised, and press notified.
- Sponsorship and organisational support agreed with Equiniti, further support and assistance being arranged with both Sussex FA, and Brighton and Hove Albion. We are now looking for more sponsors.
- Players and press meeting arranged, with training events and photocall's to follow.



# SO HOW CAN YOU HELP? HOW DO YOU BENEFIT?

## SPONSORSHIP –

Provide a donation to the event and see your company name linked as an event sponsor of this record-breaking match.

Help with running costs, and supply merchandise featuring your company logo.

## BE PART OF AN INCREDIBLE CHALLENGE

## PROVIDE PLAYERS AND/OR VOLUNTEERS –

By encouraging your staff to take part in the game, or give some time to help with running the event.

## CSR OPPORTUNITY –

This is a good CSR opportunity and may present you with networking opportunities within the local area.

## SUPPORT –

Give something back to your community, and benefit from potential networking opportunities in the area.

## OPPORTUNITY FOR ADVERTISING –

Opportunity for advertising – with the potential to reach a wide audience in print and online.



# APPENDICES



## APPENDIX A – EVENT COSTS

- Staging costs (incl. lights, player/staff refreshments, videoing, toilets, match officials, kits): £6360;
- Launch, recognition and merchandising: £3380;
- Cover by St Johns or similar: £3250 (based on 6.5 “cover periods”);
- Print, mail, publicity, and web: £1650;
- Squad preparation (match fitness testing): £1000;
- Legal and local council fees (eg. Sponsor and player contracts, floodlight extensions): £750

There are many costs to the event, but the main outlay is as above. Full details are within the costing sheet, available on request.

## APPENDIX B – CHARITY SUPPORT

### £60,000

Could fund the complete costs of a research project for a whole year, including salaries for research staff, funds for the equipment and laboratory materials needed for the project.

### £600

Funds a cardiac nurse working on the BHF Heart Helpline for a full week.

### £200

Helps find a cure by funding one of our young scientists for a whole day.

### £124

Funds a resuscitation training manikin.

Figures supplied by the British Heart Foundation.

