

Dear Mrs Desai,

I write to you in my capacity as Group Director of the Main Stand Sponsor, WEC Group Ltd and also as a lifelong supporter of Blackburn Rovers Football Club. I have been a supporter for over 40 years and in that time I have travelled the length and breadth of the country to support the team. To this day that support is unwavering and as my professional career has developed I have been able to expand on this support, for the past 4 years, through championing the sponsorship of the Darwen End Stand. This also involves the company having corporate hospitality at Ewood with 2 window tables for 8 places in The Premier Suite, 4 Director Box Tickets, 4 stand tickets and a private box for 8 people in The Blackburn End. In essence providing 22 places at each home game for clients, colleagues, neighbours and friends. My 2 sons have both been proud mascots for the team both home and away.

I personally sold the concept of this sponsorship to our non-football friendly board of directors. One in particular was at the game on Saturday against Man City with his wife and clients. His feedback has partly led to my contact although I have been on the verge of writing for a number of weeks now. The negative and derogatory publicity that the club is currently undergoing is having a direct impact on our company. Our staff and clients are refusing our hospitality as the feedback from previous games filters back. There is a definite lack of corporate uptake around the ground that is also restricting networking opportunities and the current Ewood experience is not of a corporate entertainment environment.

Recent public relation blunders such as declaring a top 4 place within 3-4 years as being almost inevitable has led to a media wide attempt to mock this famous and proud club to which our company was once very proud to be associated. I daily hear radio shows and see TV programs referring to the demise of the club and mocking these comments. The recent drink drive conviction of the club manager has also embarrassed us as a close partner. Even this evening there is reports in the national press of an altercation by the manager with a press official in Munich in a bar during the week. This has led now onto the team's local lad David Dunn, having a public spat with the fans who have adored him for years. Being a supporter is hard enough to take but paying for the privilege of sponsorship to be linked to this is both embarrassing and damaging to our company name and brand. The recent fans actions at the Man City game were both deeply distressing to watch, embarrassing in front of clients and frightening for our guests' children.

I have had no option but to write to you direct as there is no high profile person within the club I know of to contact. The previous management structure of the club has all but been removed with no experienced and respected team or individuals installed. This once well regarded, well established and run club now has no visible leaders. I was, along with the rest of the supporters and renowned football world, astonished to see the goings, but not comings, of experienced personnel.

As a true supporter of this club I have witnessed the results of having an inexperienced manager. Brian Kidd, previously assistant to Sir Alex Ferguson at Man United, managed the club into relegation. Paul Ince, player at Man United, left the club in a relegation place and the current manager has experienced avoiding relegation with 1 game last season and currently manages the side second from bottom. Recent previous experienced managers have been able to manage the club into top 10 positions with very little funding by trading our best players. The current manager's win ratio statistics would be the worst ever in premier league history if it wasn't for the fortunate point at Fulham. The statistics of history tells us that inexperienced managers will almost certainly lead to relegation. Blackburn Rovers is a small town club that could not recover from relegation. Large city teams such as Leeds United, Nottingham Forest and Sheffield Wednesday, with very large followings, are shining examples of ones that could not recover. Blackburn has a small but very loyal population.

Supporters were asked to judge the team and owners after the transfer window had closed. The public relations from this was another chapter that could have been avoided. Last minute, some would say, desperate signings led supporters to ask if they had been misled on purpose. From the promises of high investment came a reality of financial transfer gain. Again, the reality of this means a reduced level of net squad quality.

The assistant manager has now been dismissed and the team looks unbalanced. The new players are not being played and during the Man City game only 1 of 3 substitutes were used. The supporters do not expect to beat a £200m team, but they do expect to try. It was the same Fulham team that drew with us that managed to claw back a 0-2 deficit to gain a 2-2 draw. Our new star players remained on the bench.

The supporters are desperate to know the facts and be given some information that becomes reality. I for one wonder if its a difference of culture, country of residence or language that is being translated incorrectly so that the media are reporting it incorrectly. As a successful local proud businessman who is part of a company that employs over 300 local people, I offer my services to act as an spokesman or ambassador from the owners to the supporters. I am willing to discuss this further if you feel it could be a possible solution.

Blackburn Rovers is the heartbeat of the local community and town. Without it the town would be severely affected with reduced employment, indirect trade loss for local businesses and a huge reduction in pride and joy for the whole community. I urge you please to digest the detail of this mail and consider any possible options and solutions available. I then urge you to communicate this to the fans, directly and clearly and spell out these actions and ideas. If there are no funds then say so, if there are to be no signings then communicate it. If there are then let's do it professionally, swiftly and with conviction.

The players will always have the full unreserved support of the supporters, the owners and management team unfortunately need to earn this.

I hope you understand the impact that the current issues within the club are having both on our company due to our support and sponsorship and I that have also portrayed the feelings of a concerned lifelong supporter.

Kind regards

Wayne Wild

Group Director

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