

*The following article appeared on the Eastbourne Eagles website [www.elite-eagles.com](http://www.elite-eagles.com) for about 4-6 weeks prior to 1<sup>st</sup> July 2010 to promote sales of the Eastbourne Eagles Stamp Sheet.*

### **EASTBOURNE 'LIFESTYLE' EAGLES GO FIRST CLASS**

Though such items may be small in size and considered somewhat common place in daily usage, members of the Speedway fraternity will soon surely regard them not only as innovative and ground breaking but potentially as a piece of Speedway history as the forward thinking management of the Eastbourne 'Lifestyle' Eagles are set to become the first team in the Sport to launch their own range of legal, perfectly useable, 1<sup>st</sup> class postage stamps.

This exciting project, the latest to emerge from Arlington has been developed by Commercial Manager Chris MacDonald and came into being at the Eagles Press and Practice Day and, kept closely under wraps, has effectively taken from March 13<sup>th</sup> through to now to come to fruition.

The stamps, set not only to become a most sought after item of Speedway memorabilia but also likely to evoke serious interest amongst ardent philatelists everywhere, have been developed in conjunction with the Royal Mail, who have printed them specially for us. The stamps feature the Queen's head, the 1<sup>st</sup> logo and are indeed legal for postage, though the Sussex club's management are as sure as they can be that no stamp of theirs will ever be likely to find itself adorning the front of a posted envelope.

Certainly an attractive item for hardened collectors, not only from Sussex but throughout the Speedway World, the A4 size sheet contains ten self adhesive first class stamps in which each of the 2010 Eastbourne squad, together with two team pictures are featured.

The issue, which is strictly limited to a mere 100 sheets, each of which are individually numbered will be offered for sale on a special insert contained within the programme issued for the Eagles forthcoming 'Night of Nostalgia', scheduled for 27<sup>th</sup> May and subsequently on a downloaded form which will become available on the Club's Official Website [www.elite-eagles.com](http://www.elite-eagles.com)

The closing date for applications for the stamps will be immediately after the final race of Eastbourne's home Elite League clash against the Swindon Robins on Thursday June 3<sup>rd</sup>.

In the interest of fairness and in order to increase the spread of ownership, the offer will be strictly limited to one sheet of stamps per applicant, all interested parties being urged to tender a cheque in the sum of £150.00 together with the relevant application form, this to be sent to an address printed on the form or to be handed in at the Speedway Office on either of the race nights encompassing the offer.

Eastbourne '100 CLUB' members will be the first to be offered the chance of purchasing what is sure to become a rare and highly valued, indeed valuable, piece of Eagles memorabilia via a special priority invitation form with any subsequent over-subscription being decided by a ballot system. The Club Management remains anxious to point out however that no cheque will be processed until the ballot has duly been completed and the successful applicants determined.



Supporters need also be aware that no further issues of these stamps will be made, the copyright shall remain with the Royal Mail and no additional sheets will ever be printed thus preserving the rarity value, which will, almost inevitably, increase significantly over time.

Eagles Commercial Manager, Chris MacDonald, who's foresight is responsible for seeing this innovative project come into being commented "We here at Eastbourne are both proud and excited to be the first Speedway club in history to be depicted, exclusively on an official issue of stamps. So far as we are aware, the only Speedway rider to previously have been depicted on a stamp was multi-World Champion Ivan Mauger, but not only was that on a New Zealand issue it was also some considerable time ago. Even so, that was only one stamp and we are delighted to have our riders adorning no fewer than ten stamps, all in a single issue, and here in the United Kingdom. This we are certain is unprecedented, a first certainly for us but also for the Sport as a whole" he continued.

"Once the word gets around, there is certain to be considerable interest and there is a great demand for limited edition sheets amongst serious philatelists. Stanley Gibbons and the Stamp Centre (both located on the Strand in London) are the market leaders in stamp dealership, indeed the Eagles issue will be quoted in the next edition of the stamp sheets catalogue (the serious collectors' bible), and indications are that the limited nature of this issue will be sure to create extra demand amongst collectors. Obviously the Royal Mail's production costs were very high, but all profits from this venture will go directly into funding the Lifestyle Eagles now and in the future

"We are more than pleased to be able to offer our supporters the chance to not only own a valuable piece of Eastbourne Speedway memorabilia, but also a potential fantastic investment opportunity".

Interested parties should be aware that a digital proof of the stamp issue will be available for viewing in the Eastbourne clubroom on the evening of May 27<sup>th</sup> and on June 3<sup>rd</sup>. Once the applications have been received and the lucky purchasers determined the stamps will be dispatched in packaging to philatelist standard. All sheets will be supplied in correx and a cardboard envelope to ensure mint condition and will be sent by recorded delivery or be available for collection from the Speedway Office.

"While we are delighted to be the first club featured on an issue of stamps, should any other team, wish to follow our lead, we would be happy to offer them our assistance in taking their project forward. Never forget though that we were the first!" MacDonald concluded.



A close up of the finished product and the framed version

## THE EASTBOURNE LIFESTYLE EAGLES

ARE PROUD TO PRESENT  
A PIECE OF  
SPEEDWAY HISTORY!

THE EAGLES ARE  
THE FIRST  
SPEEDWAY TEAM  
TO APPEAR  
ON UK LEGAL  
POSTAGE STAMPS

These stamp sheets have been produced by the Royal Mail from images taken at our 2010 Press and Practice Day on 11th March 2010 and our 1 to 7 are all featured.

These personalized stamp sheets have been printed by the Royal Mail. Each sheet contains 10 self-adhesive, legal UK first class postage stamps within an attractively designed A4 sheet. Each stamp shows members of the 2010 Eagles, alongside the Union Flag and the Queen's head and the 1st class logo.

The Royal Mail have numbered each sheet individually and have RESTRICTED THE PRINT RUN to 100 sheets.

This makes the sheets very exclusive, very desirable and very collectable. **ONCE THE 100 SHEETS HAVE BEEN SOLD, THAT'S IT, THE ROYAL MAIL WILL NOT PRINT FURTHER COPIES.**

The Lifestyle Eagles are offering you this piece of history for £150 per sheet (philately standard postage & packaging at extra cost).

To ensure fair distribution, sheets are limited to one per person and in the event of over-subscription, a ballot will take place.

Use the accompanying application form or download your application form from the official Eagles website – [www.elite-eagles.com](http://www.elite-eagles.com)

VIEW a digital proof of the stamp sheet in the CLUBHOUSE tonight.

Sponsored by Lifestyle Europe Ltd

### STAMP SHEET RESERVATION FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

Post code \_\_\_\_\_

Tel.No \_\_\_\_\_

I attach my cheque for £150 / £155 (see below) made payable to **Eastbourne Speedway Ltd.** for one copy of the Lifestyle Eagles Stamp Sheet. Please delete one of the following two options:

1. I will collect my stamp sheet from the track office.
2. Please send the stamp sheet to me by recorded delivery.

I understand that Postage and Packaging to philatelist standard will incur an additional £5.00 charge and my cheque includes this additional cost.

Please send this form and your remittance to:

Ms. S. Campbell  
c/o C. Dugard Ltd  
75 Old Shoreham Road  
Hove  
East Sussex BN3 7BX

or  
hand it in at the speedway office  
by the last race on Thursday 3rd June 2010  
at the latest.

It is regretted that late forms  
cannot be accepted.

The On-Line Order Form which was available from 31<sup>st</sup> May 2010