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Registered number. 2508698

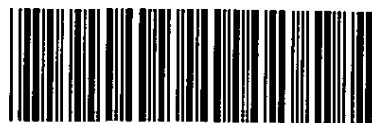
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**SAF PROMOTIONS LIMITED**

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**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 JULY 2010**

TUESDAY



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25/01/2011

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**SAF PROMOTIONS LIMITED**

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**INDEPENDENT AUDITORS' REPORT TO SAF PROMOTIONS LIMITED  
UNDER SECTION 449 OF THE COMPANIES ACT 2006**

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We have examined the abbreviated accounts set out on pages 2 to 3, together with the financial statements of SAF Promotions Limited for the year ended 31 July 2010 prepared under section 396 of the Companies Act 2006

This report is made solely to the company in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed.

**RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITORS**

The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts are properly prepared.

**OPINION**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts on pages 2 to 3 have been properly prepared in accordance with the regulations made under that section.

Laragh Jeanroy (Senior statutory auditor)

for and on behalf of

**Peters Elworthy & Moore**

Chartered Accountants

Statutory Auditors

Cambridge

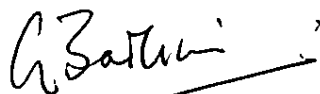
Date 20 January 2011

**SAF PROMOTIONS LIMITED**  
**REGISTERED NUMBER: 2508698**

**ABBREVIATED BALANCE SHEET**  
**AS AT 31 JULY 2010**

	Note	£	2010 £	£	2009 £
<b>CURRENT ASSETS</b>					
Debtors		61,650		47,187	
Cash at bank		270,434		172,501	
		<u>332,084</u>		<u>219,688</u>	
<b>CREDITORS</b> , amounts falling due within one year		<u>(325,429)</u>		<u>(213,033)</u>	
<b>NET CURRENT ASSETS</b>			<u>6,655</u>		<u>6,655</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>6,655</u>		<u>6,655</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	2		2		2
Profit and loss account			<u>6,653</u>		<u>6,653</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>6,655</u>		<u>6,655</u>

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf on 17 January 2011



**C L Baillieu MBE**  
 Director

The notes on page 3 form part of these financial statements

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**SAF PROMOTIONS LIMITED**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 JULY 2010**

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**1. ACCOUNTING POLICIES**

**1.1 BASIS OF PREPARATION OF FINANCIAL STATEMENTS**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

**1.2 TURNOVER**

Turnover comprises revenue recognised by the company in respect of goods and services supplied, exclusive of Value Added Tax and trade discounts

Revenue is recognised as events are held and as services are performed

**2. SHARE CAPITAL**

	2010 £	2009 £
<b>ALLOTTED, CALLED UP AND FULLY PAID</b>		
2 ordinary shares of £1 each	<u>2</u>	<u>2</u>

**3 ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY**

The company is wholly owned by Sports Aid Trust, a charity registered in the UK