

Aberdeenshire Cricket Club

Sponsorship Packages

Morningside Road, Mannofield, Aberdeen, AB10 7FB





Founded 1857

Aberdeenshire Cricket Club

Ground: Morningside Road, Aberdeen AB10 7FB. Telephone (01224) 317888

President: David L. Hays Esq.

Thank you for your interest in Aberdeenshire Cricket Club

We currently have four senior teams that play League Cricket, three teams play on a Saturday and our Development XI play on a Sunday, with all teams having recent success with our First team winning the Scottish Club Championship in 2014.

Regarded as the main focal point for cricket in the area, our Mannofield ground is the most northerly One Day International accredited ground in the world and contains international standard facilities.

We also have an established junior section which provides coaching to 80-100 children on a weekly basis across our club coaching sessions, on Monday and Wednesday Evenings and local primary school visits, through our innovative Redball Programme. Our junior teams compete locally from introductory "Kwik Cricket" aimed at 6-10 year olds through soft ball under 11 cricket, and hard ball under 13, under 15 and under 18 cricket, who play locally and in national cup competition.

We have a membership of approximately 600 which is served by an established member's bar and clubhouse which is open every evening during the week and all day on Saturday and Sundays. Quality food is served on Friday, Saturday and Sunday Evenings, as well as lunch times at the weekend. We also have our famous 'Bradman Suite', which is ideal for all manner of events and functions such as conferences, training days, larger group gatherings, parties, weddings and seminars.

The club has a growing outreach on Social Media platforms and are always looking at new ways of interacting with our members and interested parties. Our Twitter account @AberdeenshireCC currently has 1500+ Followers and our Facebook page has 250+ Likes.

Throughout the summer we receive good press coverage with regular reports in the local Press and Journal and Evening Express newspapers, as well as national publications.

Find us on Social Media





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Interested in Sponsoring Aberdeenshire Cricket Club?

Cricket clubs are expensive to run; this unfortunately is a fact.

Aberdeenshire Cricket Club is a large part of the local community and with your sponsorship support we can continue our development, and maintain our position as the North East of Scotland's premier cricket club by allowing us to maintain and improve our existing excellent facilities that will benefit our local area for many years to come, enhance the development of players of all ages and uphold our reputation for providing cricket at all levels.

Senior and Youth cricket is an excellent way to advertise your company and sponsoring Aberdeenshire Cricket Club will provide your company with a fantastic opportunity for local, regional and national exposure but also comes with a host of benefits to you that we have listed within each package.

To assist us in our aims for 2019 and beyond we have identified a number of different sponsorship packages which are listed in this document but we are very much open to suggestion and we would welcome a discussion on any bespoke requests that you may have.

If interested in discussing any of the packages please contact Kenny Reid:
e-mail - Kenny_reid@hotmail.co.uk; Tel - 07812599406

1. Principal Club Sponsor
2. Youth Cricket Sponsor
3. Ground Sponsor
4. ~~Clubhouse Sponsor~~ – Already sold for 2019 season
5. Advertising Board
6. Fixture Book Advert
7. Match Day Programme Advert
8. Match Day Sponsor
9. Match Ball Sponsor
10. Sportsman's Dinner/Dance Sponsor
11. End of Season Awards Dinner/Dance Sponsor

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1. Principal Club Sponsor - £17,500

The Major Club Sponsor is the primary sponsor of the club. Being the primary sponsor of our cricket club can bring a whole host of benefits and is a fantastic way to gain company exposure with members of the cricket club, local area and across the region.

What are the benefits to you?

- Press Release to local and national newspapers and online media
- Announcement on our website, Twitter and Facebook, including links to your company website
- Large advertising board on the side of the Club House and 4 advertising boards around the ground
- Senior playing shirts printed with your logo, worn by all Aberdeenshire Cricket Club senior teams for the duration of your sponsorship.
- Dedicated area on homepage of our website and your logo present on most pages
- Discounted hire of the Bradman Suite for functions and events
- Full one page advert in match day programme
- Company logo present on the annual fixture booklet
- Invitation to sponsors day for 4 people
- Two complimentary places at Sportsman's Dinner and End of Season Awards Dinner with opportunity to purchase table of 10 at reduced cost

2. Youth Cricket Sponsor - £6,500

Aberdeenshire Cricket Club has an established but growing youth section. Sponsoring our Youth Cricket can be a good way to gain brilliant exposure for your money as well as gaining maximum satisfaction seeing your investment help Aberdeenshire Cricket Club continue to run some of the finest youth cricket coaching in the area.

What are the benefits to you?

- Press release to local and national newspapers and online media
- Announcement on Website, Twitter and Facebook, including links to company website
- Advertising board in front of the changing rooms
- 2 advertising boards around the ground
- Junior playing shirts printed with your logo, worn by all Aberdeenshire Cricket Club junior teams for the duration of your sponsorship
- Dedicated area on homepage of our website and your logo present on most pages.
- Discounted hire of Bradman Suite for functions and events
- Half page advert in match day programme
- Company logo present on the annual fixture booklet
- Invitation to sponsors day for 2 people
- Two complimentary places at Sportsman's Dinner and End of Season Awards Dinner with opportunity to purchase table of 10 at reduced cost

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3. Ground Sponsor - £12,000

Aberdeenshire Cricket Club's Mannofield ground is the most northerly One Day International accredited ground in the world and contains international standard facilities. It is one of the most spacious and well-kept grounds in Scotland. Sponsorship of our beautiful ground is a high-profile way of advertising throughout the year.

What are the benefits to you?

- Press release to local and national papers and online media
- Announcement on website, Twitter and Facebook, including links to company website
- Naming rights to our ground e.g. "Company Name Mannofield"
- Advertising on our pitch covers and advertising board in front of the changing rooms with a further 2 advertising boards around the ground
- Logo present on most pages of our website
- Discounted hire of Bradman Suite for functions and events
- Half page advert in match day programme
- Invitation to sponsors day for 2 people
- Priority opportunity to purchase places at Sportsman's dinner and End of season awards dinner

4. Clubhouse Sponsor - £2,500

Aberdeenshire Cricket Club's Clubhouse is home to our member's bar and sponsorship of our beautiful clubhouse is a way of advertising throughout the year to a large amount of people.

What are the benefits to you?

- Announcement on website, Twitter and Facebook, including links to company website.
- Company name above the entrance to the club house and advertising board in front of the changing rooms with a further 2 advertising boards around the ground.
- Logo present on most pages of our website
- Discounted hire of Bradman Suite for functions and events
- Half page advert in match day programme
- Invitation to sponsors day for 2 people.
- Priority opportunity to purchase places at Sportsman's dinner and End of season awards dinner

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5. Advertising Board

Sponsorship around our Mannofield ground is a high profile way of advertising throughout the year with boards visible in prominent areas to players, spectators and visitors to the ground all year round.

How much does it cost? £300 per Annum (First Year Includes Making of the Board)
£150 per Annum for Following Years

What are the benefits to you?

- Announcement on website, Twitter and Facebook, including links to company website.
- Advertising board(s) around the ground
- Logo present on most pages of our website
- Discounted hire of Bradman Suite for functions and events
- Invitation to sponsors day for 2 people

6. Fixture Book Advert

Aberdeenshire Cricket Club produces a fixture booklet for all members for each season, it is a great way to advertise your services to our large membership.

How much does it cost? £100 per Annum

What are the benefits to you?

- Your company name in every fixture book produced for the season
- Announcement on website, Twitter and Facebook, including links to company website
- Logo present on most pages of our website
- Invitation to sponsors day for 2 people

7. Match Day Programme Advert

Aberdeenshire Cricket Club produces a Match Day Programme for each home game, it is a great way to advertise your services to all our spectators and visitors.

How much does it cost? £100 per Annum (Full Page) / £50 per Annum (Half Page)

What are the benefits to you?

- Your company advert in every match day programme
- Announcement on website, Twitter and Facebook, including links to company website
- Logo present on most pages of our website
- Invitation to sponsors day for 2 people

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8. Match Day Sponsor

As a Match Day Sponsor you will be sponsoring one of Aberdeenshire Cricket Clubs home games during the season, with Match Days being popular with spectators, friends and family attending games on a regular basis, you will be a Aberdeenshire CC VIP for the day.

How much does it cost? £500 per Game

What are the benefits to you?

- Your company name on the team sheet in the match day programme
- Announcement on website, Twitter and Facebook, including links to company website on the day of the match
- Three Course Meal for a Table of 10
- Get to Announce the Player of the Match

9. Match Ball Sponsor

As a Match Ball Sponsor you will be sponsoring the ball at one of Aberdeenshire Cricket Club's home games during the season.

How much does it cost? £50 per 1st XI Game / £35 per Other Game

What are the benefits to you?

- Your company name on the team sheet in the match day programme
- Announcement on website, Twitter and Facebook, including links to company website on the day of the match

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10. Sportsman's Dinner/Dance Sponsor - £1500

Aberdeenshire Cricket Club will hold an annual Sportsman's Dinner/Dance. It promises to be a fantastic event with a three course dinner and entertainment, a great way to entertain customers and colleagues.

What are the benefits to you?

- Your company name in all communications surrounding the event
- A Table of 10 to the dinner
- Announcement on website, Twitter and Facebook, including links to company website
- Photos of the event released on social media and to the local press
- Your company name in a prime location at the front of the dinner
- Reduced rates for match day sponsorship (20% off)

11. End of Season Awards Dinner/Dance Sponsor - £1500

Aberdeenshire Cricket Club will hold an annual End of Season Awards Dinner/Dance (End of September / Start of October). It promises to be a fantastic event with a three course dinner and entertainment, a great way to entertain customers and colleagues.

What are the benefits to you?

- Your company name in all communications surrounding the event
- A Table of 10 to the dinner
- Announcement on website, Twitter and Facebook, including links to company website
- Sponsorship of selected awards
- Photos of the event released on social media and to the local press
- Your company name in a prime location at the front of the dinner
- Reduced rates for match day sponsorship (20% off)

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