



Sponsorship Packages

2024 - 2025



Countesthorpe Cricket Club



@CCC_Niffy

www.countesthorpecricketclub.co.uk

Why Sponsor Us?

Countesthorpe Cricket Club was founded in 1925 and we are one of the oldest and most thriving clubs in South Leicestershire. We are passionate about ensuring cricket is accessible to all and we are the only Club in Leicestershire to provide coaching for all ages, sexes and disabled players.

We have seven senior teams, nine junior sides, a young person's learning disability team, and have over 400 members.

We provide coaching in excellent facilities, giving a large number of young cricketers of varied age groups and abilities, the opportunity to play a sport that otherwise may not be available to them.

We have a proactive committee, taking the club forward and developing the facilities for the benefit of our members and local community



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What's in it for you?



- Increased visibility for your organisation, supported by the Clubs planned public relations campaign over the summer.
- It is a tax-deductible expense.
- It will raise your profile as a supporter of local and community organisations in Countesthorpe.
- Sponsorships will be viewed by our members, players, supporters, opponents, parents and visitors giving you a wide range of potential customers.
- Gives a good impression of your business who supports a local and expanding cricket club which has members from all demographics.
- Networking potential at Club events, to which sponsors are invited.
- Sponsorship exclusivity on certain packages.

How we use your sponsorship

The club's main income is from membership fees, sponsorship, grants and bar takings. This income is used mostly for the day to day running of the club and grounds. It is also used for developments and improvements, for example, in recent years we installed a new artificial wicket and refurbished the practice nets.

The club has an ambitious Green agenda, and in 2023 installed solar panels. Next, the club aims to add batteries to store power and so reduce our carbon footprint and overhead costs. We will then look at installing heating pumps (which will allow us to remove the gas boiler) and a rain water harvesting system. All of these improvements would contribute towards the club becoming carbon neutral, as well as reduce running costs.

We continue to increase our membership year on year, which makes us a great sponsorship opportunity to increase your presence in Leicester.

We offer a range of sponsorships deals all competitively priced, as we appreciate that different businesses have different marketing budgets. The following packages are a brief overview of what type of sponsorship opportunities we can offer. We are very happy to discuss any other forms of sponsorship you may have in mind, including discounts for multiple packages



If you would like to discuss any aspects of our sponsorship opportunities, please send an email to

countesthorpecricketclub@outlook.com

with your contact details and we will be in touch.

Countesthorpe

Cricket Club

Sponsorship Packages

Please note: all prices include the production costs

Package	Included
Century Package	<p>Your company logo on the front of senior and/or junior playing shirts.</p> <p>Your company logo and advertising in the changing rooms.</p> <p>Article in Countesthorpe Herald (newspaper) with you receiving signed playing shirt, stating our partnership.</p> <p>One Advertising Board around the Countesthorpe ground from April to September.</p> <p>Full page Fixture Card Advert and logo on the front OR back of the Fixture Card.</p> <p>Three 1 XI Match ball sponsors.</p> <p>Signed Club shirt (by 1st XI Captain).</p> <p>Use of the Clubhouse facilities for free during the term.</p> <p>Free link to your website from ours including your company profile.</p> <p>Social media adverts for your business via the Club's pages.</p> <p>Two Year Package - Senior Teams: £1,999 per annum Total Cost £3,998</p> <p>Two Year Package - Ladies Team: £750 per annum Total Cost £1,500</p> <p>Two Year Package - Junior Teams: £1,999 per annum Total Cost £3,998</p> <p><i>If you are interested in all three sections, then please contact us to discuss this and we can provide an ‘all in’ discounted price</i></p>
Half Century Package	<p>Your company logo on the back, sleeves or collar of senior and/or junior playing shirts.</p> <p>Article in Countesthorpe Herald (newspaper) with you receiving signed playing shirt, stating our partnership.</p> <p>One email per year advertising your products and services to our membership.</p> <p>One Advertising Board around the Countesthorpe ground from April to September.</p> <p>Full page Fixture Card Advert.</p> <p>Six 1 XI Match ball sponsors.</p> <p>Use of the Clubhouse facilities for free during the term.</p> <p>Free link to your website from ours including your company profile.</p> <p>Social media adverts for your business via the Club's pages</p> <p>Two Year Package - Senior Teams: £1,450 per annum Total Cost £2,900</p> <p>Two Year Package - Ladies Team: £550 per annum Total Cost £1,100</p> <p>Two Year Package - Junior Teams: £1,450 per annum Total Cost £2,900</p> <p><i>If you are interested in all three sections, then please contact us to discuss this and we can provide an ‘all in’ discounted price</i></p>



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Package	Included
Howzat Package	<p>Your company logo on one of the following items: training shirts, jumpers, hoodies, trousers, shorts or caps</p> <p>One Advertising Board around the Countesthorpe ground from April to September.</p> <p>Full page Fixture Card Advert.</p> <p>Three 1 XI Match ball sponsors.</p> <p>Use of the Clubhouse facilities for free twice during the term.</p> <p>Free link to your website from ours including your company profile.</p> <p>Social media adverts for your business via the Club's pages.</p> <p>Two Year Package; Cost Per Annum £1,450 for your logo on one item, with an extra cost for each additional item; Total Cost (min) £2,900</p>
Club House Sponsor	<p>Your company name and logo will be on our Welcome Sign which is situated at the entrance to our Club House.</p> <p>One Advertising Board around the Countesthorpe ground from April to September.</p> <p>Full page Fixture Card Advert.</p> <p>Three 1 XI Match ball sponsors.</p> <p>Use of the Clubhouse facilities for free twice during the term.</p> <p>Free link to your website from ours including your company profile.</p> <p>Social media adverts for your business via the Club's pages.</p> <p>Two-year Package; Cost Per Annum £650 per annum; Total Cost £1,300</p>



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Package	Included
Covers Package	<p>Your company logo and name on the cover used at one of the grounds between April to September.</p> <p>One Advertising Board around the Countesthorpe ground from April to September.</p> <p>Full page Fixture Card Advert.</p> <p>Three 1 XI Match ball sponsors.</p> <p>One use of the Clubhouse facilities for free.</p> <p>Free link to your website from ours including your company profile.</p> <p>Social media adverts for your business via the Club's page.</p> <p>Two Year Term £950 per year - Countesthorpe Ground</p> <p>Two Year Term £750 per year - Gilmorton Ground</p>
Hat Trick Package	<p>An advert on our training nets between April to September which are used by all players and opponents.</p> <p>One Advertising Board around the Countesthorpe ground from April to September.</p> <p>Full page Fixture Card Advert.</p> <p>Three 1 XI Match ball & Tea sponsors.</p> <p>One use of the Clubhouse facilities for free.</p> <p>Free link to your website from ours including your company profile.</p> <p>Social media adverts for your business via the Club's pages.</p> <p>Single Year Term £750 per year</p>
Scorers Package	<p>An Advertising Board situated below the score boards at the Countesthorpe Ground from April to September which is viewed by all during games.</p> <p>Full page Fixture Card Advert.</p> <p>One 1 XI Match ball sponsor.</p> <p>Free link to your website from ours including your company profile.</p> <p>Single Year Term £750 per year</p>



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Package	Included
Fixture Card Advert	<p>We produce a fixture card every year which is available to all members and are freely distributable. Your company can have either a full-page advert for £90 or a half page advert for £50.</p> <p>Single Year - Variable Term</p>
Website Sponsorship	<p>Get your company logo and profile on our website with a link through to your website for just</p> <ul style="list-style-type: none">• £55 for one year,• £105 for two years or• £150 for three years. <p>Single Year - Variable Terms</p>
Advertising Board	<p>One Advertising Board around the Countesthorpe ground from April to September. Free link to your website from ours including your company profile. The price includes the cost and printing of the board and prices start from</p> <ul style="list-style-type: none">• £125 for one year• £225 for two years and• £300 for three years. <p>Single Year - Variable Terms</p>
Match Ball Sponsorship	<p>Your company name on the match day sponsor board; Acknowledgment on the Club’s website and social media platforms</p> <p>£25 per game</p>
Stump Sponsorship	<p>Your company name/logo on the stumps that are used for all home senior matches</p> <p>Single Year - £250</p>



Additional Sponsorship

In addition, we also have a number of event sponsorship opportunities, including the Club's junior and senior presentation nights along with various other social events throughout the year. Please have a look on our website for the events we have planned for this year and contact us if you are interested in sponsoring one of those events.

Thank you for taking the time to read our brochure. We are proud of our achievements so far - with your help we can further build on this success and continue to improve cricketing opportunities for Countesthorpe players and the community.

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The Club House for Hire

Our club house is also available for hire for the following events;

- Kids Parties
- Birthdays (sorry no 18th and 21st Birthdays)
- Weddings
- Anniversaries
- Christenings
- Wakes
- Event Nights
- Corporate Nights
- Charity Nights

(subject to availability)

If you would like more information please contact Richard Holdridge via email - richard.holdridge@btinternet.com



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