



Adwalton Cricket Club Sponsorship Opportunities

www.adwaltoncc.co.uk

About Adwalton Cricket Club

Adwalton Cricket Club is one of the oldest sporting clubs in the region with a history dating as far back as 1871. Based nearby the historic site famous for its Civil War battle, the clubhouse is a hub for both cricket and football teams and remains an important location for the local community. The cricket club includes two senior teams, both competing in the highly regarded Central Yorkshire cricket league, and a host of junior sides ranging from under 9's through to under 17's. The club prides itself on a strong community feel that is inclusive in nature, and where social interaction between members is championed as highly as success is sought on the field of play.



Why Sponsor Adwalton CC?

Adwalton Cricket Club acknowledges that sponsorship of any kind helps to support the Club immensely to achieve its future ambitions and to make many more friends along the way. Hence, our sponsors are considered very important and in return we will do our utmost to provide the support and service right for you and together achieve a valued partnership for years to come, which will benefit both parties.

The ways in which you can promote your company with our Club is never ending and, with this invitation we are confident that we will both benefit and that you will join a growing list of sponsors and friends at our Club.

In summary, sponsorship associates your business with putting something back into the community in a vital and engaging way.

In conjunction with the following benefits:

- ◆ **Tax Efficient** - Sponsorship is a form of advertising and can be deducted as a business expense;
 - ◆ **Club Development** - Sponsorship will help us expand the club, develop facilities and enlarge the opportunities for younger players;
 - ◆ **Community Support** - You will be supporting a successful, efficient well-run amateur sports club entirely staffed by volunteers who give their time freely. Your money will make our work go further.
- No one is paid to play or coach cricket at the Club;

◆ **Brand Awareness** - We will give you as much visibility and recognition as we possibly can within our sponsorship bands. Please refer to the 'Sponsorship Matrix' on page 5;

◆ **Club Support** – As with previous sponsorship agreements the Club will support your local business and provide income via its members and the local community in return for sponsorship. We are happy to discuss any proposals you may have in mind;

◆ **Social Aspect** - You might like to spend a summer afternoon with us enjoying the banter and a drink from the bar even if cricket is not your favourite sport. Many of our sponsors love to drop in for an hour or two on match day to soak up the atmosphere.

Cricket is unique as a sport in the exposure it can provide due to the sheer duration of the game itself, with participants captive in the playing environment and it's surrounds for in excess of seven hours. Conversation over that period of time is clearly diverse and provides the perfect opportunity for delivery of a sponsors message and brand.

Adwalton Cricket Club is situated in the heart of a thriving local community and plays in a league that provides exposure to Wakefield, Bradford, Leeds and Huddersfield providing the ideal opportunity for exposure and raising brand awareness to a further diversified audience.

What will the Club do with your money?

Since moving to the Central Yorkshire League in 2002 Adwalton have been afforded the opportunity to play alongside some of the best club sides in the country. Remaining ambitious, we are looking to propel the club to the next level and continuously improve the standard of our senior cricket and therefore also the juniors progressing through the system.

In conjunction with this success the Club is proposing to enhance its stature via the following key areas:

◆ **Develop Ground and Training Facilities** – Plans are in place to improve the ground and the facilities offered by building new cricket nets and improving the equipment currently available at the Club;

◆ **Develop Youth System** – As previously outlined, our youth setup ranges from Under 9's right through to Under 17's. We are looking to continue to provide young players with the best possible coaching and playing opportunities in the region and remain an enjoyable place to play their cricket.

◆ **Achieve Clubmark Status** – Clubmark is an exclusive status that means that a cricket club is recognised as managing a club that offers children cricketers a safe and fun environment in which to learn enjoy and play the game. This will require the training of existing members to be welfare officers and development officers.

Sponsorship Matrix

	Platinum	Gold	Silver	Bronze
<i>Cost for TWO seasons sponsorship</i>	£1,500	£1,000	£400	£250
Main Senior Kit Sponsor	Yes			
Associate Senior Kit Sponsor		Yes		
2x Advertisement Banners	Yes	Yes		
1x Advertisement Banners			Yes	Yes
2x Match Ball Sponsorship	Yes	Yes		
1x Match Ball Sponsorship			Yes	Yes
Changing Room Advertising Banners	Yes	Yes		
PR Article Submitted to local papers showing support	Yes	Yes	Yes	Yes
Advert with Link on Club Website	Yes	Yes	Yes	Yes
Feature on Club Website	Yes	Yes		
Full Page Advert in Club Fixture Book	Yes	Yes		
Half Page Advert in Club Fixture Book			Yes	
Position on 'Sponsors Wall' in Pavilion	Yes	Yes	Yes	Yes
Framed Club Shirt with Sponsorship Certificate	Yes	Yes		
2x Complimentary Club Memberships	Yes	Yes		
1x Complimentary Club Membership			Yes	Yes
Quarterly Club Update	Yes	Yes	Yes	Yes
Advert on Club Fixture Poster	Yes	Yes	Yes	Yes

In order to accommodate companies during these unprecedented economic conditions, we are offering the following attractive opportunities:

◆ **Two Year Packages** - Sponsorship is being offered on a buy one year get another year free deal, in order to provide great value to potential sponsors;

◆ **Payment Plans** – Packages can be paid either over 2, 3 or 4 periods over a year (subject to agreement), in order to reduce payment amounts and assist our sponsors in managing cash flow effectively.

Individual Sponsorship Opportunities

We have taken great time and effort to compile suitable sponsorship packages for potential sponsors and believe that these provide excellent value for money. However, we also offer a number of individual sponsorship opportunities highlighted below:

◆ **Match Ball Sponsor**

- £25 per game for 1st XI and £15 for 2nd XI;

◆ **Advertising Banner**

- £100 per season plus cost of the banner;

◆ **Fixture Book Advert**

- Full Page for £70 and Half Page for £40.

Please contact us to discuss any of the sponsorship opportunities highlighted within this pack.

The next few pages outline each sponsorship package in further detail, in order that sponsors can get a greater understanding of each proposal.

Platinum Package (1 Available)

The Club will provide the following advertising opportunities for **Platinum** sponsors:

- ◆ Main Kit Sponsor for 2011 and 2012 seasons. This includes main front logo on cricket shirts, caps and t-shirts. The t-shirts will specifically be designed for both training and recreational purposes therefore offering promotional opportunities away from the cricket pitch;
- ◆ 2x Advertising Banners - 2x 8ft x 2ft banners, which will be distributed on boundary perimeter fencing. Standard cost is £100+ per season;
- ◆ 2x Match Ball sponsors per season - Sponsor name illustrated on match sponsor board. This usually costs £25 per game;
- ◆ Full Page Advert in Club Fixture Book – A full page advert usually costs £70 per season;
- ◆ Free Advert on Club Fixture Poster;
- ◆ Advert with Link on Club Website on the main Home page;
- ◆ Advertising Banner within Home and Away Changing Rooms;
- ◆ Position on 'Sponsors Wall' within the Pavilion;
- ◆ PR Article Submitted to Local Papers Showing Your Support – This will be submitted to Birstall News, Morley Observer, Telegraph & Argus, Yorkshire Evening Post;
- ◆ Full feature on Club Website about main sponsor.
- ◆ Quarterly sponsorship update including the latest news from Adwalton CC.
- ◆ Sponsorship of an annual 20/20 cup competition.

Gold Package (4 Available)

The Club will provide the following advertising opportunities for **Gold** sponsors:

- ◆ Associate Kit Sponsor for 2011 and 2012 seasons. Opportunities include company logo featured on the back or upper arm of cricket shirts and t-shirts. The t-shirts will specifically be designed for both training and recreational purposes therefore offering promotional opportunities away from the cricket pitch;
- ◆ 2x Advertising Banners - 2x 8ft x 2ft banners, which will be distributed on boundary perimeter fencing. Standard cost is £100+ per season;
- ◆ 2x Match Ball sponsors per season - Sponsor name illustrated on match sponsor board. This usually costs £25 per game;
- ◆ Full Page Advert in Club Fixture Book – A full page advert usually costs £70 per season;
- ◆ Free Advert on Club Fixture Poster;
- ◆ Advert with Link on Club Website on the main Home page;
- ◆ Advertising Banner within Home and Away Changing Rooms;
- ◆ Position on 'Sponsors Wall' within the Pavilion;
- ◆ PR Article Submitted to Local Papers Showing Your Support – This will be submitted to Birstall News, Morley Observer, Telegraph & Argus, Yorkshire Evening Post;
- ◆ Full feature on Club Website about main sponsor.
- ◆ Quarterly sponsorship update including the latest news from Adwalton CC.

Furthermore, **Platinum** and **Gold** sponsors will receive 2 complimentary Club memberships (worth £25 each) and a framed Adwalton Cricket Club shirt with sponsorship certificate.

Silver Package

- ◆ 1x Advertising Banners - 2x 8ft x 2ft banners, which will be distributed on boundary perimeter fencing. Standard cost is £100+ per season;

- ◆ 1x Match Ball sponsors per season - Sponsor name illustrated on match sponsor board. This usually costs £25 per game;
- ◆ Full Page Advert in Club Fixture Book – A full page advert usually costs £70 per season;
- ◆ Free Advert on Club Fixture Poster;
- ◆ Advert with Link on Club Website on the main Home page;
- ◆ Position on 'Sponsors Wall' within the Pavilion;
- ◆ PR Article Submitted to Local Papers Showing Your Support – This will be submitted to Birstall News, Morley Observer, Telegraph & Argus, Yorkshire Evening Post;
- ◆ Quarterly sponsorship update including the latest news from Adwalton CC.

Bronze Package

- ◆ 1x Advertising Banners - 2x 8ft x 2ft banners, which will be distributed on boundary perimeter fencing. Standard cost is £100+ per season;
 - ◆ 1x Match Ball sponsors per season - Sponsor name illustrated on match sponsor board. This usually costs £25 per game;
 - ◆ Full Page Advert in Club Fixture Book – A full page advert usually costs £70 per season;
 - ◆ Free Advert on Club Fixture Poster;
 - ◆ Advert with Link on Club Website on the main Home page;
 - ◆ Position on 'Sponsors Wall' within the Pavilion;
 - ◆ PR Article Submitted to Local Papers Showing Your Support – This will be submitted to Birstall News, Morley Observer, Telegraph & Argus, Yorkshire Evening Post;
 - ◆ Quarterly sponsorship update including the latest news from Adwalton CC.
- Furthermore, **Silver** and **Bronze** sponsors will receive 1 complimentary Club membership (worth £25) and a framed sponsorship certificate.

Contact Us

For any further information on Adwalton Cricket Club's sponsorship programme please contact us any of the following ways:

Mark Palfreeman (Second Team Captain)
Tel: 01274 686259
Email Us: adwaltoncc@hotmail.co.uk
Visit our Website: www.adwaltoncc.co.uk

