



Sponsorship Opportunities at your local Cricket Club



CHESSINGTON CRICKET CLUB



Introducing Chessington Cricket Club

Visit us at - www.ChessingtonCricketClub.co.uk

In order to provide you with information about our club so you can understand our aims and objectives and the role that we play in the local community we have briefly detailed some of the key headline information below:

Background

Chessington Cricket Club is a friendly family orientated club that has been in existence for over 100 years and has remained one of the premier clubs in Surrey during this time. We currently enjoy over 200 members. The club runs seven senior sides offering cricket for all standards from beginner through to serious cricketer and includes 4 Saturday & 3 Sunday XI's. The Saturday XI's compete in the **Surrey Championship**. Our Sunday 1st XI competes in the **Thameside Sunday League**, whilst our younger members participate in the **Surrey Natwest T20 Competition & Academy League** (Coloured Clothing etc..).

Youth Cricket Section

We run a very successful Colts section with around 120 members (boys and girls). Our practice evenings are Mondays, Tuesdays and Fridays (starting at 6:30pm). We run Colts teams from Minis (under 5's) to Under 11s to Under 16s, they play in the Mid Surrey or West Surrey leagues. We also enter a team each year in the John Charcoal Cup. We also run a successful Academy for ages 16-21 to prepare them for senior competitive cricket.

The club currently has ten ECB qualified coaches ranging from Level One to Level Three who all regularly give up their time throughout the summer to enable our Colts section to flourish and grow year on year.

CCC Adult 1st XI

The adult 1st XI competes in Division 1 of the Surrey Championship. Over the last few years the 1st XI has gone from strength to strength achieving 6 promotions in 11 years pushing them into the higher echelons of the Surrey Championship. Next season is a vital year for the club as we continue to attract and retain high standard players and continued support from our sponsors to enable club investment is vital to achieving this.

Clubmark & Club Development

Chessington Cricket Club is an accredited **Clubmark Club** and has been since the summer of 2005. We were the first club in the borough of Kingston Upon Thames to gain the exclusive status. Clubmark means that we are recognised as managing a club that offers children cricketers a safe and fun environment in which to learn enjoy and play the game we love.

In addition to attaining Clubmark status, we are one of only 39 Surrey cricket clubs to hold **Focus Club Status**. Focus Clubs are strategically important to the development of cricket both within Surrey and nationally. As such we work closely with Surrey Cricket to both develop our club and cricket within the local community. More details about Focus Clubs within Surrey can be found at our website as above.

Chessington CC Team Honours:

Surrey Championship 1st XI Div 2 Runners Up 2017
Surrey Championship 2nd XI Div 4 Winners 2017
Surrey Championship 1st XI Div 3 Runners Up 2012
Surrey Trust Development League Cup Winners 2011
Surrey Trust Development League Zone B Winners 2011
Thameside Sunday League B Winners 2010
Thameside Sunday League 2nd XI Winners 2010
Surrey Championship 1st XI Div 3 Runners Up 2009
Griffin Sunday League Winners 2009
Surrey Championship 1st XI Div 4 Runners Up 2007
Surrey Championship 1st XI Div 5 Runners Up 2006
Three Counties Sunday League Div 1 Winners 2001
Three Counties Sunday League Div 2 Winners 2000
Surrey Championship 2nd XI Div 3 Runners Up 2000
Surrey Championship 3rd XI Div 2 Winners 2000
Surrey Knockout Cup Winners 1997
Surrey Championship 1st XI Div 3 Winners 1997
Surrey Championship 2nd XI Div 3 Runners Up 1994
Surrey Championship 3rd XI Div 2 Winners 1992
Thameside League 1st XI Runners Up 1991
Thameside League 2nd XI Runners Up 1991
Thameside League 1st XI Runners Up 1989
Thameside League 1st XI Winners 1988
Thameside League 2nd XI Winners 1987
Wey Valley League Evening KO Cup Winners 1986
Wey Valley 1st XI League Winners 1986
Wey Valley 2nd XI League Winners 1986
Wey Valley League Evening KO Cup Runners Up 1985
Wey Valley 1st XI League Winners 1985
Wey Valley 2nd XI League Runners Up 1985
Wey Valley 2nd XI League Winners 1984
South West London 2nd XI League Winners 1970





Sponsorship Activities & Promotion

We propose to work with a sponsor in a flexible way to create a bespoke partnership that fits the priorities of both organisations. The following is a series of suggestions on how we would look to structure a partnership.

Chessington Cricket Club is willing to offer the following benefits to a headline sponsor:

- Sponsor to receive naming rights and branding opportunities across club property, team wear, communication platforms and written collateral.
- Specific company messaging and promotional details listed where appropriate.
- Brand recognition on:
 - Team shirts, caps, training clothing
- Ground advertising boards (production costs covered by the sponsor).
- Club house / Bar / Changing Room and WC posters.
- Verbal Announcements on major match days.
- Member communications – newsletter, emails, website.
- Press Releases and local community stakeholder communications.
- Depending on the nature of the sponsor company's products / services, we suggest club members are given an incentive or discount offer.



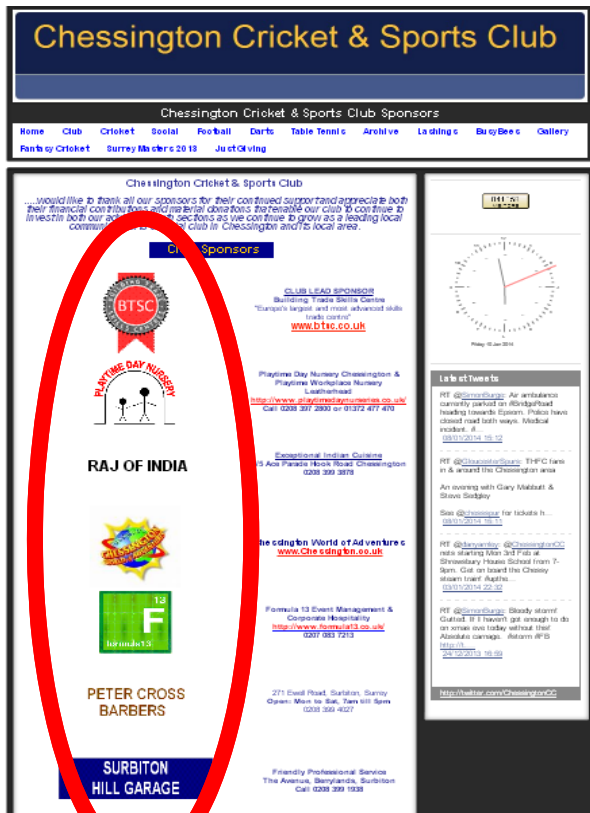
Sponsorship Activities & Promotion

- If the sponsor is a local based company, we suggest a joint branded member recruitment drive through the company's staff, clients, suppliers and local stakeholders to announce the new partnership
- Sponsor has the right to use the name, logo and images of the club and its players to promote its support of the local community in its own publications, website and media releases
- Headline sponsor to meet informally with club representative at least every 6 months throughout the term of the agreement to review activity to date and consider new activation ideas
- In consideration of the above promotional benefits Chessington Cricket Club is seeking a headline sponsor to pay £2,500 per annum based on a 2 year agreement. This figure can be negotiated and a contract can be amended accordingly.
- Sponsorship performance reviewed annually against a pre-agreed set of objectives.

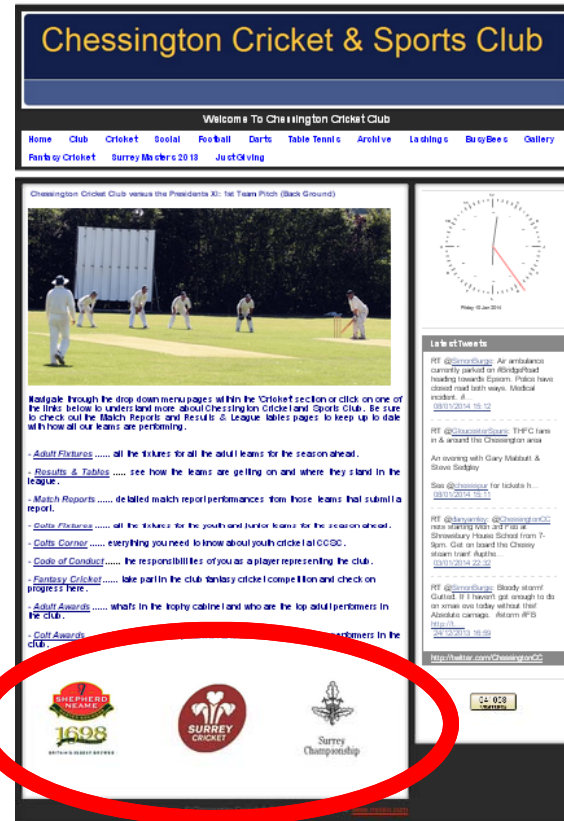


Sponsorship Activities & Promotion

- We also have lots of opportunities for smaller sponsors and amounts and can tailor these to the individual companies requirements.
- Being a purely volunteer run cricket club every sponsor is vital in helping with equipment for the ground, equipment for junior coaching, community engagement projects and continued development of the cricket section.
- Amounts can be negotiated with the sponsorship co-ordinator as can the what the company gets in return. Chessington CC wants to ensure all sponsors get the maximum from there valued sponsorship.
- Smaller agreements can include match day sponsors, fixture card sponsors, kit sponsors, junior team sponsors, ground sponsors, website sponsors plus many more.
- Smaller packages start at £300 and go up to our headline sponsor – there's a package for all companies.



Exposure & links on website



Advertising around the ground





Contact



To progress a conversation regarding this opportunity or any other sponsorship opportunities please contact:

Daniel Yarnley

Sponsorship Co-Ordinator

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