



CRICKET
SHROPSHIRE

CRICKET SHROPSHIRE

SPONSORSHIP Opportunities





CRICKET
SHROPSHIRE

CRICKET'S POPULARITY

20%

of the population
follow cricket

2.5
MILLION

play the game in
England and Wales

2ND

most played team
sport





INTODUCING CRICKET SHROPSHIRE



OUR RESPONSIBILITIES

- Responsibility for Shropshire's recreational cricket
- The development of young talent through The Pathway Programme
- The promotion and delivery of disability cricket
- Providing cricket opportunities to disadvantaged communities
- Delivering coaching to over half of Shropshire's schools

Our Mission: To Make Cricket The Most Inclusive Sport



CRICKET
SHROPSHIRE



OUR ACHIEVEMENTS

PATHWAY SUCCESS

Our Pathway Programme has seen players including, Eve Jones, Mitchell Stanley, Dillon Pennington, Ed Barnard, Jack Shantry and Joe Clarke go on to play professionally.

PIONEERS OF DISABILITY CRICKET

We were one of the first counties to embrace disability cricket, as far back as the 1980s.

NATIONAL RECOGNITION

We are recognised at a national level, sitting on ECB advisory groups. Our team members have achieved national recognition for their contribution to the sport.



OUR REACH

12,000+
PUPILS TAUGHT
PER ANNUM

53%
OF SHROPSHIRE
SCHOOLS USE OUR
COACHING

40+
COMPETITIONS
PER ANNUM

**54 CLUBS
& 3500
MEMBERS
SUPPORTED**





CRICKET
SHROPSHIRE

OUR MEDIA REACH

PLAY- CRICKET

Play-Cricket is the
ECB's website for
recording all cricket
fixtures, results and
player stats

88,000



3,700



2,100



1,289





CRICKET
SHROPSHIRE

DIGITAL SPONSORSHIP

MAKE THE MOST OF OUR DIGITAL REACH!

We provide you with access to our followers enabling you to promote your product or service via our social platforms.



Women & Girl's in Shropshire Proudly
Sponsored by Strategic Leisure

Strategic Leisure Website

**ONE-OFF
DIGITAL
SPONSOR**

£95

**ANNUAL
DIGITAL
PACKAGE**

5 MESSAGES PER YEAR

£400

You will receive:

- A square or message on our platforms - Facebook, Instagram and Twitter
- A news feature on our website
- Your company logo on our home page





INCLUDES
**NAMING
RIGHTS!**

AWARDS SPONSORSHIP

Our awards bring together the very best of cricket players, supporters and volunteers from across the county. More than 200 attendees each year, this event is a sell-out success.

HEADLINE AWARDS SPONSOR £2000

You will receive:

- Naming rights of the event
- 4 tickets to the awards
- Your branding positioned around the event
- Tiles, tags and messages on our socials
- A news feature and logo on our website





CRICKET
SHROPSHIRE

INCLUDES
**NAMING
RIGHTS!**

AWARDS SPONSORSHIP

120 of Shropshire's finest recreational female cricketers attend our annual Women and Girls Awards. This is a fantastic CSR opportunity.

SOLD!



WOMEN AND GIRLS AWARDS SPONSOR

You will receive:

- Naming rights of the event
- 4 tickets to the awards
- Your branding positioned around the event
- Tiles, tags and messages on our socials
- A news feature and logo on our website



CRICKET
SHROPSHIRE

INCLUDES
**NAMING
RIGHTS!**

LEAGUE SPONSORSHIP

WREKIN 8'S INDOOR SPONSOR £1500

With 150 players across 12 teams, all playing at Wrekin College, this package is ideal for a local business aiming to build awareness in the area.

You will receive:

- Indoor league naming rights
- Your logo on the Play-Cricket website
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- Finals night branding opportunities and an invite to present the winner's trophy
- Winners go forward to regional finals





INCLUDES
**NAMING
RIGHTS!**

LEAGUE SPONSORSHIP

JUNIOR LEAGUE SPONSOR £5000

With 130 teams across five age groups and an annual reach of 2000 children plus parents and spectators. This package is ideal for those who want to raise awareness, support the next generation or meet a Corporate Social Responsibility objective.

You will receive:

- Junior league naming rights
- Your logo on the Play-Cricket website
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- 4 tickets to our awards dinner
- Branding opportunities and an invite to present the winners' trophies at our final days





CRICKET
SHROPSHIRE

SOLD!

LEAGUE SPONSORSHIP

WOMEN AND GIRLS SPONSOR £5000

Shropshire's Women and Girls' programme has achieved national recognition, boasting an impressive 800 players and 75 teams throughout the county.

You will receive:

- Women and girls league naming rights
- Your logo on the Play-Cricket website
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- 4 tickets to our awards dinner
- Branding opportunities and an invite to present the winners' trophies at finals days

INCLUDES
**NAMING
RIGHTS!**





CRICKET
SHROPSHIRE



TEAM SPONSORSHIP

PATHWAY – PERFORMANCE £POA

Our county Performance Pathway provides additional coaching for boys and girls aged 14–18 years plus women. This programme has a nationwide reach as our Performance cricketers play across the country. Ideal for businesses looking to expand their brand awareness and support the next generation.

You will receive:

- Logo on the front of match shirts
- Your logo on the Play-Cricket website
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- 4 tickets to our awards dinner
- Branding opportunities and an invite to present the winners' trophies at our end of year celebratory event.



CRICKET
SHROPSHIRE

TEAM SPONSORSHIP

PATHWAY – DEVELOPMENT £POA

Our county Development Programme coaches boys and girls aged between 11 and 13 years. With a nationwide reach – this is perfect for businesses that want to expand their brand awareness and support the next generation of talented cricketers.

You will receive:

- Logo on the front of match shirts
- Your logo on the Play-Cricket website
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- 4 tickets to our awards dinner
- Branding opportunities and an invite to present the winners' trophies at our end of year celebratory event.





CRICKET
SHROPSHIRE

TEAM SPONSORSHIP

DISABILITY CRICKET PROGRAMME £3000

Since the 80s, we've been at the forefront of disability cricket and have achieved national success, reaching the national finals several times. Cricket Shropshire provides the platform for the sport, recruiting new players, providing training opportunities and a Pathway Programme for promising talent.

You will receive:

- Your logo on the front of match shirts
- Your logo on the Play-Cricket website
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- 4 tickets to our awards dinner
- Branding opportunities and an invite to present the winners' trophies at our end of year celebratory event.





CRICKET
SHROPSHIRE

INCLUDES
**NAMING
RIGHTS!**

PEOPLE SPONSORSHIP

YOUNG AMBASSADORS £1500

Our Young Ambassadors programme aims to provide an opportunity for youngsters to contribute toward the enhancement of the community whilst learning new skills. Our ambassadors volunteer 20 hours of service to their respective clubs. This sponsorship opportunity is for those looking to meet a CSR objective.

You will receive:

- Naming rights of the programme
- Your logo on a celebratory hoodie presented to ambassadors
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- 2 tickets to our awards dinner
- Branding opportunities and an invite to present the winners' trophies at our end of year celebratory event.





CRICKET
SHROPSHIRE

PEOPLE SPONSORSHIP

CRICKET SHROPSHIRE'S CORPORATE WEAR £3500 FOR 2 YEARS

Our ECB-accredited coaches are an integral part in delivering cricket to Shropshire's children, coaches in 50% of schools and reaching over 12,000 pupils all year round. You can sponsor our coaches' corporate wear for two years, which they wear while working within our community.

You will receive:

- Your logo on our coaches kit
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- 2 tickets to our awards dinner





CRICKET
SHROPSHIRE

SOLD!

COMMUNITY SPONSOR

We are continually striving to expand the demographic of cricket in our county, whilst introducing the game to communities who haven't had the opportunity to play the game. This presents an excellent sponsorship opportunity for businesses looking to fulfil their Corporate Social Responsibility objectives.

You will receive:

- Naming rights of selected programmes
- Your logo included in our communications to local authorities
- Branded t-shirts for selected programmes
- Tiles, tags and messages on our socials
- A news feature and logo on our website
- 4 tickets to our awards dinner
- Twice yearly impact reports

INCLUDES
**NAMING
RIGHTS!**





CRICKET SHROPSHIRE

CONTACT US

T: Steve Reese 07841475675

E: Info@shropshirecricketboard.co.uk

