



CRICKET
SHROPSHIRE

SHROPSHIRE
CRICKET

PARTNER

— **OPPORTUNITIES** —





CRICKET'S POPULARITY



20%

OF THE POPULATION FOLLOW CRICKET

2.5 MILLION

PLAY THE GAME IN ENGLAND AND WALES

2ND

MOST PLAYED TEAM SPORT



— INTRODUCING — CRICKET SHROPSHIRE



OUR RESPONSIBILITIES

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

OUR MISSION:
**TO MAKE CRICKET
THE MOST
INCLUSIVE SPORT**

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



OUR MEDIA REACH

88,000



3,700



2,100



1,289



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





DIGITAL PARTNER

**MAKE THE MOST
OF OUR REACH!
BECOME A CHARITY
PARTNER**

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



Women & Girls in Shropshire Proudly
Sponsored by Strategic Leisure

Strategic Leisure Website

DY USA



ONE-OFF
DIGITAL
PARTNER

£95



ANNUAL
DIGITAL
PACKAGE

£400

5 MESSAGES PER YEAR

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

AWARDS PARTNER

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.

INCLUDES
NAMING RIGHTS!



HEADLINE AWARDS PARTNER

£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





AWARDS PARTNER

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

INCLUDES
NAMING RIGHTS!



WOMEN AND GIRLS AWARDS PARTNER

SOLD!

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



LEAGUE PARTNER

INCLUDES
NAMING RIGHTS!



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.



WREKIN
8'S INDOOR
PARTNER

£1500

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



LEAGUE PARTNER

INCLUDES
NAMING RIGHTS!



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.



JUNIOR
LEAGUE
PARTNER

£5000

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



LEAGUE PARTNER

INCLUDES
NAMING RIGHTS!



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

▶ **WOMEN
AND GIRLS
PARTNER** **SOLD!** **£5000**

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



TEAM PARTNER

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.



PATHWAY - PERFORMANCE



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





TEAM PARTNER

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.



PATHWAY DEVELOPMENT



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





TEAM PARTNER

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.



DISABILITY CRICKET PROGRAMME

£3000

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





PEOPLE PARTNER

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.

INCLUDES
NAMING RIGHTS!



YOUNG AMBASSADORS

£1500

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.



PEOPLE PARTNER

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.



CRICKET SHROPSHIRE'S CORPORATE WEAR

£3500
FOR 2 YEARS

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



COMMUNITY PARTNER

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.

INCLUDES
NAMING RIGHTS!



CRICKET SHROPSHIRE'S CORPORATE WEAR



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



CRICKET
SHROPSHIRE

OUR
PARTNERS



strategic leisure

DY USA



▶▶ **CONTACT US**

T: Richard Twigg 07894 461299

E: marketingandsalesdirector@cricketshropshire.co.uk