



SHROPSHIRE
COUNTY CRICKET CLUB

PARTNERSHIP OPPORTUNITIES







Welcome...

From developing future professional players to entertaining our loyal supporters, there is much to be proud of when it comes to assessing the health and vibrancy of Shropshire County Cricket Club.

We are fortunate to have such a dedicated support base, from the band of followers who travel around the country each summer encouraging the side, to the excellent hospitality the clubs which host our matches continue to provide, through to our dedicated band of volunteers and officials who devote so much time and effort.

Then there is the financial assistance from our network of sponsors, with their support essential in the wellbeing of the county club as it ensures we continue to flourish and move closer towards achieving our ambitions.

We are extremely grateful for all the support we receive from local companies and organisations, and the Shropshire business community generally, who continue to support our popular annual hospitality day at Wrekin College each summer in such impressive numbers.

This booklet outlines the other exciting opportunities now available for you to form a closer association with Shropshire County Cricket Club via a range of new sponsorship initiatives.

There really is much to look forward to given the exciting talent that Shropshire cricket continues to produce and playing for the county club, a notable achievement for any ambitious young cricketer locally, can often act as a springboard in a player's career progression.

Who will be the next local lad to follow in the footsteps of Joe Clarke and Ed Barnard, two outstanding young cricketers we were delighted to see represent the county before graduating to the first-class game?

The likes of James Taylor, Jack Shantry, Joe Leach, Richard Oliver and Adam Shantry are other examples of players who have made the step up from club cricket to gain experience playing for Shropshire at Minor Counties level before then becoming professionals.

As a county, we always strive to be as professional as we can be - both on and off the field - and, having had a taste of success, memorably in 2010 when we lifted the Minor Counties KO Trophy with victory over Lincolnshire on a marvellous day at Durham CCC, we are determined to do all we can to bring more silverware to the county.

Thank you to everyone who continues to support Shropshire County Cricket Club - it really is appreciated.

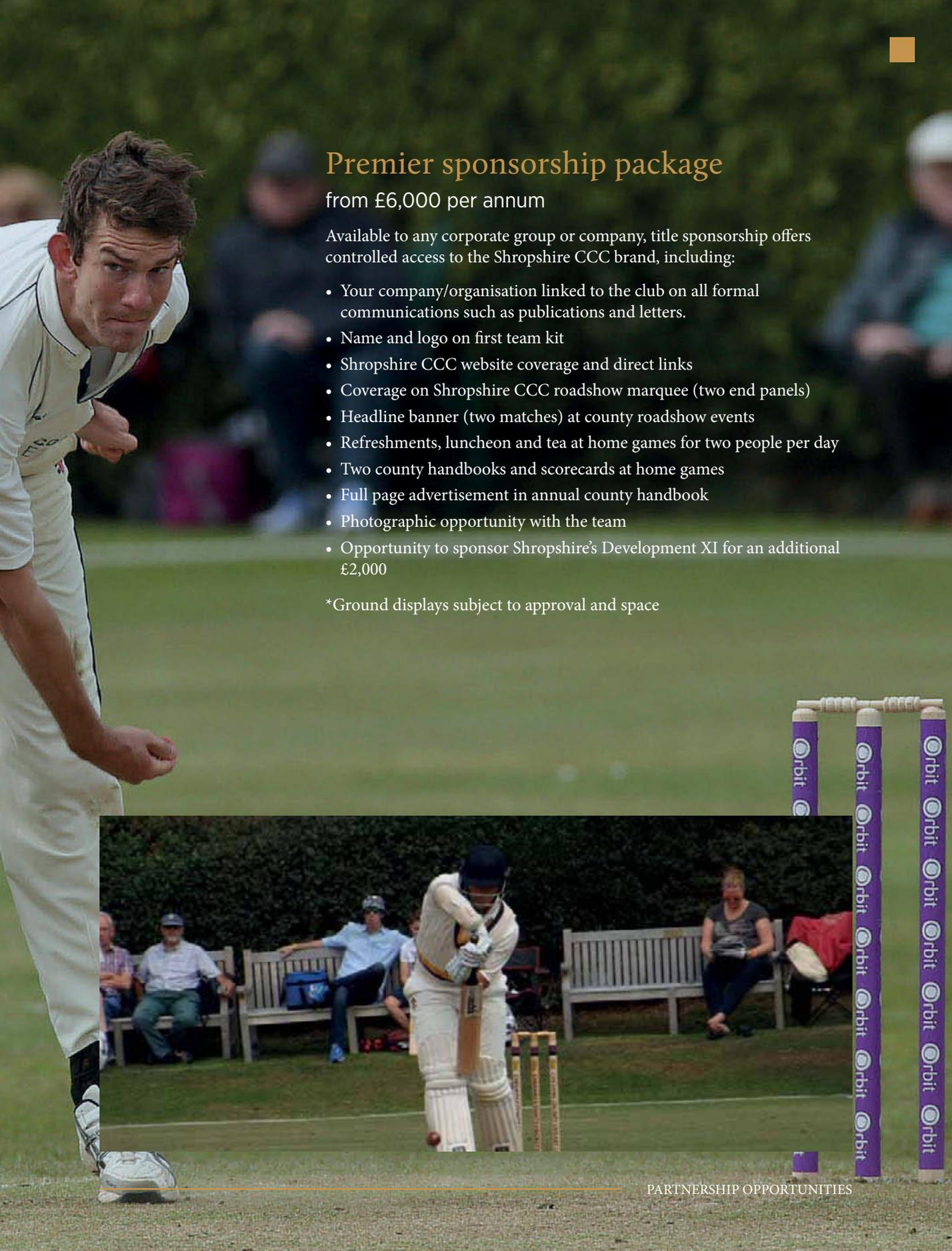
Toby Shaw
Chairman, Shropshire County Cricket Club.



Marketing opportunities

Title sponsorship	£7,500
One-day match sponsorship	£300
Three-day match sponsorship	£600
Match banners (season)	£300
Sponsor a player	£100
Name on stumps	£175
Match ball sponsorship (six per three-day game)	£50 per ball
Kit sponsorship	£2,500
Shirt front only	£1,500
Shirt back only	£1,000
Shirt sleeve	£500
Development XI shirt sponsorship	£2,500
Roadshow marquee (all panels)	£3,000
Roadshow marquee (back panel only)	£1,500
Roadshow marquee (two end panels)	£1,000 each.





Premier sponsorship package

from £6,000 per annum

Available to any corporate group or company, title sponsorship offers controlled access to the Shropshire CCC brand, including:

- Your company/organisation linked to the club on all formal communications such as publications and letters.
- Name and logo on first team kit
- Shropshire CCC website coverage and direct links
- Coverage on Shropshire CCC roadshow marquee (two end panels)
- Headline banner (two matches) at county roadshow events
- Refreshments, luncheon and tea at home games for two people per day
- Two county handbooks and scorecards at home games
- Full page advertisement in annual county handbook
- Photographic opportunity with the team
- Opportunity to sponsor Shropshire's Development XI for an additional £2,000

*Ground displays subject to approval and space



Championship cricket Three-day match sponsorship

£600 per match

- Individual sponsorship opportunities are available for our home matches in the Unicorns Championship
- Package includes:
 - Pre-match refreshments, luncheon and tea for two people per day
 - Advertising banner at ground (supplied by sponsor)
 - Shropshire CCC website coverage and direct links
 - Two county handbooks
 - Two scorecards per day
 - Advertisement in county handbook
 - Coverage in Shropshire CCC roadshow marquee
 - Photographic opportunity with team

*Ground displays subject to approval and space

Knockout Trophy One-day match sponsorship

£300 per match

- Individual sponsorship opportunities available for our home matches in the Unicorns Knockout Trophy
- Package includes:
 - Pre-match refreshments, luncheon and tea for two people per day
 - Advertising banner at ground (supplied by sponsor)
 - Shropshire CCC website coverage and direct links
 - Two county handbooks
 - Two scorecards per day
 - Advertisement in county handbook
 - Coverage in Shropshire CCC roadshow marquee
 - Photographic opportunity with team

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Individual player sponsorship

£100 per squad member

Coverage of your company/organisation on the county website for top performances from your sponsored player:

- Batsman scores 50+ runs in an innings
- Bowler takes four+ wickets in an innings
- Four victims for a wicketkeeper in an innings
- Fielder takes three catches/completes three run outs in an innings

Corporate membership scheme

£375 per annum

Enjoy a range of benefits in idyllic surroundings, whether entertaining guests or just relaxing, including:

- Annual membership for two company personnel
- Advertising in the Shropshire CCC roadshow marquee
- Two annual county handbooks and county ties
- Advertising on county website with link to own site
- Advertising on match days (supply own two metre banner)
- Acknowledgement in county handbook

Hitting the road with Shropshire

The Shropshire CCC Roadshow - connecting the county throughout the summer.

Our point of sale and membership tent will travel across Shropshire throughout the season, appearing at home first team and development XI matches.

In addition to proving full details about Shropshire CCC to a broad audience, we can also take your message across the county.

Getting involved

If your business would like to benefit from a partnership with Shropshire County Cricket Club then please get in touch using the following details.

Toby Shaw - 07967 721745 - toby.shaw@tsrsurveyors.co.uk

Our partners



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shropshireccc.co.uk