

HATFIELD & CRUSADERS CRICKET CLUB

A Member of the Saracens Hertfordshire Cricket League & Hertfordshire Cricket Association



H&CCC Sponsorship Packages



With the 2021 season fast approaching, we are looking to partner with local businesses that can help promote both our club and their business

Despite being run by volunteers, it is a fact that providing and maintaining good quality facilities for the local community to learn, practice and play cricket on is expensive, and cannot be done without some degree of commercial sponsorship.

Funds raised through sponsorship and advertising activities have been used to improve the facilities of the club such as the new electronic scoreboard, covers for the wicket and refurbishment of the sightscreens. We are now looking to improve our net area and have plans to refurb the outside patio.

All of our available sponsorship packages are listed in this document however if you have any bespoke requests these can be discussed.

Exposure we can provide

3 Senior XI's that play in the Herts Cricket League and a Sunday friendly/T20 side with over 40 playing members signed up

18 home league fixtures to be played between our 1st and 2nd XI's

3 Home Sunday T20 Competition fixtures (potential for more if we qualify through group stage)

4 Home Sunday friendlies (more TBA throughout the season)

Around 10 midweek games to teams we hire the ground out to

A social membership side which includes 2 darts teams that keeps the club going throughout the winter months

1000's of visitors to our club every year

Over 700 and counting likes/follows to our social media pages

Regular reports in the local newspaper

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I'm sponsors will receive a mention on the notice board inside the club house

Match ball sponsorship – £30 per game

- Sponsor to receive a mention on the home page of the club website and on team sheets prior to the game, advert via Twitter, Facebook and Instagram
- A complimentary drink on the day of the game for company representatives (Max 4)

Website Advertisement – £100 p.a.

- Featured on the front page and within the sponsors section of the Hatfield and Crusaders Cricket Club website with your logo and a link back into your own website
- Announcement on Twitter, Facebook and Instagram, including links to company
- The Club is looking for an annual rolling commitment from advertiser

Ground Perimeter Advertising

How much does it cost?

£150 (plus set-up costs) for the first season

- A £50 discount will be applied if renewed

Benefits

- Locations available are around main ground, nets area, back of sightscreens & covers (current deal runs until 2022)
- Featured on the sponsors section within the Hatfield and Crusaders Cricket Club website including information on your company, your logo and a link back into your own website
- The Club is looking for an annual rolling commitment from advertiser

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Scorebox Advertising

Sponsorship around our picturesque ground is a high-profile way of advertising throughout the year at Hatfield and Crusaders and nowhere around the ground is looked at more than the brand-new electronic scoreboard.



How much does it cost?

£200 (plus set-up costs) for the first season

- A £50 discount will be applied if renewed

Benefits

- Sponsorship banner mounted on the front/side of our scoreboard.
- Announcement on Twitter, Facebook, and Instagram, including links to company (followed by monthly adverts throughout the season).
- Featured on the sponsors section within the Hatfield and Crusaders Cricket Club website including information on your company, your logo and a link back into your own website.

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Thank you for taking the time to read through our proposal's and if you would wish to sponsor or advertise or know of a local business that may be able to help, please contact us at hatfield.crusaderssponsorship@gmail.com

We would like to thank our current sponsors for their support

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