



Earby Cricket Club

Sponsorship
Packages

2024 Season





Welcome

Welcome to Earby Cricket Club. Whether you are an existing sponsor, a potential new sponsor or an individual supporter of the club, there are many ways in which you can contribute to help the club to grow successfully and sustainably.

The club has a rich history from the Ribblesdale Cricket League and as founder members of the North West Cricket League which was formed in 2023 we run 3 senior teams as well as having a thriving junior section.

We are proud to hold ECB Clubmark accreditation and we continue to strive to progress both on and off the pitch whilst playing a key part within the local community.

Ahead of the 2024 season we are looking to strengthen our relationships within the community by offering a wide range of commercial opportunities which we believe can enhance the marketing output not only around our club and members but via our growing online platforms as well.



Our Club

Our club is built on a foundation of community values, cooperation, dedication and enjoyment.

We are incredibly proud of our teams, the people they are and all they continue to achieve.

In 2024 we will have 3 senior teams and 4 junior teams ranging from Under 9's through to Under 15's





Our Teams



Our 3 senior teams participate in the North West Cricket League which was created following the merger of the Ribblesdale and Bolton Cricket Leagues in 2023

The league comprises of 28 clubs based from Earby and Barnoldswick in the North down to Walkden in the South. (www.nwcl.co.uk)



3rd Team - 2023 Birchall Cup Winners



Our junior teams compete in the Upper Airedale Junior Cricket League which comprises of clubs based in both North and West Yorkshire creating further exposure from parents and families of the junior players (www.uajca.com)

Our History



Formed in:

The 1850's the cricket club has been at the heart of the community for over 150 years making it one of the oldest sporting organisations in Craven.

Historical fact #1

The club moved to its current ground The Applegarth in 1893 meaning it was 130 years old in 2023

Historical fact #2

In 1897 Earby joined the Ribblesdale League for the first time

Historical fact #3

The 1950s and 1960s saw some of the greatest years with us winning both the Ribblesdale League and Ramsbottom Cup

Historical fact #4

In 1991 the club won the "Double double" when the fabulous first and second teams won both the league and cup



Mission 01

To continue and further develop the club's involvement in school and youth cricket, developing a strategy to introduce all young people in the community to the sport of cricket



Mission 02

To work alongside all sport development organisations and to emphasise that Earby Cricket Club is providing facilities and activities which are run entirely by volunteers



Mission 03

To continue to promote a mixed gender sport and encourage more participation from girls; possibly increasing to support a full girl's team in the future



**2024 Professional –
Raveen Yasas
Sri Lanka**



Club Missions

We aim to :

- Engage in the next generation of cricket
- Be at the heart of the local community
- Be inclusive to all regardless of age, gender or ability
- Provide a safe family friendly environment

Sponsorship Benefits

We are eager to work with our sponsors to ensure they benefit as much as possible from the partnership. Benefits we have identified include:

- Promotional access to potential customers via the Club and all its networks
- Advertising exposure via the clubs website which is viewed by club members, other clubs and players and the general public. Our website is updated regularly and is a highly effective promotional vehicle with a wide reach with site visitor numbers increasing year on year (2021 it had 2544 visitors 4826 in 2022 and over 5000 in 2023)
- Exposure through our popular social media channels (Facebook reach of 12272 people in the last 90 days and an engagement of 6048 in the same period and over 1600 followers on Twitter)
- Publicity opportunities at all senior and junior matches and a chance to reach other teams and their supporters.
- Publicity opportunities at social events. Our committee runs an active social calendar during the cricket season
- An opportunity to extend your marketing database, for example via a raffle held at a tournament
- Recognition of working with a leading community club
- Promotion at club events including AGM, Cup Finals, Youth Events
- Use of images to promote partnership
- Promotional launch
- Provide the opportunity to present prizes at appropriate events





Come & Join Us

As a club at the heart of the community we would love to welcome you or your company into our club family and establish a long term mutually benefit relationship.

If you are interested in any of our sponsorship packages which are detailed on the pages below or would like to discuss any aspects of any package please contact us by emailing earbycc@outlook.com

Prices

Match Ball - £35 or 2 for £60

Advertising Board - £200 (1st Season & £100 season after)

Advertising Banner - £150 (1st Season & £100 season after)

Match Day Sponsorship - From £200

Player Sponsorship - From £50

Playing Sleeve Sponsorship - From £1000 per year

Playing Shirt Back Sponsorship - £1000 per year

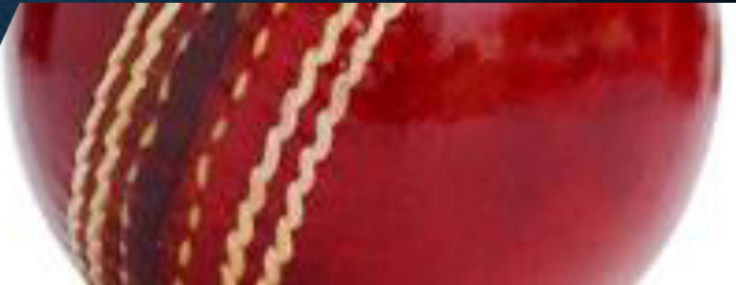
Sightscreen Sponsorship - £1500 per sightscreen



Match Ball Sponsorship

Price : £35 Per Match or 2 Matches for £60

- Enables the 1st and 2nd teams to have a brand new ball for each match by covering the cost of each ball
- Opportunity to have company logo and direct link to your own website on the sponsorship page on www.earbycc.co.uk
- Advertisement of company/persons name on all social media platforms in the week leading to the match
- 2 Free drink tokens to be used at the bar
- Invite to sponsors day





Advertising Board Sponsorship

**Price : £200 (1st Season) & £100 every season
after**

- 8ft x 2ft Advertising Board sited on the boundary fence (Other sizes available – POA)
- 1st Season costs include all artwork and production costs of the board
- Opportunity to have company logo and direct link to your own website on the sponsorship page on www.earbycc.co.uk
- Invite to sponsors day



Your company here



Advertising Banner Sponsorship

Price : £150 (1st Season) & £100 every season after

- 53" High x 67" Wide Advertising Banner sited on the fence at the side of the Club House
- 1st Season costs include all artwork and production costs of the banner
- Opportunity to have company logo and direct link to your own website on the sponsorship page on www.earbycc.co.uk
- Invite to sponsors day





Match Day Sponsorship

Prices starting from £200 Per Match (10 People)

- Opportunity to have company logo and direct link to your own website on the sponsorship page on www.earbycc.co.uk
- Advertisement of company/persons name on all social media platforms in the week leading up to the match
- Prominent banner site at the match for your own banner
 - 2 Free Drinks per person
 - Buffet for 10 people
 - Invite to sponsors day

This is an ideal way to promote your business, socialise with your guests and experience an enjoyable day out

Packages can be adapted to individual needs





Player Sponsorship

Prices:

Professional

Price On Application depending on what is being sponsored eg flights, Playing Kit, Training Kit

Overseas Amateur - £150

Senior Players - £65

- Opportunity to have company logo and direct link to your own website on the sponsors page on www.earbycc.co.uk
- Coverage on www.earbycc.co.uk and all social media platforms every time your player performs well
- Invite to sponsors day





Playing Shirt Sleeve Sponsorship

Price : £1000 per year or £1500 for both sleeves

- An ideal opportunity to boost the exposure of your company by having your company logo on the sleeve of the senior's playing shirt which will be worn by players in all 1st team, 2nd team and 3rd team league and cup matches
- 8ft x 2ft Advertising Board situated on the boundary fence
- Opportunity to have company logo and direct link to your own website on the sponsorship page on www.earbycc.co.uk
- 1 x Match Ball & 1 x Match Day sponsorship
 - Invite to sponsors day

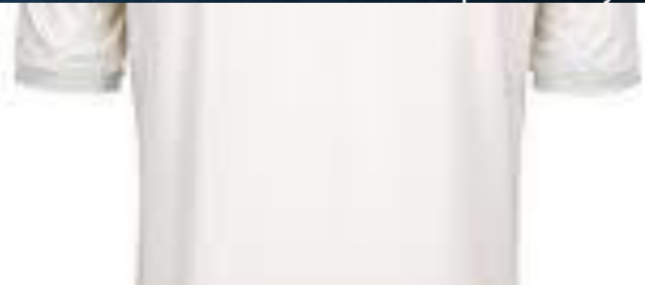




Playing Shirt Back Sponsorship

Price : £1000 per year

- An ideal opportunity to boost the exposure of your company by having your company logo on the back of the senior's playing shirt which will be worn by players in all 1st team, 2nd team and 3rd team league and cup matches
- 8ft x 2ft Advertising Board situated on the boundary fence
- Opportunity to have company logo and direct link to your own website on the sponsorship page on www.earbycc.co.uk
- 1 x Match Ball & 1 Match Day sponsorship
 - Invite to sponsors day





Sightscreen Sponsorship

Price : £1500 per Sightscreen

- An ideal opportunity to boost the exposure of your company by having your logo on the back of the new sightscreens (which will be purchased from the sponsorship money) for 5 years and which will be seen by everyone who plays in our weekend senior and junior midweek matches, along with the numerous visitors who come and watch and visit the ground.
- Opportunity to have company logo and direct link to your own website on the sponsorship page on www.earbycc.co.uk
- 1 x Match Ball & 1 x Match Day sponsorship
 - 8ft x 2ft Advertising Board situated on the boundary fence
 - Invite to sponsors day



Website : www.earbycc.co.uk

Email : earbycc@outlook.com

Facebook : earbycc

Twitter : @earbycc

Instagram : @earbycc



Thank You