



**DELPH & DOBCROSS  
CRICKET CLUB**

1873



2023

150

# ***SPONSORSHIP OPPORTUNITIES***

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**2023 Season**



***#UPTHEDELPH***

# ONE CLUB. ONE GOAL. ONE TEAM.

## Help us to celebrate our 150th year

Our sponsors are a key part of our team. The vital revenue raised from advertising and sponsorship makes a real difference to us. It keeps the club running and helps us to constantly improve our facilities, so people of all ages in our community can enjoy watching and playing cricket.

Sponsoring our grassroots club is also a fantastic way of raising your brand profile in the local area. What could be more satisfying than supporting a cause you're passionate about? Especially when we've so many cost-effective opportunities for companies and individuals to show their support as we celebrate **150 years of cricket**.

As well as our three senior teams, we've four junior teams (under U9's, 11s, 13s, & 17s) that entirely depend on revenue generated by our sponsors' generosity.



**DELPH & DOBCROSS  
CRICKET CLUB**





SON  
6  
PDP Training  
TOXIC  
!

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## **WE CAN BOOST YOUR BRAND.**

### **What's Our Reach?**

A forward-thinking cricket club with a good understanding of the power of advertising and social media, we've an impressive reach in the local community.

We've a strong following of players, parents and loyal supporters who are keen to stay in touch with our scores, news updates and announcements. We've fans far and wide who will be made aware of your sponsorship, products and services across our social channels.

### **Social Media**

We regularly post across our social media channels that have attracted a big following. We'll also be launching our own **YouTube** channel this season too!



FOLLOWERS

**500+**

MONTHLY  
REACH

**1k**



FOLLOWERS

**900+**

MONTHLY  
REACH

**8k**



FOLLOWERS

**3k+**

MONTHLY  
REACH

**13k**





## THE CLUB IN NUMBERS.

### Senior Players

Our squad spans three adult teams.

30

### Junior Players

We've players of all ages across four teams. The future of our club

50

### Wider Team

Our seven teams pack in lots of fixtures. Which means that during the season our ground welcomes thousands of supporters, parents, relatives, ex-players and new friends.

5,000



**DELPH & DOBCROSS**  
CRICKET CLUB

#UPTHEDELPH



# ALWAYS THERE. ALWAYS VISIBLE.

## Perimeter Fencing

It's the classic, and probably most tried and tested way to advertise your brand or company at our beautiful ground. Perimeter board advertising at Delph & Dobcross remains one of the most effective ways you can get your brand seen in the local community.

We've plenty of prominent spaces across our scenic ground, so your striking message or logo can be seen by spectators, passers-by, players and parents from the local area, or whisper it, over the hill!

Several sizes are available. A standard 8ft x 2ft board or a 16-foot long display. We also have space for large vinyl banners that can be mounted on the nets for even more exposure!

Note: If you've already got artwork and would like to produce your own board, simply remove the production costs from the prices below.

### Single 8ft x 2ft | Foamex Board

**£120 PRODUCTION**

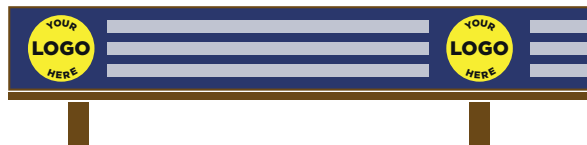
**£100 PER YEAR**



### Double 16ft x 2ft | Foamex Board

**£240 PRODUCTION**

**£200 PER YEAR**



### Maxi 4ft x 8ft | Vinyl Banner

**£240 PRODUCTION**

**£250 PER YEAR**



# MULTI-CHANNEL COMMS PARTNERS.

## Website

Our website is the main hub for all of our fixtures, events, information, regular news updates and new signing announcements. Here, our growing community of passionate cricket fans (including some expats) check on our progress. We've header and footer banner spaces available for your adverts, as well as lots of static images on our news pages.

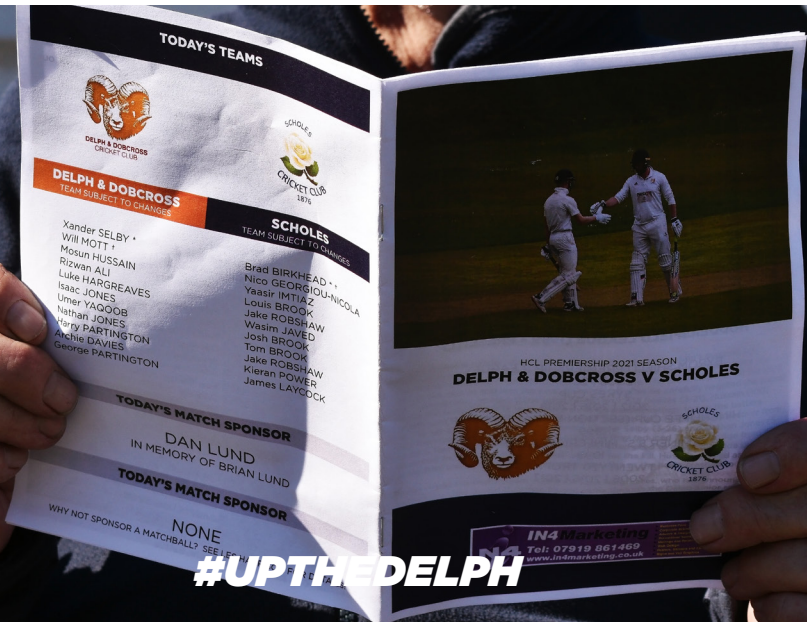
## Main Banner

**£100 PER SEASON**

## Static News Image

**£50 PER SEASON**

Taking a banner space or sponsoring a social media channel also includes a small advert in our match programme at no extra cost!



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## Social Media

We can offer you the opportunity to put your brand or message in front of our passionate audience on our social channels. This means your logo would sit on our profile header. We'd pin your announced post to the top of our super busy newsfeed during the cricket season. We'd also feature your logo on our social media graphics for extra coverage. Howzat?



**Sponsorship** All Channels  
**£500 PER SEASON**

## Sample Graphics

### MATCH PREVIEW



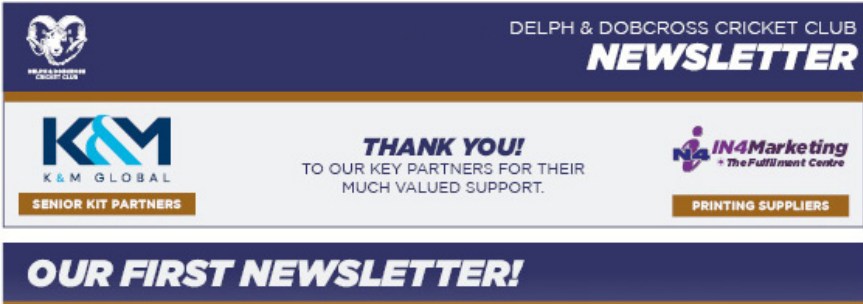
### NEWS ITEM



### MAN OF THE MATCH



# MULTI-CHANNEL COMMS PARTNERS.



DELPH & DOBCROSS CRICKET CLUB  
**NEWSLETTER**

**K&M**  
K&M GLOBAL  
SENIOR KIT PARTNERS

**THANK YOU!**  
TO OUR KEY PARTNERS FOR THEIR  
MUCH VALUED SUPPORT.

**IN4Marketing**  
The Fulfillment Centre  
PRINTING SUPPLIERS

**OUR FIRST NEWSLETTER!**

Hello and thanks for taking the time to read our brand new monthly newsletter where we'd like to keep you abreast of what's happening down at your local cricket club. One of our objectives is to create stronger links around the local villages and



## Newsletter

Sent out to a growing number of subscribers every month throughout the season, our digital newsletter provides a regular round-up of news, interviews and articles. Sponsor our newsletter and your logo would feature in the header on every page.

## Sponsorship

**£150 PER SEASON**



## Live Streaming

We're taking a giant leap by introducing the live streaming service **FrogBox**. This means that supporters everywhere will be able to tune into all of our home fixtures on YouTube, and watch every ball of our senior and junior matches in the comfort of their own homes.

We'll also put the highlights reels on our social media channels to achieve a huge reach and enable home and away players to look back at key moments in every match!

Your branded advert will be on rotation throughout the season, positioned in the corner of the screen, right in the eyeline and also coming up in intervals throughout the game.



Find out more about how Frogbox works at [www.frogbox.live](http://www.frogbox.live) or via the QR code below.



## Sponsorship

**£100 PER SEASON**



JM CARDER 0 2  
S WHITEMAN 0 0

FrogBox

**DDCC** v **HCC** **128/4** (32.1)  
HCC won the toss and elected to bat

LH TYLER  
●●○○○○

0-0 0.2



# THAT'S ENTERTAINMENT.

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## Match Sponsorship

Enjoy our VIP hospitality experience and sit in the best seats in the house! Watch a home match in comfort from our exclusive sponsors' lounge, overlooking the action. We're currently taking bookings for the new season including 1XI and 2XI matches.

With capacity for up to eight people, there's plenty of space for you to entertain your customers or guests, and bowl them over! You'll also all be treated to one of our famous cricket teas and some wine. However, we're flexible to suit all tastes. Prefer a few jugs of beer and some chip or bacon butties instead? We can arrange that!

The cost below includes up to 8 people but we have a capacity of up to 12 at £20 per person.

**Each Match** 1XI, 2XI or 3XI

**£300 INC VAT**



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PERFORMANCE AND ECONOMY  
**HYPERCHIPS**  
D.UK   #HYPERCHIPS

**RICHARDSONS**  
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Kilworth  
Services  
Grass Cutting  
Mowing  
71088 702

TOTAL 79  
WKTS 7  
OVERS 23  
LAST WKS

RUNS  
WKTS  
L.WKS  
OVERS  
L.WKS

# WHAT'S THE SCORE?

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## Scoreboard Sponsorship

If you want people to see your logo every time they check out our scoreboard, this is the sponsorship opportunity for you. We can place your advert adjoining our electronic scoreboard for maximum exposure.



**Scoreboard** 3 x 3ft sign

**£150 PRODUCTION**

**£300 PER YEAR**

# BACK THE LADS.

## Player Sponsorship

Show your support for our senior players and sponsor one of them for a season. We'll give you a shout-out on our social media (plus extra mentions whenever they get player of the match) and two banner spaces on our website. You'll also be included in every 1st team matchday programme. As every player can be sponsored more than once - all you have to do is pick your player or leave it to us!

## Per Player

**£30 Full Season**

Have your name / logo on our Social media graphics!





## Ball Sponsorship

Perfect for individuals who want to do their bit or companies thinking about sponsoring for the first time, match ball sponsorship will help you get into the swing of things. Sponsor a home game match ball and your name will appear in the match day programme and on our website, social media channels and posters around the club.

### Match Ball

**£30** *Each Match*

**Special Deal**

### Player Sponsor & Match Ball One Match

~~£60~~ **£50**



**#UPTHEDELPH**

# GET IN TOUCH.

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Thank you for taking the time to read through our commercial brochure. We hope that you or your company would love to get involved and support Delph & Dobcross Cricket Club in this - our 150th season - and beyond!

If you want to get the ball rolling (or even bowling) and find out more, please get in touch with Jamie on **07749 950045** or email **jamiekharrison@gmail.com**.

Link to our website



## ***Thanks!***

To **Skip** from specialist education marketing agency **Waterfall** for helping with the writing.

To **Jamie** at **Mint Disco** for the brochure design and imagery. He puts on a proper disco too!



**HUDDERSFIELD**  
**CRICKET LEAGUE**



**#UPTHEDELPH**



**DELPH & DOBCROSS  
CRICKET CLUB**



***FOLLOW US***

