



# 2024 Sponsorship Opportunities

**Chairman:** Geoff Hines

**Vice Chairman:** James Dillon

**Website:** [barwellcc.co.uk](http://barwellcc.co.uk)

**Address:** Kirkby Road Sports Ground, Kirkby Road, Barwell, Leicestershire, LE9 8FQ





## About Us

Barwell Cricket Club is a non-profit organisation affiliated to the England and Wales Cricket Board through the Leicestershire and Rutland Cricket League and is run by a committee elected at the club's Annual General Meeting (AGM).

The club was founded in 1807 when the friendly rivalry between two local vicars led to the first fixture between Barwell Cricket Club and Coventry and North Warwickshire Cricket Club being played. It is now reputed to be the Oldest Continuous Club Cricket Match in England.

The purpose of the club is to foster and promote participation in the amateur sport of cricket within the community, providing opportunities for recreation, coaching, and competition.

The club's home is at the Kirkby Road Sports Ground, Kirkby Road, Barwell, LE9 8FQ where the club has a longstanding informal agreement to use the ground given by the trustees of the complex. We share the use of the complex with Barwell Football Club and indoors and outdoors bowls clubs.

The club currently runs **three** senior Saturday teams in the Leicestershire and Rutland Cricket League (L&RCL) as well as **two** senior teams in the Nuneaton Thursday League. We also have a thriving Junior section with teams from ages 6 – 8 to Under 17s, including Women's & Girl's cricket.

## Vision and Mission

### Our Vision

Barwell Cricket Club, a great place to play cricket for the local community.

### Our Mission

To be a cricket club that is acknowledged for its facilities, sportsmanship, competitiveness and its contribution to the village and local community.

### Our Values

To achieve our vision and mission, we must:

- Prioritise the development of our junior cricket, providing all ages/ genders with an opportunity to play the game
- Create and maintain a competitive and safe environment to play cricket
- Generate the necessary sources of revenue and funding required to ensure the longevity of the cricket club
- Take every opportunity to be integrated with and support the local community
- Demonstrate the commitment and determination for the club to succeed

## Sponsorship Opportunities

### Advertising Boards

Advertising Boards are 8ft x 2ft and are made of composite aluminium. All printed with your full input on content and design.

Price includes manufacture (first year only) and annual rental thereafter.



#### Package Includes:

- Sponsorship board around the ground (8ft x 2ft)
- Design and manufacture of the board
- Announcement on the club website, Twitter and Facebook including links to your website

#### Investment:

1<sup>st</sup> Year - £200 per board (one-off)

Ongoing - £50 board rental/ per year

## Match Ball Sponsor

From just £20, you can sponsor a Senior Saturday match ball, and you are more than welcome to come to watch the fantastic standard of cricket on show, and enjoy a casual drink with the players and Chairman in the bar after the game.

### Example:



### Package Includes:

- Announcement on the club Social Media (Twitter & Facebook)
- Sponsorship helps provide the match ball(s) for a Senior Saturday game

### Cost:

First XI = £30 per game

Second XI = £25 per game

Third XI = £20 per game

## Senior Training Top Sponsor

Barwell CC are looking for a corporate sponsor for our 2024 Senior Training Tops. Sponsorship provides your company name/ logo printed on the back of all senior (First, Second & Third XI) training tops for 3 seasons (2024 – 2026).

### Example:



### Package Includes:

- 50 x senior training kit (across three teams) with your company name/ logo on the back
- One 8ft x 2ft advertising board in a prime location around the ground
- Design and manufacture of the board
- Announcement on club website, Twitter and Facebook including links to your website
- Support with any PR you may want to do locally

### Investment (3-year deal):

	Year 1 (Initial Cost)	Year 2	Year 3
50 x Training Kit	£1,800	£200	£200
1 x Advertising Board	£200	£50	£50
<b>TOTAL</b>	<b>£2,000</b>	<b>£250</b>	<b>£250</b>

**NB:** Year 2 & 3 includes investment to cover additional training tops and board rental renewal

## Western Electronic Scoreboard

Barwell CC are looking for a corporate sponsor for a new Western (East facing) Electronic Scoreboard. All printed with your full input on content and design.

### Examples:



### Package Includes:

- Design, manufacture & installation of 2 x Advertising boards around the ground
  - 1 x Advertising board (5ft x 2ft) underneath western electronic scoreboard
  - 1 x Advertising board (8ft x 2ft) in prime location around the ground (new sponsors)
- Announcement on club website, Twitter & Facebook including links to your website

### Investment:

New Sponsors = 1<sup>st</sup> Year - £400 (one off)

Existing Sponsors = ~~1<sup>st</sup> Year - £400~~ £200 (one off)

Ongoing - £200 board rental/ per year



## Become a Club Sponsor

### Why Sponsor Us

- As a local community-based sports club, we offer you the opportunity to create strong links with the local community
- Due to the number of people interacting with our club and facilities, we can help raise awareness of your products and services to the local community
- Our junior section is one of the fastest growing in the area
- As a non-profit organisation, club sponsors can be sure that all contributions will be invested into improving access to and quality of the facilities we provide to the local community

### Contact Us

If you are interested in becoming an official club sponsor, we would be happy to set up a meeting to discuss any potential sponsorship opportunities further.

If you have any questions or require further information regarding any of these opportunities, please do not hesitate to contact us below:

**James Dillon**  
Vice Chairman

**Phone:** 07966 243952

**Email:** [info@barwellcc.co.uk](mailto:info@barwellcc.co.uk)

**Robert Guest**  
Sponsorship Manager

**Phone:** 07791022930

**Email:** [guesty871@outlook.com](mailto:guesty871@outlook.com)

## Appendix 1 - Current Club Sponsors

- Abigail's Toys and Households
- Adam Purnell Keller Williams
- Aladdins Cave
- AM Accountancy and Office Management Limited
- Andrew White Plumbing and Heating Ltd
- Balls of Barwell
- Barwell Embroidery Services Ltd
- Barwell Indian Cuisine
- Ben Gardner (Painter and Decorator)
- Bond Street Trophies Ltd
- Chris's Fish and Chips
- Colin Burton Builders
- Commercial Flooring Company
- CT Alarms Ltd
- Dynamic Executive Business Coaching
- Earl Shilton Building Society (ESBS)
- Flo Group
- Fox Hair Design
- Fox Transport Ltd
- GasCare Services (Barwell) Ltd
- H and A Ltd
- Hiskins Electrical Services
- Ident Machines Ltd
- J Dawes and Sons
- L2tek
- LK Hair and Beauty
- Lucy's Lock Up
- Mill Street Motors
- Molson Coors
- Raihan's Indian Takeaway
- SafeGuard 24/7 Limited
- Salon 65
- Samuel James Plastering
- Sieben Recruitment
- The Iron Generation Gym
- Vortex Optical Coatings Limited
- WD Roberts Tarmacadam