



## **The Sponsorship Opportunity**

### **A little about Worcester Park Cricket Club**

Worcester Park are a strong local side with over 300 members and are represented by 5 Saturday teams in the Surrey Championship: 2 Sunday League, and 1 Sunday Friendly teams, a midweek team and an Indoor VI as well as a high profile cricket week during early August in which teams from across the South of England participate.

The club's success in the Surrey League, as well as other local, regional and national competitions means that local media attention is always in place.

A quick look at our website – [www.wparkcc.co.uk](http://www.wparkcc.co.uk) - will tell you how successful our cricket has been of late. Promotions, league championships and competition wins are almost the norm now – rarely does a year go by now without new silverware being won by the club.

This success enables us to attract and retain the best local and overseas players, as well as setting the beacon standards to which our more junior members can aspire. Excellent coaching completes the circle and enables our success to be maintained into the long run.

The Worcester Park Colts section – for under-7s to under-16s - is currently its strongest for many years with 7 local schools represented by our 150 Colts members.



### **The Promotional Opportunity at Worcester Park Cricket Club**

Worcester Park Cricket Club is one of three sports clubs affiliated to the Worcester Park Athletic Club. So as well as sponsoring the Cricket Club, you also get exposure to the Worcester Park Football Club and the Worcester Park Tennis Club. And that's **all year round**, not just through the March – September Cricket Season.

Our membership base, our success, our affiliation with the Football and Tennis Clubs at the same location, means that Worcester Park Cricket Club offers our sponsors the opportunity to form a key partnership with a thriving local community where all ages and walks of life are represented.

Our location is also ideally suited to advertise to the 10,000 commuters who use and pass through Worcester Park Train station – which overlooks the ground - every working day.

The train lines connect travellers between Waterloo, Clapham Junction and Wimbledon to Epsom, Dorking and Guildford.

***That's well over 2.5 million repeated exposures to your brand – locally - every year.***



Partnership with us is a great commercial proposition as well as an opportunity to increase local awareness and enhance your corporate image. We are also extremely keen to truly partner with each other – offering each other promotional opportunities, incentives for our members to become clients of yours, and employment opportunities.

With regular match reports in the local media and photos in all the local press you have an unrivalled opportunity to present yourselves to local community – especially for our shirt sponsor.



## ***What's available for sponsorship?***

### ***Primary Club Sponsorship***

Primary sponsors have the opportunity to place a very large banner directly in view of the station to announce and publicise their sponsorship of WPCC. This ensures maximum visibility for members, players and users of the train station. The Primary Banner space is some 16ft x 4ft and will be made of specially vented material to ensure full visibility throughout the year.

### ***Annual Colts tournament***

Our annual Colts tournament provides a unique opportunity to associate your brand with our annual Under-7s to Under-16s tournament. And, of course, their parents and wider families. With excellent media coverage assured, and the trophy named after the primary tournament sponsor, your brand becomes deeply embedded in the community.

### ***Shirt Sponsorship***

This ensures your brand is exposed to active sportspeople throughout the local area, and coverage in the sports pages of the local newspapers and other media. The Surrey Championship includes teams from a wide area – broadly a wide crescent between Heathrow and Gatwick.

### ***Secondary Banner Sponsorship***

Several 8ft x 2ft banner opportunities are available directly in view of the station. These also provide a major profile for spectators, members, players and users of the train station.

### ***Boundary fence sponsorship***

We also have several 8ft x 2ft banner opportunities on the perimeter fence between the clubhouse and the scoreboard. Again, these provide a clear profile for spectators, members, and players

### ***Scorebox sponsorship***

This opportunity is for a banner above our scoreboard – providing significant profile for spectators, members, players and users of the train station.

### ***Perimeter Banner Advertising***

Perimeter banners measure 4ft x 2ft and are placed – subject to availability – in the position of your choice around the boundary.

### ***Fixture Cards***

We produce over 500 WPCC fixture cards which are distributed to our opponents, players and many members. Offering a whole season's advertising a full page advert (126mm x 83mm) in the Worcester Park Fixture Card together with a free duplicate advert (with links) on the fixtures page of the website.

### ***Sponsorship Combinations – Save 20%***

Combine more than one opportunity and enjoy maximum exposure together with a 20% discount!

See our price list for details and examples.

### ***3 year agreements – save 20%***

Fix your price for three years and enjoy a 20% discount to boot! Offering tremendous value, a three-year agreement delivers a great opportunity to forge a long-term partnership between us.

See our price list for details and examples.

### ***Free website advertising***

All our banner, shirt and scoreboard sponsors will enjoy a banner heading on every page of the Worcester Park Cricket Club website – [www.wparkcc.co.uk](http://www.wparkcc.co.uk) - providing a hot link to your website.

***So get in touch! Drop us an eMail at [commercial@wparkcc.co.uk](mailto:commercial@wparkcc.co.uk) – or call Hany Mustapha direct on 0777 556 5556 and let's talk!***