



# **HERIOT'S CC SPONSORSHIP OPPORTUNITIES**

**SEASON 2025**





# WELCOME TO HERIOT'S CRICKET CLUB

## A LEGACY OF EXCELLENCE

Founded in 1889, Heriot's Cricket Club has become one of Scotland's most successful cricket clubs, with a history steeped in triumph and community spirit. We have dominated Scottish cricket for decades. From Eastern Premier League titles to National T20 Championships, our trophy cabinet is a testament to our commitment to excellence.

Our club isn't just about cricket – it's about fostering a love for the game and supporting our community. Each year, we provide free coaching to over 150 young cricketers, host inclusive community events, and bring families together to celebrate the sport

We are now inviting **YOU** to join us as a sponsor for our exciting 2025 season.



Goldenacre hosting the 2023 Men's ICC T20 Europe Qualifier

### PREVIOUS SPONSORS:

- Knight Frank
- Bite Dentistry
- Alhambra Theare Dunfermline
- Edinburgh Assett Finance
- Kingdom Security
- More & Co Lawyers
- Out In Front Leadership
- The KDM Group
- ELP Arbuthnott McClanachan
- Amplus Energy

# SOME CLUB ACHIEVEMENTS

**JOIN OUR WINNING TEAM**



## EASTERN PREMIER LEAGUE

**1966  
1969  
1970  
1974  
1977  
1978  
1979  
1980  
1981  
1982  
1983  
1994  
1995  
2017  
2021  
2022  
2024**

## MASTERTON TROPHY

**1967  
1969  
1975  
1981  
1999  
2019  
2022**

## SCOTTISH CUP

**1978  
2000  
2012  
2019  
2021  
2024**





# SOCIAL MEDIA METRICS

YOUR BRAND IN THE SPOTLIGHT



\* % increases are compared to 2023 metrics



# SPONSORSHIP PACKAGES

## STEP UP TO THE CREASE

### NAMING RIGHTS – £10,000

“COMPANY NAME” HERIOT’S CC

### FRONT OR BACK OF KIT – £4,000

COMPANY NAME AS A STICKER ON FRONT OR BACK OF ALL PLAYING KIT

### SLEEVE OF KIT – £2,500

COMPANY NAME AS A STICKER ON SLEEVE OF ALL PLAYING KIT

### JUNIOR COACHING – £2,000

SPONSOR FREE COACHING TO OVER 150 KIDS

### SOCIAL MEDIA – £2,000

LOGO ON ALL TEAMSHEETS, LIVESTREAMS + VIDEOS

### BOUNDARY BOARD – £1,000 + COST OF BOARD

COMPANY NAME + LOGO ON BOARD TO BE SEEN ON ALL HOME GAME LIVESTREAMS

### SCOREBOARD BANNER – £1,000 + COST OF BANNER

COMPANY NAME + LOGO ON BANNER ABOVE GOLDENACRE SCOREBOARD

### BALCONY BANNER – £750 + COST OF BANNER

COMPANY NAME + LOGO ON BANNER ON THE ICONIC GOLDENACRE BALCONY

### PLAYER SPONSORSHIP – £500

LOGO NEXT TO PLAYER NAME + DEDICATED SOCIAL MEDIA POST (AVAILABLE FROM MARCH 2025)

**MORE DETAIL IN LATER  
SLIDES**

# NAMING RIGHTS – £10,000

**“YOUR COMPANY” HERIOT’S CRICKET CLUB**



## WHAT YOU GET FROM US:

### - FULL CLUB NAME INTEGRATION

- “YOUR COMPANY” HERIOT’S CC as the new official club name to be used in all communications, press releases, social media posts and on the website

### - INCREASED DIGITAL PRESENCE

- Company branding shown during home game livestreams
- Dedicated + regular posts highlighting the partnership

### - Award Naming Right

- “Your Company” Player of the Match for all teams (over 50 social media posts throughout the season)

### - Branding on Wickets to be used in all home fixtures

- Can be seen on home livestreams + photographs

### - Long Term Value

- Have the first rights to renew partnership for the new season





# FRONT OR BACK OF KIT – £4,000

**A FRONT ROW SEAT FOR YOUR COMPANY**



## WHAT YOU GET FROM US:

### - COMPANY NAME ON FRONT OR BACK OF ALL PLAYING KIT

- Prime logo placement

### - SOCIAL MEDIA KIT REVEAL

- A dedicated social media strategy showcasing the new kit including a post, story and promotional video
- Tagged mentions in all posts where kit is visible

### - INCREASED DIGITAL PRESENCE

- Company branding shown during home livestreams
- Dedicated + regular posts highlighting our partnership





# SLEEVE OF KIT – £2,500

**A FRONT ROW SEAT FOR YOUR COMPANY**



## WHAT YOU GET FROM US:

### - COMPANY NAME ON FRONT/BACK OF ALL PLAYING KIT

- Prime logo placement

### - SOCIAL MEDIA KIT REVEAL

- A dedicated social media strategy showcasing the new kit including a post, story and promotional video
- Tagged mentions in all posts where kit is visible

### - INCREASED DIGITAL PRESENCE

- Company branding shown during home livestreams
- Dedicated + regular posts highlighting our partnership





# JUNIOR COACHING – £2,000

**SPONSOR FREE COACHING FOR OVER 150 KIDS**



## WHAT YOU GET FROM US:

### - RENAMING JUNIOR SETUP TO “YOUR COMPANY” JUNIOR CRICKET ACADEMY

- Public acknowledgement of your support in our commitment to providing FREE cricket coaching for all
- Company branding included in all promotional content for the junior program

### - INCREASED DIGITAL PRESENCE

- Company branding shown during home game livestreams
- Dedicated + regular posts highlighting our partnership





# BOUNDARY BOARD – £1,000 (+ COST OF BOARD)

**TURN BOUNDARIES INTO BRANDING OPPORTUNITIES**



## WHAT YOU GET FROM US:

### - PRIME LOCATION

- Company branded board in a high-visibility area that can be seen in the livestreams

### - INCREASED DIGITAL PRESENCE

- Company branding shown during home game livestreams
- Dedicated + regular posts highlighting our partnership





# SCOREBOARD BANNER – £1,000 (+ COST OF BANNER)

BRANDING FROM THE BEST VIEW IN THE HOUSE



## WHAT YOU GET FROM US:

### - SPACE ON A PIECE OF HISTORY

- Named after formed Heriots and ESCA President, Eric Mentiplay, who also represented the Edinburgh district in 1958

### - INCREASED DIGITAL PRESENCE

- Company branding shown during home game livestreams
- Dedicated + regular posts highlighting our partnership





# **BALCONY BANNER – £750** (+ COST OF BANNER)

## **BRANDING ON THE ICONIC GOLDENACRE BALCONY**

### **WHAT YOU GET FROM US:**

#### **- INCREASED DIGITAL PRESENCE**

- Company branding shown during home game livestreams
- Dedicated + regular posts highlighting our partnership

