

HERIOT'S CRICKET CLUB

SPONSORSHIP BROCHURE 2023



INTRODUCTION TO HERIOT'S CRICKET CLUB

Heriot's Cricket Club was founded in 1889 and is one of the oldest cricket clubs in the Scotland. It was originally founded by the former pupils of George Heriot's School, but is now an open club. The club celebrated 125 years in 2014. Alongside this longevity, Heriot's Cricket Club has been a dominant force throughout Scotland in all competitions since inception, winning every domestic title available in Scottish Cricket.



Heriot's Cricket Club

Club Honours

Scottish Cup - 1978, 2000, 2012 , 2019, 2021

Eastern Premier League - 1966, 1969, 1970, 1974, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1994, 1995, 2017, 2021, 2022

Scottish National League - 2010

Masterton Trophy - 1967, 1969, 1975, 1981, 1999, 2019, 2022

National T20 – 2018

Heriot's Cricket Club also known as "The Nails" play in the Eastern Premier League, Scottish Cup 50 over matches and T20 Masterton fixtures. The Nails are widely regarded as one of the best T20 sides in the Scotland. The team's formidable bowling unit is known to feature Scotland stars such as Mark Watt, Gavin Main, Adrian Neil. The 2022 Nails squad featured a total of six players with international experience and also included Internationalist Matthew Cross, Hayes Van Der Berg, Elliot Ruthven, Ryan Brown and current Scotland Ladies Coach Peter Ross.

OUR AUDIENCE

Cricket at Heriot's is more than just a day out with friends and family. Supporting Heriot's provides an opportunity to watch the best cricketers in Scotland alongside some fantastic local talent nurtured through our Juniors pathway set up.

Cricket is seeing an increase in participation and viewership following the success of the men and women's cricket throughout the UK and the success of the Scotland Cricket team in recent years. This is no different at Heriot's, but, unlike many local clubs, we are building on top of already strong foundations.

COMMUNITY IMPACT

Heriot's Cricket Club is focused on providing young people with an opportunity to play, learn, and develop a lifelong passion for cricket. The club offers free junior coaching throughout the year for both boys and girls across several age groups. Sessions are run by qualified coaches and aim to teach the basic skills and techniques needed for cricket in a fun and inclusive environment. There is also a comprehensive fixture programme against other teams and clubs.

Furthermore, Heriots Cricket Club will host an T20 ICC World Cup qualifying event during July 2023, where fully fledged international matches will take place, providing a great opportunity for exposure for any potential sponsors of the club. The tournament consists of seven European teams (Austria, Denmark, Germany, Ireland, Italy, Jersey, Scotland) competing in a round robin format, with the top two countries qualifying for the 2024 finals, to be played in the West Indies and USA.

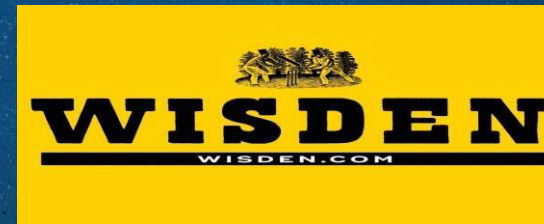


MEDIA



The high-profile names at Heriot's Cricket Club, as well as the team's recent success, has meant significant national and local media coverage for the sponsors involved.

Here are just a few examples of where sponsors logos have appeared prominently in national and local media coverage.



CLUB SPONSORSHIP

Major sponsorship is the highest level of engagement with the club.

With limited major sponsorship assets, it is rare the club have such opportunities available. Major sponsorship provides you and your business with the highest level of engagement with Heriot's Cricket.

Major sponsorship assets individually include:

Full Playing Kit - £5,000

Training Kit - £3,000

Junior Section - £2,000

Social Media - £2,000

Fixture Cards - £1,000

The full sponsorship package is available for - £10,000

If you're interested in becoming a major sponsor, please drop us an email at heriotssc@gmail.com to discuss further.



PERIMETER AND SCOREBOARD ADVERTISEMENT

Looking to promote your business and increase brand awareness?

Investing in perimeter, balcony or scoreboard at Heriot's Cricket can help your company achieve its branding objectives.

Perimeter Advertising

£1,000 including VAT per board
(Does not include Board or fitting)

Balcony Advertising

£750 including VAT per banner
(Does not include Banner or fitting)

Scoreboard Advertising

£1,000 including VAT
(Does not include supply and fitting)

