

# Kings Heath CC Sponsorship Prospectus 2020



2020 marks the 152<sup>nd</sup> year of Kings Heath Cricket Clubs' existence, and also the formation of a Saturday 4<sup>th</sup> XI to add to the already existent three Saturday, and one Sunday senior sides. These five sides are accompanied by both male and female midweek teams, and junior teams of all ages.

As a sponsor of Kings Heath CC, your brand would not only be exposed to our 60+ adult cricket members, but also the 200 boys and girls that we train throughout the winter and summer and their parents, as well as the other sports based at Kings Heath Cricket and Sports Club. In total, including other sports, parents, and social members, the footfall surrounding the club is around 700 people, aged between five years old, up to those over eighty!



## **SPONSORSHIP OPTIONS:**

### **PACKAGE 1 – MAIN SPONSOR**

**£1500 - £2500**

#### **PARTNERSHIP AND ADVERTISING OPPORTUNITIES**

- Shirt sponsorship (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> & Sunday XI), visible at 5 community sports venues each weekend throughout the summer (min. 22 weeks)
  - Front-page advertising in the annual fixture programme provided to all members (200+ players, spectators, parents etc.)
  - 3x Large banners displayed around Kings Heath CC Cricket Ground and main road area that will be seen by all members and 1000+ local people throughout the season.
  - Advertisement in weekly updated cricket fixtures and information program advertised within Kings Heath Cricket and Sports Club, and broadcast to members.
  - Featured advert on club website, with opportunities to promote company products, services and offers.
  - Social media advertising (Twitter, Facebook & Instagram) and internal/external club communications to approx. 600-700 members.
  - Advertising at club events such as golf days, annual race nights, club quiz nights, club dinners and associated local press coverage.
  - Invitation to Kings Heath CC Sponsors day – a selected Saturday (Saturday 1<sup>st</sup> XI Home game) where food and drink is provided for all sponsors.
  - 2x Invitations to Kings Heath CC End of Season Awards Dinner.
  - Bespoke advertisement and other opportunities upon request.
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## **PACKAGE 2 – CLUB SPONSOR**

**£500**

### **PARTNERSHIP ADVERTISING**

- Advertisement in weekly updated cricket fixtures and information program advertised within Kings Heath Cricket and Sports Club, and broadcast to members.
  - 1x Large banner, 1x Medium banner displayed around Kings Heath Cricket Ground that will be seen by more than 1000 members and local people throughout the season.
  - Advert on club website, with opportunities to promote company products, services and offers.
  - Social media advertising (Twitter, Facebook & Instagram) and internal/external club communications to approx. 600-700 members.
  - Advertising at club events such as golf days, annual race nights, club quiz nights, club dinners and associated local press coverage.
  - Invitation to Kings Heath CC Sponsors day – a selected Saturday (Saturday 1<sup>st</sup> XI Home game) where food and drink is provided for all sponsors.
  - Advertisement in weekly updated cricket fixtures and information program advertised within Kings Heath Cricket and Sports Club, and broadcast to members.
  - 2x Invitations to Kings Heath CC End of Season Awards Dinner.
  - Bespoke advertisement and other opportunities upon request.
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### **PACKAGE 3 – CLUB SPONSOR ADVERTISING BOARD/BANNER**

**£150 PER ANNUM, 3-YEAR DEAL**

- 1x Large banner, displayed around Kings Heath Cricket Ground that will be seen by more than 1000 local people throughout the season.
  - Invitation to Kings Heath CC Sponsors day – a selected Saturday (Saturday 1<sup>st</sup> XI Home game) where food and drink is provided for all sponsors.
  - Advertisement in weekly updated cricket fixtures and information program advertised within Kings Heath Cricket and Sports Club, and broadcast to members.
  - Advert on club website, with opportunities to promote company products, services and offers.
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### **PACKAGE 4 – ADULT MATCH BALL SPONSORSHIP**

**£50 PER MATCH (22 WEEKS OF FIXTURES PER YEAR)**

- Sponsorship of match ball used in adult 1<sup>st</sup> or 2<sup>nd</sup> XI match in Warwickshire Cricket League.
  - Advertisement in weekly updated cricket fixtures and information program advertised within Kings Heath Cricket and Sports Club, and broadcast to members.
  - Social media (Facebook, Twitter, Instagram) exposure on week of sponsorship.
  - A half-page advertisement in our annual fixture card and signage on the match day sponsored.
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## FOR MORE INFORMATION ABOUT THE CLUB

Follow us:



@KingsHeathCC



Kings Heath Cricket Club



@kingsheathcc

Email: [kingsheathcc@gmail.com](mailto:kingsheathcc@gmail.com)

Come and visit us: 247 Alcester Road South, Kings Heath, Birmingham, B14 6DT

Or call 1<sup>st</sup> XI Captain Louis Langham-Walsh (07531270359)