

2024

SPONSORSHIP BROCHURE

Berkhamsted Cricket Club

www.berkhamstedcc.com



Who are we?



Berkhamsted cricket club is a club with a great history since founding in 1875. The cricket club is currently thriving on all fronts.

In the adult section, there are four Saturday league teams who compete in the Herts Cricket League, a women's 1st XI who will be in the Home Counties Women's Cricket League Premier Division in the 2024 season, a T20 XI and a Sunday friendly team.

The junior section is an area that Berkhamsted cricket club is currently booming after several years of growth. There are over 450 junior members at Berkhamsted with 20+ junior teams both boys and girls.



Benefits when becoming a sponsor

1 Opportunity to associate your brand with a multi-demographic sports club that represents the best values of Berkhamsted and the surrounding area:

Community, youth development, health and activity, fostering teamwork and leadership

2 Regularly reach an audience of ~2,000 active adults and children with direct communications. Expose your brand to a wider audience of most of the town and more broadly in Hertfordshire through the club's community activities

3 Visibly give back to the community from which your customer base is drawn

4 Provide your employees with opportunities to engage with the club and its activities, providing a relevant outlet for ESG commitments

5 Be an active participant to help grow the cricket club through exciting projects





Junior section

The junior section is currently a massive part of the success of Berkhamsted cricket club and the local community.

All juniors get the opportunity to play cricket, enjoy it and develop their skills in a fun and safe environment.



450+

Junior members at Berkhamsted

20+

Junior teams both boys and girls



We have a large team of fully England and Wales Cricket Board (ECB) qualified coaches lead by our full-time head coach James Bell.



Women and girls cricket

The women and girls section is growing rapidly with the Berkhamsted women's team being the only Hertfordshire team competing in the highest level of the home counties women's cricket league in the 2024 season.

The women's team is constantly improving as the strong contingent of juniors continue to graduate into the team.

We have a goal of becoming a centre of excellence for women and girls cricket.

The club has taken a big step in the right direction in the 2023 season. Justine Dunce, a highly experienced coach and former White Fern (New Zealand international player) joined the club to lead the coaching of the women and girls.





Recent Achievements



Home counties
women's cricket
**League Division
1 Winner 2023**



Herts u13 girls
**County
Champions
2023**



Herts u12 boys
**County
Champions
2023**



T20 Heath Park
**Cup Winners
2022**



Facilities

The facilities are a standout attraction to Berkhamsted cricket club.

There are two cricket pitches in a lovely countryside setting.

There are excellent practice facilities with four nets and two bowling machines.

There is also a fully operational bar.

Is there a better place to enjoy a cold drink with friends in the summer than on the decking with cricket being played?



Online presence

We already have a significant online presence as seen below and we are planning to grow further in 2024 with our new social media manager.



Berkhamsted CC

@BerkoCC

Family club in beautiful grounds. 4 saturday teams in Herts League, women's team, now over 400 juniors including thriving girls section and big All Stars group

📍 Berkhamsted, Herts, UK 🌐 berkhamstedcc.com

📅 Joined February 2012

4.2K Following 2.6K Followers

2,600+
Followers

Twitter/X

750+
Followers

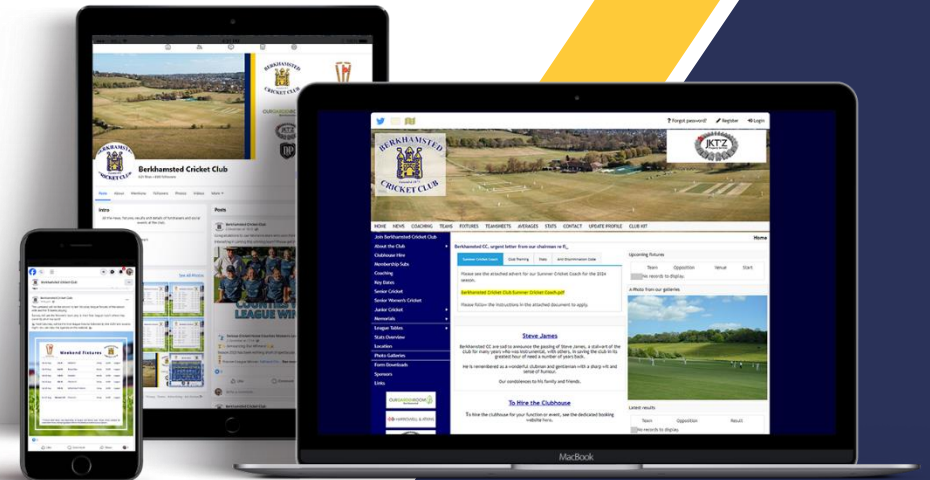
Instagram

600+
Followers/Likes

Facebook

Club website

www.berkhamstedcc.com





2024 Sponsorship Opportunities



Women's team and T20 XI Sponsorship

Our women's 1st XI will be competing in the Home Counties Women's Cricket League Premier Division in 2024. We have also entered women's teams in the Super 8's competition in the early season.

Our T20 XI will play in two competitions during the cricket season.

The Herts Cricket League Sunday T20 competition and the local Heath Park Cup. We have had a relative amount of success for the T20 team in recent seasons, winning the Heath Park Cup in 2022 for the first time since 1992 and reaching the Herts T20 finals day over the last three seasons.

The sponsor of the women's team or T20 XI will get your company logo on the playing shirts of the teams and mentioned alongside all communications regarding the Berkhamsted teams. These communications will include social media mentions of upcoming fixtures, match updates, results and any other stories regarding these teams.

Women's team 2024 sponsorship

£3,000



T20 XI 2024 sponsorship

£2,000



Match ball sponsorship

Sponsor a match ball for any Berkhamsted cricket club senior fixture in 2024.

Saturday main pitch (1 st or 2 nd XI)	£75
Saturday top pitch (3 rd or 4 th XI)	£50
Women's 1 st XI	£75
Women's Super 8's	£50

As the match ball sponsor, you will be featured in all communications ahead of the fixture and throughout the day of your game.



Player sponsor

Player sponsorships are available for all senior cricketers in 2024.

Whatever team they may feature in:

- Saturday 1st – 4th XI
- T20 XI
- Women's teams
- Sunday friendlies



For your sponsorship, you will get a mention in team sheets when your player is selected.

Whenever your player makes a notable contribution your name / logo will appear alongside them in communications of the match result.

Individual player sponsorship

£150

Training shirt

Opportunity to become the club's first sponsor of the training shirt.

If you have been to Berkhamsted cricket club during a training session or in fact just walked down the Berkhamsted high street in the summer months, you will likely have seen our training shirts.

This is an opportunity to get wide exposure to your name / logo across the club (all teams and ages) and beyond.

The training shirts are the same for boys, girls, men and women throughout all age groups.



Training shirt sponsorship

£750



Advert banners

Several banner opportunities for 2024 and 2025 seasons



Place a sponsorship banner at the back of the nets which are used very frequently throughout the summer by all.



Place your logo on the back of the clubhouse (which is used all year), visible to all when parking and arriving at the club.



Have your logo on the back of the big white sight screen at the pavilion side, visible to all through the summer, especially during fixtures.



Unfortunately seen more than we would like, the mobile covers are used throughout the season to protect the wicket from the rain.

Your logo on the covers will be visible to all as they enter the ground where the covers are stored by the nets and then when in use on the main square throughout those rain effected fixtures.

All banners for 2024 (incl. initial cost)

£500

Renewal for 2025 season

£250



Sponsored fixtures

Would you like to sponsor a fixture?

A sponsored fixture will include hospitality at the home fixture of your choice.

Food, drinks and the cricket for entertainment.



These fixtures will be modelled to your personal preference.

If you are interested, please get in touch to discuss further.

Cost

TBC depending on your request

FrogBox

Your logo could be on the screen for all games streamed live.

FrogBox is the system we use to stream games on the main pitch throughout the season on YouTube.



FrogBox full season sponsorship

£500





Contact Us

To purchase sponsorship for the 2024 season or for more information please contact:

The Berkhamsted cricket club's sponsorship team (James & Gabriel)
berkhamstedccsponsorship@gmail.com