

Glossop Cricket Club – 2020 Sponsorship Structure



For 2020, we're very excited to announce our new sponsorship structure which, we envisage, will help to take Glossop Cricket Club to the next level. We have several packages available, all of which have varying incentives and are laid out below.

Funds raised by these packages will contribute towards improving standards at North Road, with new sightscreens and a renovated scoreboard in our plans for the immediate future. Equally, a significant proportion of the money will go towards helping our young players. As a club that has continually produced Senior sides full of youthful, homegrown players, we understand the importance of investing throughout the Glossop CC junior set-up, whether that's in our Friday Night Coaching members or our oldest junior sides. Simply put, sponsoring our club is an investment towards building a brighter future for Glossop's youth.

If any of the packages appeal to you or your business, or you simply wish to enquire further about getting involved with the club, please send an email declaring your interest to sponsorshipgcbc@gmail.com. We will endeavor to reply as soon as possible, with a view to organising a meeting where specific prices and deals can be discussed further.

Package name: Principal Club Sponsor **Tier: Platinum** **Contract length: 3 Years**

What you'll get:

1. **On-field AND off-field Senior shirt main (front) sponsor**
2. Prominent advertising on fixture cards, squad list & in handbook
3. Regular exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
4. Exposure to 30+ visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors
5. Dedicated advertising page on our website and logo included in email newsletters
6. Logo displayed on our matchday board
7. Advertising board seen by those at North Road and commuters into Glossop station
8. Complimentary tickets to two events on our 2020 social calendar
9. Team photo – with players wearing sponsored shirts – with members of your business
10. First refusal on sponsorship of a County fixture or Cup Final

Package name: Secondary Club Sponsor **Tier: Gold** **Contract length: 3 Years**

What you'll get:

1. **On-field AND off-field Senior shirt back sponsor**
2. Prominent advertising on fixture cards, squad list & in handbook
3. Regular exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
4. Exposure to 30+ visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors
5. Dedicated advertising page on our website and logo included in email newsletters
6. Logo displayed on our matchday board
7. Advertising board seen by those at North Road and commuters into Glossop station
8. Complimentary tickets to two events on our 2020 social calendar
9. Team photo – with players wearing sponsored shirts – with members of your business

Package name: Tertiary Club Sponsor

Tier: Gold

Contract length: 3 Years

What you'll get:

- 1. On-field AND off-field Senior shirt sleeve sponsor**
2. Prominent advertising on fixture cards, squad list & in handbook
3. Regular exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
4. Exposure to 30+ visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors
5. Dedicated advertising page on our website and logo included in email newsletters
6. Logo displayed on our matchday board
7. Advertising board seen by those at North Road and commuters into Glossop station
8. Complimentary tickets to two events on our 2020 social calendar
9. Team photo – with players wearing sponsored shirts – with members of your business

Package name: Junior Sponsor (11-18)

Tier: Gold

Contract length: 3 years

What you'll get:

- 1. On-field Junior shirt sponsor**
2. Prominent advertising on fixture cards, squad list & in handbook
3. Regular exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
4. Exposure to 30+ visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors
5. Dedicated advertising page on our website and logo included in email newsletters
6. Logo displayed on our matchday board
7. Advertising board seen by those at North Road and commuters into Glossop station
8. Complimentary tickets to two events on our 2020 social calendar
9. Team photo – with players wearing sponsored shirts – with members of your business

Package name: Friday Night Sponsor (6-10)

Tier: Gold

Contract length: 3 years

What you'll get:

- 1. Your logo on official FNC merchandise**
2. Prominent advertising on fixture cards, squad list & in handbook
3. Regular exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
4. Exposure to 30+ visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors
5. Dedicated advertising page on our website and logo included in email newsletters
6. Logo displayed on our matchday board
7. Advertising board seen by those at North Road and commuters into Glossop station
8. Complimentary tickets to two events on our 2020 social calendar

Package name: Covers or Scorebox Sponsor

Tier: Silver

Contract length: 2 years

What you'll get:

- 1. Your company name and logo on the covers/scorebox (relevant to chosen package)**
2. Prominent advertising on fixture cards, squad list & in handbook
3. Exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
4. Exposure to weekend's visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors

5. Name/logo displayed on our matchday board
6. Complimentary tickets to two events on our 2020 social calendar

Package name: Player Sponsor* Tier: Silver Contract length: 1 year

**Overseas/ club professional player sponsor is also available for a higher price*

What you'll get:

1. **Your name/logo featured next to your chosen player on our squad sponsor list and their relevant website profile page**
2. **Your name/logo featured on all social media and website posts involving your player**
3. Regular exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
4. Exposure to 30+ visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors
5. Complimentary tickets to one event on our 2020 social calendar
6. Photo with your sponsored player
7. Help fund some of your sponsored player's kit and other responsibilities for the 2020 season

Package name: Match Day Sponsor Tier: Bronze Contract length: Per Game Basis

What you'll get:

1. **Official match day sponsor**
2. Exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
3. Exposure to weekend's visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors
4. Name/logo displayed on our matchday board and included in week's email newsletter
5. Name/logo included in relevant articles (match report etc) for web/social media
6. 'X' complimentary drinks/teas on your chosen match day (details available on request)

Package name: Match Ball Sponsor Tier: Bronze Contract length: Per Game Basis

What you'll get:

1. **Official match ball sponsor**
2. Exposure to our 2,000 Twitter followers & 20,000 unique Facebook users
3. Exposure to weekend's visiting teams, Glossop CBC members, Friday Night Coaching attendees and function room visitors
4. Name/logo displayed on our matchday board and included in week's email newsletter
5. Name/logo included in relevant articles (match report etc) for web/social media

Thank you for taking the time to consider the above sponsorship options for the 2020 season. Once again, if any of the packages appeal to you or your business, or you simply wish to enquire further about getting involved with the club in another capacity, please send an email declaring your interest to sponsorshipcbc@gmail.com.

We look forward to hearing from you and working closely with you in the future!

Thank you,
Glossop Cricket Club - Sponsorship & Fundraising Team