

BE PART OF

NEW SPONSOR

GLOS CRICKET SPONSORSHIP 2022 / #BUILTDIFFERENT





**Gloucestershire Cricket has a long and proud history that goes all the way back to 1870. One of the first county cricket clubs to be established in the UK, in the early years the Club was captained by none other than WG Grace, and our upcoming season will welcome modern-day stars from the international game.**

Over the last few years we have worked hard to transform our home at the Bristol County Ground. We have also developed innovative and successful community partnerships.

These vast and far-reaching improvements have enabled us to host international fixtures alongside our County Championship, One-Day Cup and Twenty20 games. None of this would have been possible without the generous support of our sponsors and donors.

### **A NEW GLOS ERA!**

Join the action, feast on a sizzling season of cricket and help secure our future by contacting the Sponsorship and Partners team.



**THE CLUB**

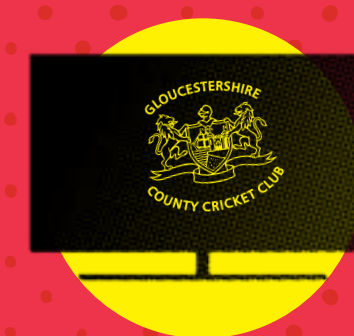


We offer a variety of sponsorship and advertising opportunities to maximise your brand's exposure and help you reach new audiences.



### Social media followers

**162,000** in 2021  
(26% increase)



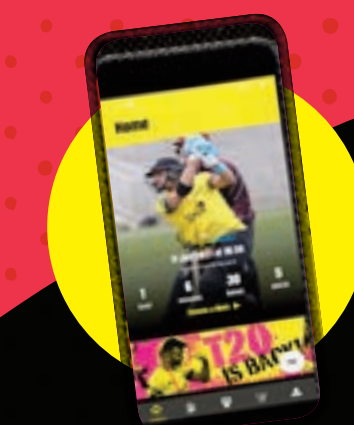
### Website visits

**215,000** each month  
(16.2% increase)



### LinkedIn impressions\*

**491,770** in 2021  
(90.2% increase)



### App downloads

**3,149**



### Live stream views\*\*

**1,850,000** in 2021  
(947% increase on 2019 + 2020 combined)

\*Impressions: The number of times your Page's post entered a person's screen. Posts include statuses, photos, links, videos and more.  
\*\*Video view: When a video appears and is playing on a user's screen for more than three seconds.





## SPONSORS CASE STUDIES



**Adrian White**  
**Cayman Islands**  
**Department of Tourism**

"Whilst 2021 may not have been the year we had hoped for in the travel industry, Cayman's partnership with GCCC has enjoyed great traction and success for the brand. The commercial team at GCCC are a credit to the club with every crazy Cayman activation idea supported, developed and successfully deployed. Coming together is a beginning, staying together is progress, and working together is success, and I look forward to further success with our third season with the club in 2022."



**Russell Smith**  
**Hunter Selection**

"Sponsoring Gloucestershire T20 Cricket since 2019 has been one of the best decisions that Hunter Selection have recently made. As well as the obvious opportunity to entertain existing and prospective clients in first class surroundings we found that we were immediately welcomed as part of the Club. This sense of belonging and the pride in the team's performances was shared throughout our business. Everyone was proud of our brand being on display on TV and felt part of something really positive. We are delighted with the results despite the difficulties presented by Covid-19 and hope to return to the full experience in the 2022 season."



**Colin Sutton**  
**Pero Wealth Management**

"Our sponsorship with Gloucestershire Cricket has continued to bear fruit on many levels, not only does it provide great networking opportunities with other sponsors and players but has also enhanced our brand awareness within Bristol and the wider area. We have always found the Gloucestershire staff to be very helpful and interactive in helping us achieve our aims."





THATCHERS

### **Philip McTeer, Thatchers Cider**

"As a local family business, our longstanding relationship with Gloucestershire Cricket continues to flourish. The team are full of pro-active ideas across all their communication channels to help us get our local message across and provide a great brand experience on match-days and online."



Barcan+Kirby

### **Clare Norman Barcan+Kirby**

"Barcan+Kirby engaged with GCCC in late 2019 unaware of the challenges to follow. Despite the difficulty Covid put on our sponsorship, the relationship with the Club has gone from strength to strength. They kept us up to speed and we were thankful to be able to continue building awareness with their support. When spectators were permitted back to the Ground, the uptake from our staff showing support was fantastic. We are thrilled to be continuing our partnership and excited for what the next season brings."



towergate

### **Sam Jackson Towergate Insurance**

"Our sponsorship with Gloucestershire Cricket has significantly delivered for us in recent years on several levels, including on brand awareness and as a vehicle for entertaining existing clients and new prospects. We are delighted with the results and looking forward to next year and beyond."



**Player and kit sponsorship delivers great value for money, helping to increase brand exposure and extending your reach. We work closely with our partners to understand their objectives and build tailored packages that best meet their needs.**

**Player** From £750 plus VAT

**Front of shirt** From £20,000 plus VAT per format

**Women's front of shirt** From £5,000 plus VAT

**Development Squads front of shirt**  
(all age groups) From £10,000 plus VAT

**Sleeve (all formats)** From £20,000 plus VAT

**Back of shirt (all formats)** From £20,000 plus VAT

**Training kit** From £15,000 plus VAT

**Players' cap** From £15,000 plus VAT

**T20 BLAST KIT**



**RED BALL KIT**



**ONE DAY KIT**





**Bristol County Ground hosts a lively selection of international fixtures, men's and women's games, and breath-taking concerts and events. Ground sponsorship provides your business with some of the highest levels of engagement available at Gloucestershire Cricket.**

**Ground naming rights** From £100,000 plus VAT

**Mound Stand** From £15,000 plus VAT

**Jack Russell and Mark Alleyne Stand**  
From £15,000 plus VAT

**Roof Terrace Bar** From £15,000 plus VAT

**Premier Lounge naming partner** From £10,000 plus VAT

**Perimeter boards** From £2,500 plus VAT

**PYROTECHNICS AT BRISTOL COUNTY GROUND**



**INTERNATIONAL FIXTURES**



**CRICKET GOES LATE INTO THE NIGHT**



# DIGITAL PARTNERSHIP OPPORTUNITIES

Our digital partners can engage with a large and growing audience across our newly developed app, social channels and live stream footage. Partners will benefit from increased visibility and reach through match footage, highlights packages, pre- and post-match interviews, big screens and in-ground televisions.

Gloucestershire Cricket App From £10k plus VAT

Red Ball, T20 or RL50 Matchball & Live Stream Partner From £5k plus VAT

Powerplay Partner From £10k plus VAT

Boundaries Partner From £15k plus VAT

Player of the Match Sponsor From £10k plus VAT

GCCC APP



INTERVIEWS



LIVE STREAMS



SOCIAL CHANNELS





# CHEL TENHAM CRICKET FESTIVAL

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**Regularly attracting more than 30,000 spectators across two weeks of play - and celebrating its 150th Anniversary in 2022 - the historic Cheltenham Cricket Festival provides sponsorship partners with substantial levels of engagement.**

As one of the highlights in Gloucestershire Cricket's season, this two-week festival offers partners valuable brand building, community engagement and customer interaction opportunities. Gloucestershire has been playing in the stunning grounds of Cheltenham College for 149 years, making this the world's longest running cricket festival. With few sponsorship packages available, this is a rare opportunity to align your business with one of the leading cricket festivals in the world.

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**Headline Sponsor** From £25k plus VAT

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**Festival Partner** From £10k plus VAT

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**Sponsor Activation Area** From £5k plus VAT

**IN ACTION AT CHELTENHAM**



**FESTIVAL HOSPITALITY**



**CHELTENHAM COLLEGE**





**Gloucestershire Cricket want to ensure that we are representing the large diverse community we are so lucky to be a part of, and with the Club's community programmes expanding in 2022, now is the time to join us in making a real difference.**

**Sustainability Partner** From £10k plus VAT

**Matchday Cricketeers & Flag Bearer Sponsor**  
From £4.5k plus VAT

**Heritage Partner** From £2k plus VAT

**Social Inclusion Partner** From £10k plus VAT

**Schools Day Partner** From £10k plus VAT

**Activation Zone Partner** From £10k plus VAT

**LIFECYCLE UK**



**CRICKETEERS**



**YOUNG LIVES VS CANCER**





**To find out more about sponsoring Gloucestershire  
Cricket in 2022, please contact  
[joe.kaniecki@glosccc.co.uk](mailto:joe.kaniecki@glosccc.co.uk)**

**Gloucestershire Cricket  
Bristol County Ground, Nevil Road, Bristol BS7 9EJ**



**[www.gloscricket.co.uk](http://www.gloscricket.co.uk)**

