



SPONSORSHIP OPPORTUNITIES 2025

GLOUCESTERSHIRE CRICKET

We are Gloucestershire County Cricket Club. Based in the Ashley Down area of Bristol, we played our first competitive fixture in 1870 and are one of 18 first class counties in England and Wales.

Whilst we are proud of our 155-year history, we're breaking away from tradition. We aspire to being considered the most progressive cricket club in the UK with a focus on our role within the community whilst ensuring that our operations have as little impact on the local environment as possible. We represent a sport that is open for all, and our mission is to make cricket in Gloucestershire accessible, be it in our stadium in Bristol, at our Cheltenham Cricket Festival, or via our digital platforms, sharing our values directly into our supporters' homes.

We're equally passionate about winning trophies and were incredibly proud to be crowned T20 Vitality Blast champions for the first time in the Club's history in September 2024. Gloucestershire strives to deliver success for the county we represent, more of which, we are sure, is still to come.



SOCIAL MEDIA AUDIENCE



80.6K
FOLLOWERS

17M

IMPRESSIONS

104K

PROFILE VIEWS

525K

POST ENGAGEMENTS

117.8K

LINK CLICKS



74.3K
FOLLOWERS

4.8M

ACCOUNTS REACHED

175.5K

PROFILE VIEWS

152K

POST ENGAGEMENTS

38.7K

LINK CLICKS



51K
FOLLOWERS

4.8M

ACCOUNTS REACHED

105.1K

PROFILE VIEWS

164.8K

POST ENGAGEMENTS

2.6K

LINK CLICKS



LIVE STREAM VIA YOUTUBE

Our Live Stream broadcasts all home domestic cricket matches that are not televised.



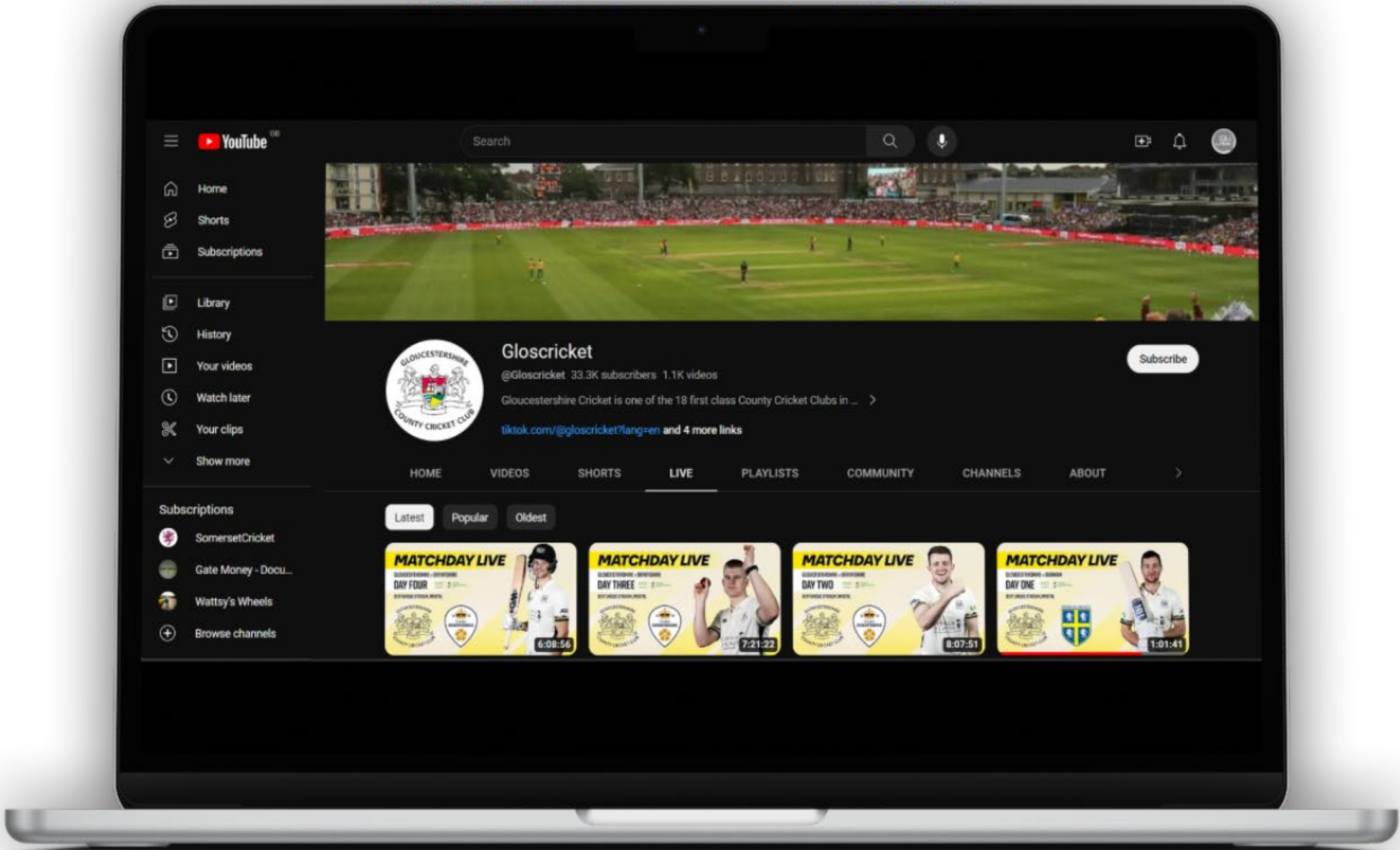
38,000
SUBSCRIBERS

1.4M
VIEWS

72.7% LIVE STREAM, 27.3% VIDEOS

175
PUBLISHED VIDEOS

295.9K
HOURS WATCH TIME

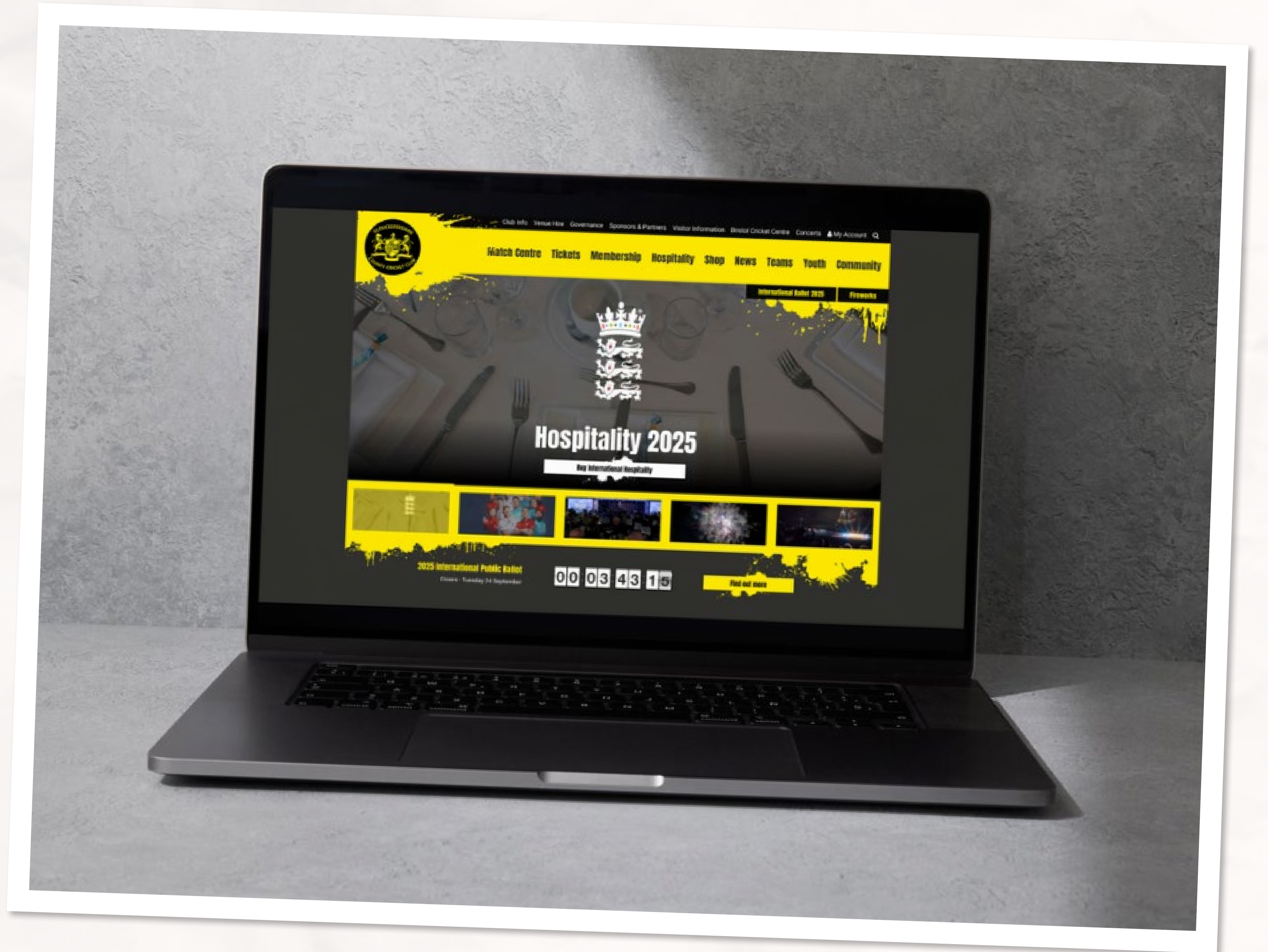


CLUB WEBSITE & E-NEWSLETTER

135,000
WEBSITE DATABASE

76,000
**NEWSLETTER
SUBSCRIPTIONS**

41,000
**THIRD PARTY
DATA CONTACTS**

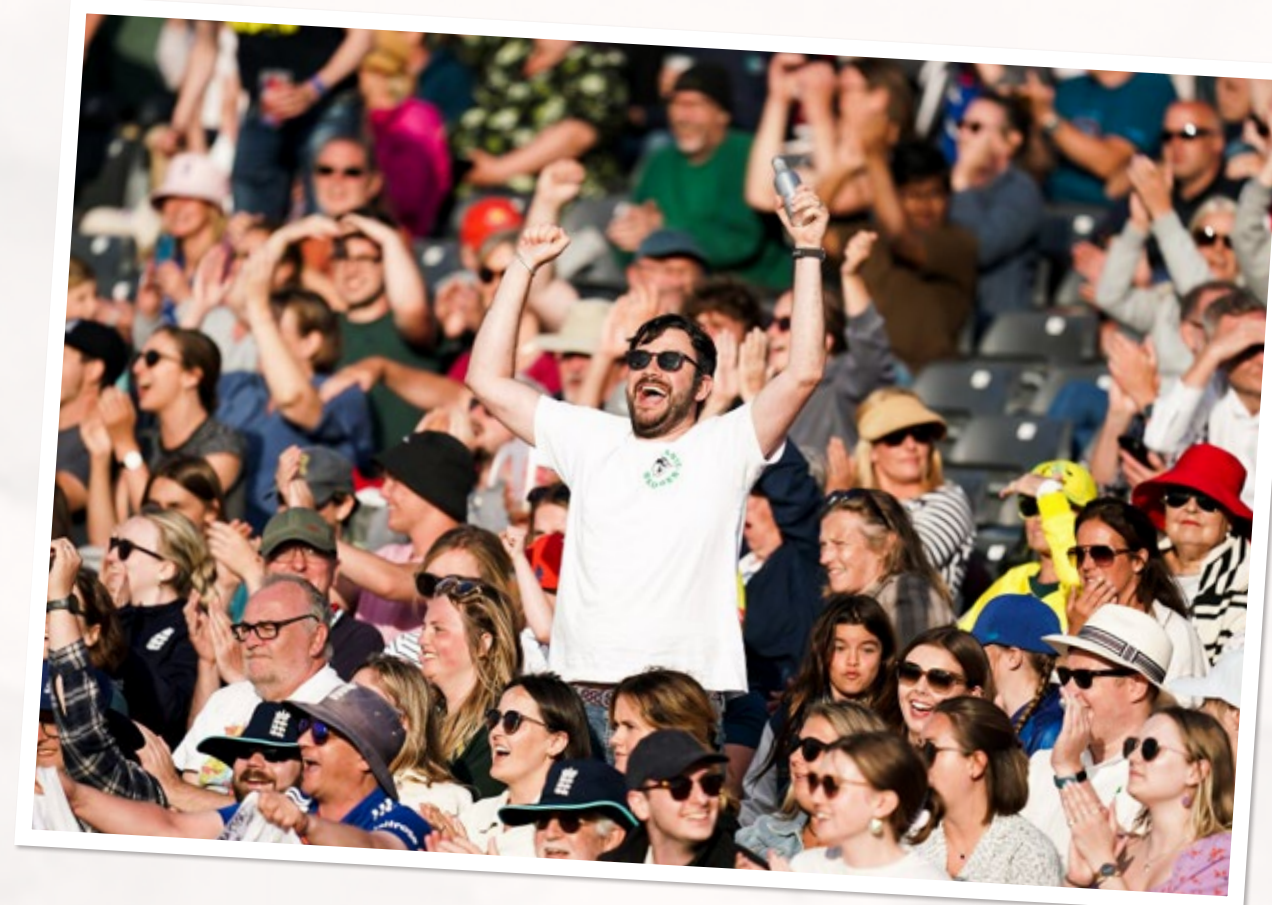


PROJECTED IN BOWL ATTENDANCES 2025

60,000
DOMESTIC CRICKET

14,000
**MEN'S
INTERNATIONAL
CRICKET**

6,500
**WOMEN'S
INTERNATIONAL
CRICKET**



TESTIMONIALS

"Sponsoring Gloucestershire 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."

RUSSELL SMITH
HUNTER SELECTION



"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."

PHILIP MCTEER
THATCHERS CIDER



SAM JACKSON
TOWERGATE



"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."

WHAT WE CAN OFFER...

Men's Sponsorship

County Championship Front of Shirt – £40k plus VAT

Blast Front of Shirt – £70k plus VAT

One Day Cup Front of Shirt – £25k plus VAT

Back of Shirts (all formats) – £25k plus VAT

Sleeve (all formats) – £25k plus VAT

Collars (limited overs) – £25k plus VAT

Caps (limited overs) – £15k plus VAT

Trousers (limited overs) – £15k plus VAT

Women's Sponsorship

Front of Shirt – £15k plus VAT

Back of Shirt – £7.5k plus VAT

Sleeve – £7.5k plus VAT

Collar – £7.5k plus VAT

Boys & Girls Pathway Sponsorship

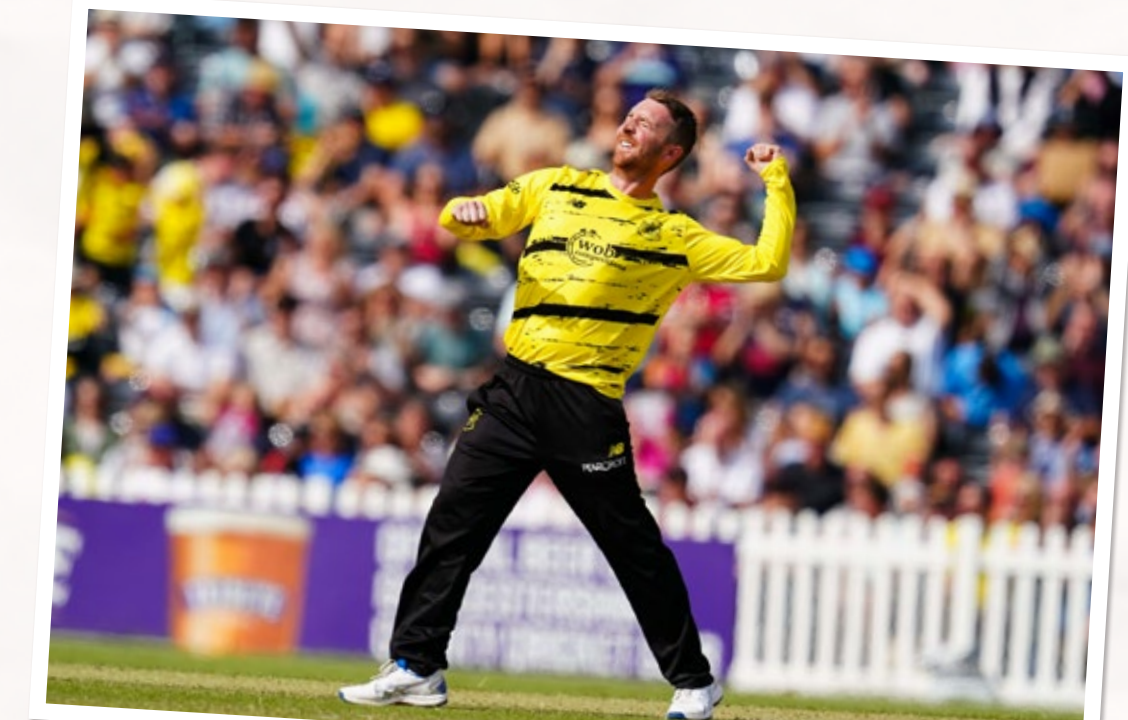
Front of Shirt – £10k plus VAT

Back of Shirt – £5k plus VAT

Sleeve – £5k plus VAT

Training Wear Sponsorship – All GCCC

£20k plus VAT



WHAT WE CAN OFFER...

Ground Sponsorship Opportunities

Ground Naming Rights - £175k plus VAT

Mound Stand Sponsorship - £20k plus VAT

Hammond Roof Stand - £15k plus VAT

Roof Terrace - £15k plus VAT

Premier Lounge - £10k plus VAT

Ground Perimeter Boards - £2.5k plus VAT

Cheltenham Cricket Festival - £25k plus VAT



WHAT WE CAN OFFER...

Digital Sponsorship Opportunities

Livestream Partner – £50k plus VAT

Pre-match Digital Partner – £5k plus VAT

Player of the Match/Month – £7.5k plus VAT

Coin Toss Partner – £7.5k plus VAT

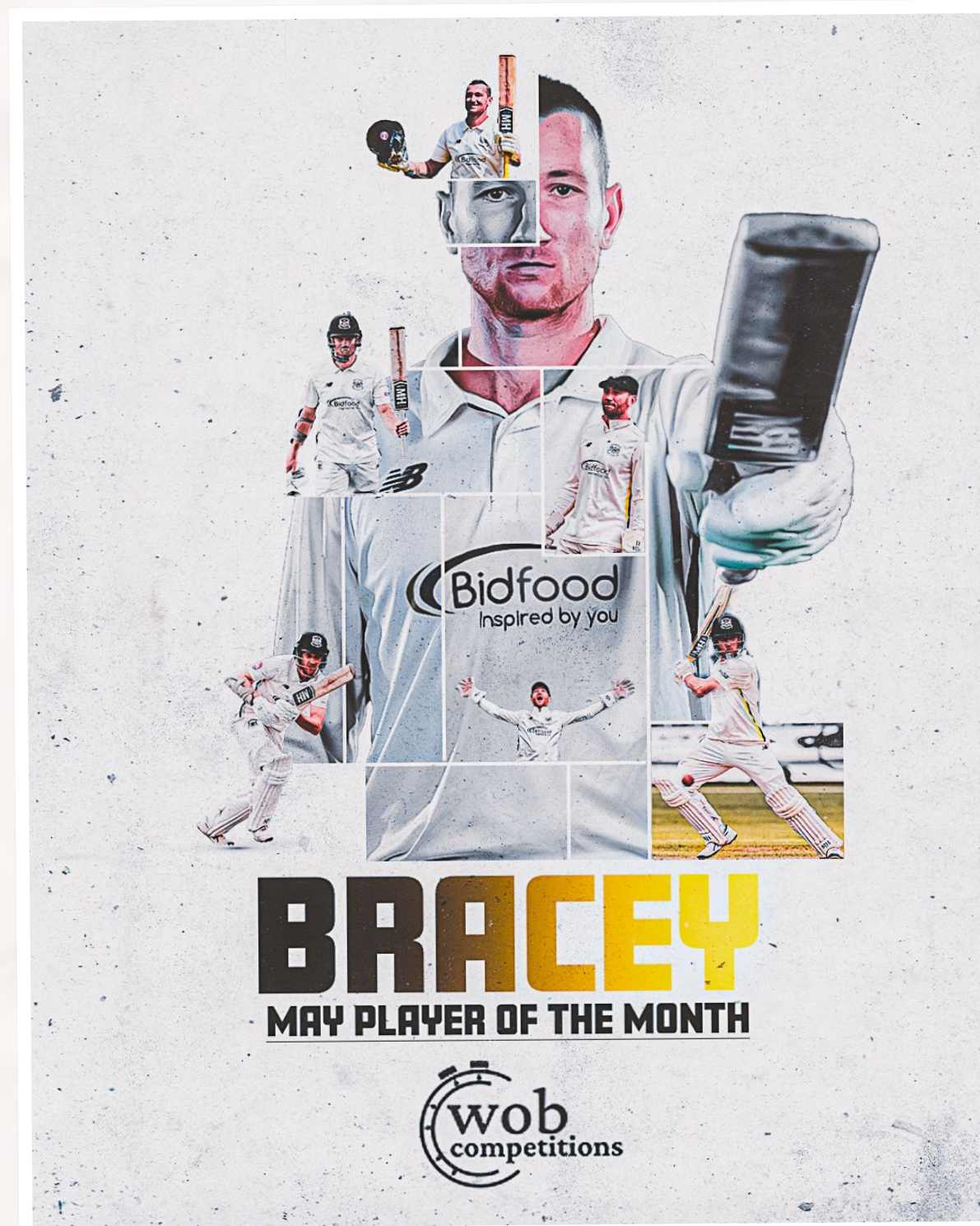
Boundaries Partner – £10k plus VAT

Powerplay Partner – £5k plus VAT

Official Partner Opportunities – From £5k plus VAT

Player Sponsorship – From £750 plus VAT

GLOUCESTERSHIRE





A group of cricket players in yellow and black striped jerseys are celebrating on a podium. One player in the center is holding a trophy high. They are surrounded by a large red banner that reads "Vitality Blast 2024". Above the banner, a large firework display is exploding in the night sky. The scene is illuminated by stadium lights.

Vitality Blast 2024

Winners

Vitality BLAST! FINALS DAY

21:45 129 for 2
HAMMOND PRICE OJ
Overs 15
Runs to win
DAVEY
Overs 4 30 24 58
4 3 1 3



THANK YOU