

# CHARITY PARTNERSHIPS 2020

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HISTORY  
WITH GLOS CRICKET**





# GLOUCESTERSHIRE CRICKET

Our home, the Bristol County Ground, is based in the heart of the city just off the Gloucester Road. In recent years, the redevelopment of our facilities has transformed the ground and has enabled us to become a thriving International sporting venue.

The Bristol County Ground has a real sense of place in the city with its transformational street art branding. This, added to the fact over 40% of the men's first team squad has come through the Gloucestershire Academy, shows the Club's intent to ingrain itself into its surroundings in everything we do. Recent on-field success has seen the team promoted to Division One of the County Championship making for a truly exciting future.

In 2020, Gloucestershire Cricket will commemorate its 150th anniversary. The club wishes to celebrate this and make history by launching a new charity partnership programme which seeks to embed Gloucestershire Cricket further into our local communities.

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# THE THREE CHARITY PARTNERSHIPS EXPLAINED



## LOCAL CHARITY PARTNER



Our local charity partner, to be based within a one-mile radius of The Bristol County Ground, will work with our immediate community.

We will aim to support them as neighbours on their causes of interest and importance.

The charity will receive match tickets, a match day collection opportunity, use of the Bristol County Ground facility, an invitation to club and partner events and Gloucestershire Cricket merchandise.

## CITY CHARITY PARTNER

Our city-based charity partner will be based in Bristol.

This partnership will embrace the culture of Bristol and look to support a charity tackling issues at the heart of the city.

This organisation will receive the equivalent to our local charity partner, plus our on-site gym charity rates, regular off-season facility use, a partnership video and a volunteer recognition day – a chance to reward those who volunteer their time to your cause.

## COUNTY CHARITY PARTNER

Our county charity partner will work either solely in the county of Gloucestershire or be a National charity which has a branch/office directly impacting the county.

This partnership recognises that the club covers a large geographical footprint.

The charity will receive the equivalent to our city charity partner, plus match day hospitality places, player appearances at a bespoke charity event, an advertising board throughout the year and an invitation to club events including the End of Season Awards evening.



# INSIDE OUR CHARITY PARTNERSHIPS

For our 150th anniversary year, we aim to partner with three charitable organisations. Each of our charity partners will be entitled to an attractive package with numerous benefits aiming to help the charity increase their profile, opportunities to generate revenue and support to those who work and volunteer for the charity. For the avoidance of doubt, there will be no financial implication whatsoever for any of our chosen charity partners. The table below shows just some of the benefits each charity can access throughout the year.

	Local partner	City partner	County partner
Domestic match tickets	30	40	50
Media support through digital channels	✓	✓	✓
Advertising board			✓
Regular facility use	✓	✓	✓
Match day collections	1	1	2
BS7 Gym - charity rate		✓	✓
Player appearances	✓	✓	✓
Gloucestershire Cricket raffle merchandise	✓	✓	✓
Volunteer recognition day tickets	15	35	50
Invites to Gloucestershire Cricket's seasonal events	✓	✓	✓

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# WORKING WITH US & APPLICATION

As a Gloucestershire Cricket charity partner, there will be a concerted effort from all at the Club to ensure the charity is benefitting fully from the partnership.

## Our expectations of our charity partners:

- Synchronised press releases about the partnership
- Social media support (where relevant and practical)
- Opportunity for GCCC to attend charity events during the term
- A branded news story on the charity website
- Opportunity to network with charity affiliated organisations
- Support, where possible, with the production of a partnership video (no monetary contribution required)
- Volunteer support – understanding opportunities across the organisations
- Opportunity for technical training for GCCC staff

## APPLICATION PROCESS

If you are interested in becoming a charity partner of Gloucestershire Cricket in 2020, please follow [this link to our application page](#). There are no prerequisites with regards to the type of charity we are looking for, and we are hopeful to hear from a broad range of organisations, big and small. Applications are open now, and will close at midday on Tuesday 3rd December.

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