

# MAKE HISTORY

WITH GLOS CRICKET  
SPONSORSHIP ~~2020~~



2021

# THE CLUB

Gloucestershire Cricket has a long and proud history that runs all the way back to 1870. One of the first county cricket clubs to be established in the UK, our first senior match 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.

To find out how you can help Gloucestershire Cricket continue to make history, please contact our Sponsorship and Partners team.



# YEARLY EXPOSURE STATS

**WE OFFER A VARIETY OF SPONSORSHIP AND ADVERTISING OPPORTUNITIES TO MAXIMISE YOUR BRAND'S EXPOSURE AND HELP YOU REACH NEW AUDIENCES**



**128,300**

followers across Facebook, Instagram, Twitter and LinkedIn

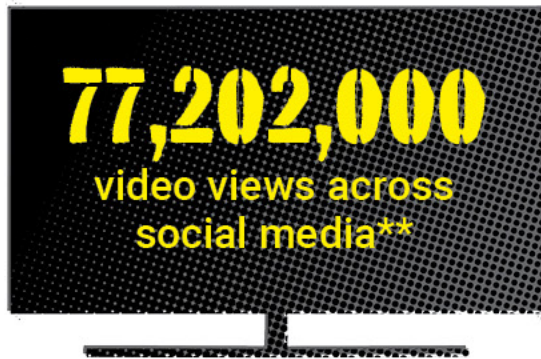


**150.5M**

social media impressions\*



**185K**  
monthly website visits



**77,202,000**  
video views across social media\*\*



**258,560**

LinkedIn impressions\*

\*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

SPONSORSHIP 2021



## **HUW MITCHELL, AMBER ENERGY**

"Our long-standing partnership with Gloucestershire Cricket continues to generate brand awareness and deliver excellent results. During the 2020 season the Commercial team have worked with us to find innovative new ways to work together and we're looking forward to an exciting season in 2021."



## **RUSSELL SMITH, HUNTER SELECTION**

"Sponsoring Gloucestershire Cricket in 2019 was one of the best decision 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."



## **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."

# SPONSORS CASE STUDIES

SPONSORSHIP 2021

The logo for Thatchers Cider, featuring the word "THATCHERS" in a large, bold, serif font. Above the "S" in "THATCHERS", the text "EST. 1904" is written in a smaller, sans-serif font.

## PHILIP MCTEER, THATCHERS CIDER

"Our long term relationship between Thatchers Cider and Gloucestershire Cricket has gone from strength-to-strength, Covid-19 impacted 2020 activation but the team adapted activations and communications through their channels to support our brand as much as they could. With the exciting development of the new Thatchers Bar we look forward to welcoming spectators back in style with a cider to celebrate the 151st anniversary."

The logo for the Cayman Islands Department of Tourism, featuring the words "CAYMAN ISLANDS" in a blue, serif font. To the right of the text is a stylized blue and white icon of a person holding a globe.

## ADRIAN WHITE, CAYMAN ISLANDS DEPARTMENT OF TOURISM

"Cayman signed with GCCC pre-Covid with high hopes and expectations. Despite the world of travel and sport crashing to a standstill, the team at GCCC have been exceptional. We have been kept up to date on the constantly evolving situation, through an open dialogue and with an open mind on how to provide value. In such a short time they have demonstrated enthusiasm, skills and capability on and off the field to deliver a first class partnership, providing added value beyond their contractual obligations."

The logo for Towergate Insurance, featuring a dark blue banner with a white sunburst icon on the left. The words "towergate" and "insurance" are written in white, lowercase, sans-serif font on the banner.

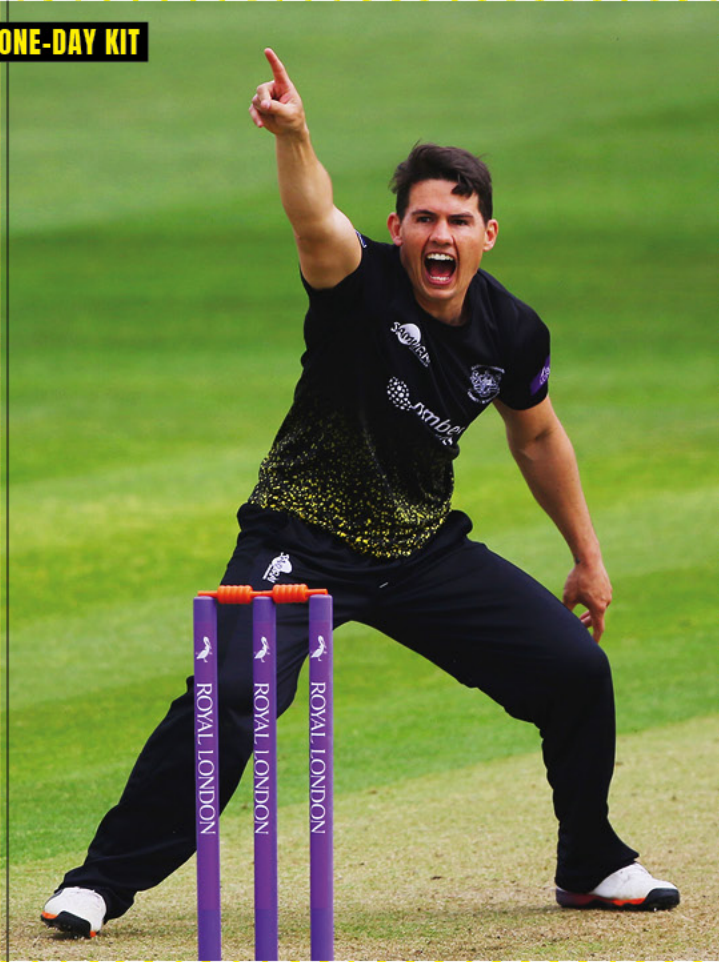
## RICHARD WOODLEY, TOWERGATE INSURANCE

"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 & KIT SPONSORSHIP

SPONSORSHIP 2021

## ONE-DAY KIT



## T20 BLAST KIT



## RED BALL KIT

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 £2,500 plus VAT

**Development Squad's front of shirt**  
(all age groups) From £5,000 plus VAT

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

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

**Collar** From £10,000 plus VAT

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

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

# GROUND SPONSORSHIP

SPONSORSHIP 2021



CRICKET GOES LATE INTO THE NIGHT



INTERNATIONAL FIXTURES

Each season Bristol County Ground hosts lively international and Division One County Championship fixtures, and well-attended concerts and events. Ground sponsorship provides your business with some of the highest levels on engagement available at Gloucestershire Cricket.

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

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**Mound Stand** From £15,000 plus VAT

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

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**Hammond Hospitality roof** From £10,000 plus VAT

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

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

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**Activation zone** From £5,000 plus VAT

# DIGITAL PARTNERSHIP OPPORTUNITIES

SPONSORSHIP 2021



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



# CHELTENHAM CRICKET FESTIVAL

SPONSORSHIP 2021

CHELTENHAM CELEBRATES



CHELTENHAM COLLEGE



PAVILION

Regularly attracting more than 30,000 spectators across two weeks of play, 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

# COMMUNITY PARTNERSHIP PROJECTS

SPONSORSHIP 2021



**BORDERLANDS**

Align your business with one of the Club's community projects in 2021 and help to make a difference.

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

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**Matchday Cricketers & Flag Bearer Sponsor**  
From £3k plus VAT

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**GCCC Heritage Partner** From £1k plus VAT



**CLIC SARGENT**



**CRICKETEERS**

# GET IN TOUCH

TO FIND OUT MORE ABOUT  
SPONSORING GLOUCESTERSHIRE  
CRICKET IN 2021, PLEASE CONTACT  
[JOE.KANIECKI@GLOSCCC.CO.UK](mailto:JOE.KANIECKI@GLOSCCC.CO.UK)

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