



**Estd. 1868**

# ***Carrickfergus Cricket Club***

*Middle Road, Carrickfergus, County Antrim - (028) 93351499*

***www.carrickferguscricket.org***

***Sponsorship Proposal 2002***

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# Club Development

## The Past

Carrickfergus Cricket Club, established in 1868, was a founder member of the Northern Cricket Union and remains one of the oldest surviving clubs in Ireland. Despite this longevity and pedigree, the Club has had a difficult history having, unbelievably, led an almost nomadic existence for more than 100 years.

It was not until the mid-1980's that we began to fully realise the potential for the game of cricket in Carrickfergus by implementing a development plan which saw the opening of the ground and clubhouse at Middle Road in 1988.

With our own premises in a rapidly developing part of the town, the social membership of the Club expanded rapidly and, by 1993, we were in a position to add a two-storey extension with purpose-built changing facilities and an enlarged lounge bar with viewing balcony. Even a fire, which caused significant damage to the Club at the beginning of the 1998 season, did not stifle the dynamic spirit of development at the Club and fully refurbished premises were operational within a matter of weeks.

## The Present

The Club's First XI is well established in Section Two of the Senior League and we are one of the few clubs in Ireland capable of fielding five Saturday teams.

The square at Middle Road is regarded as one of the best in local cricket and our facilities in general are the envy of any club in local cricket.

We have hosted inter-provincial youth matches and each June we stage the prestigious Graham Cup Final for Under 15 boys' teams. This year we have been honoured with the opportunity of hosting one of the fixtures from the upcoming European Cricket Championships.

With a highly respected reputation within Northern Irish Cricket, enviable facilities and sound finances, we might be excused for relaxing our efforts.

The development, however, continues. We have recently completed further, major drainage works to the outfield, our current ground extension is well advanced and newly-installed, purpose-built outdoor practice facilities were used for the first time last season.

## The Future

We have a clearly defined strategy in place for further development which, when fully implemented, will put Carrickfergus Cricket Club at the very vanguard of cricket development in Ireland.

Our priority is, as it always has been, the promotion and development of the game of cricket, particularly at youth level, and it is our ambition to establish our Club as a centre of cricket excellence within East Antrim.

We have an active strategy which will see a second ground established at our Middle Road site. We have commissioned architectural plans for a further extension to the existing clubhouse. The entire ground floor will be devoted to playing facilities with a changing area adequate for a two-ground complex and, perhaps more excitingly, indoor nets within a multi-purpose sports hall, allowing for year-round practice and training.

Throughout our development at Middle Road, we have never lost sight of the importance of our social membership both as a means of building our sense of community and as a major source of income to help drive our ambitious objectives for the sport of cricket. Carrickfergus Cricket Club is a mutual business as well as a cricket-playing organisation. Both aspects of the club are now inseparable and dependent upon each other. Our development strategy reflects this relationship with our current plans including an extended lounge bar, function room and viewing facilities both internal and external.

# Our Offer

## Partnership

Our vision is ambitious but we believe achievable. To help us reach our goal we are seeking partners, not only to provide a revenue stream, but also to reflect favourably upon us and thereby enhance our image as a serious commercial and sporting entity.

*We believe that your business can deliver on both counts. But what will you receive in return...?*

We are not seeking a financial handout for negligible return. Nor do we use the word 'partnership' lightly. We intend to work proactively with sponsors so that we can meet their needs in every way possible to cultivate a productive, long-term relationship, which will be of benefit to both organisations.

We can offer a very strong proposition for any business wishing to improve visibility and enhance their reputation within the communities of East Antrim:

- We have cultivated an impeccable reputation and strong ties within the local community over a great many years.
- We have a thriving playing membership- we are one of the few clubs in Ireland capable of fielding five regular Saturday teams.
- Our social membership continues to flourish and has been in and around our legal maximum for several years.
- The demographic profile of the club is very attractive, particularly since our social membership is derived mainly from the private housing developments adjacent to the club.
- The demographic profile of those involved in cricket more generally is commonly regarded to be attractive to potential sponsors.
- We have a strong relationship with the local press and, since we provide the copy for match reports, we can ensure our sponsors gain quality exposure.
- The Club's weekly lottery has a regular participant base of over 500 but it has, on occasion reached 3,500.
- Our recently established website has proven to be a rapid success with more than 1,000 unique visitors in the first two months of operation, delivering more than 10,000 pages of content. It has been described as "*quite superb and easily the best club site in Ireland*" by John Elder, administrator of the official Irish Cricket Union and CricketIreland sites.
- We have strong and positive relationships with local primary and secondary schools built through many years of making our professional coaches available.
- The Club is becoming increasingly well respected within the Northern Cricket Union, developing a reputation for innovation, and we have been successful hosts of representative cricket on many occasions.
- We are a flexible club, always striving to improve our procedures and we are open to *your* input and creative ideas about how we can better meet your expectations and serve your promotional requirements.

## Sponsorship Vehicle

Carrickfergus Cricket Club has a proven track record of dynamic development and the rapid expansion in the last decade or so demonstrates our ability to set targets and achieve goals. Given our current ambitions, we feel that we present enormous potential as a sponsorship vehicle to provide extensive and positive exposure to any business with the vision to enter into a partnership with us.

# The Packages

We believe we can best meet the needs of our sponsorship partners by offering a variety of packages. In this way, we can provide one exclusive package for a large sponsor whilst retaining less expensive packages for smaller, local businesses who have supported us through the years.

## Platinum Package (Negotiable)

The **Platinum** package is designed with **one major sponsor** in mind and basically amounts to ownership of the Club in sponsorship terms. The company which commits to our Platinum package will not only be team sponsor to our First XI, but will also be identified as the primary Club sponsor. The Platinum package consists of the following elements:

- A large sign at the front of the clubhouse, clearly visible from the busy B90 commuter road, displaying the Club crest and identifying you as the 'Official Club Sponsor'.
- Your name and logo displayed on all Club stationery.
- Name and logo on First XI playing shirts and tracksuits.
- Advertising board on the three sides of the ground visible from the club and on covers.
- Your logo on lottery tickets and cover of fixture book.
- Acknowledgment of your support in all First XI match reports with photographs where possible.
- Your logo displayed on every page of our popular new website which can link directly to your corporate website or to a custom designed page within our site displaying your choice of content.
- Hospitality welcome as our special guest at two home matches of your choosing, including a meal and complimentary drink for up to six people. On these days, we will be happy to allow you to 'brand' the ground with banners, flags or any other promotional medium you wish to supply.
- Social membership of the Club for four people nominated by you.
- A representative of your company and guest will be invited as guests of honour at our annual prize giving and dinner dance.

## Gold Package: First XI £250 / Second XI £100

The **Gold** package is designed for businesses desiring **quality exposure** without committing to full Club sponsorship.

- Gold sponsors will be given the opportunity to 'brand' the ground for a day with banners, flags or any other promotional medium you wish to supply as sponsors of the appropriate First or Second XI match.
- You will receive a hospitality welcome as our special guests at an agreed match. First XI match sponsorship includes a meal and complimentary drink for four people, whilst Second XI matches includes a 'cricketer's tea' and complimentary drink for four.
- You will also feature in a message of thanks within the match report and we will endeavour to secure pictorial coverage in the press.
- Your logo displayed with the match report on our website, which can link to your own website.

## Silver Package: One Season £100 / Three Seasons £250

The **Silver** package is designed to provide **low cost advertising all year-round**. Choose either ground advertising or web advertising according to your needs or maximise the potential by **combining both** at the special rate of: **One Season £160 / Three Seasons £400**.

### Ground Advertising

- Standard advertising board displayed year round either within car park area or around pitch boundary, visible from the clubhouse.
- We will produce the board and endeavour to position it to your satisfaction.

### Web Advertising

- Participate in a banner scheme on our increasingly popular new website.
- Your graphical banner displayed on every page of the site on a rotating basis. This can be linked to your own website or to a custom-designed page displaying your choice of content.

## Bronze Package: £25 per Match

The minor teams also need your support - sponsor a **match ball** for teams other than Firsts and Second XI and receive a **message of thanks** for your support in match reports in the local papers.

## Youth Teams

This season there are also **opportunities available** for supporting our youth teams at both **Under 13 and Under 15 level**. We are open to discussion about proposals for youth team sponsorship.