



ASTON ROWANT CRICKET CLUB



Sponsorship Rates & Fundraising Card



Impact of your Sponsorship

Recent Projects Completed with Sponsorship Funds:

- Pergola Outdoor Seating Area - allowed the club to continue to function throughout the pandemic without compromising the safety of our members. (see picture below)
- New rain protection pitch covers - reduced the number of senior and junior games cancelled, rain is cricket's worst enemy so new pitch covers helped to get as many of our games on as possible!
- New Scoreboard on Pitch 2 - as a club it is just as important to invest in the lower teams and junior sections as it is in the facilities used by our 1st XI so we upgraded the scoreboard on Pitch 2 last year.
- Re-layed 4 wickets on Pitch 1 - relaying the wickets provides the best playing surface possible to nurture our younger talent and create a level playing field for all cricketers who use our facilities.
- Redeveloping the car park - this was in poor condition and our older members with mobility issues were struggling so we decided to resurface and put a new gate in - looks great and is much safer now!



New Projects to Complete:

- Partnerships with local schools - we are going to be providing the ground and facilities for use by local state schools in 2022 (Icknield Lower and Lord Williams Schools).
- Re-surfacing our nets - to continue to coach the juniors and seniors on the best facilities possible.
- New changing facilities (Pitch 2) - we want to continue to invest in the grassroots element of cricket at the club and provide the best facilities for our junior and senior teams.
- ARCC Women's Cricket Academy - we intend to relaunch the ARCC Women's team in 2022.
- Hosting Disabled Cricket Matches - we hope to host these matches again in 2022.

As a not-for-profit organisation run by volunteers we must balance our finances with being able to compete at the highest level of club cricket and providing the best nurturing ground for junior cricketers. Without the generous support of our sponsors we would not be able to come close to being able to provide and maintain the facilities which we are extremely lucky to have. If there is a particular project that you would like to support then please feel free to get in touch with us via email: sponsorship@astonrowantcc.com or phone: 0797 435 8329

Sponsorship Rates

	Pricing	Comments	Additional Benefits
*Main Club Sponsor <i>(Unavailable for 2022)</i>	£5,000 For 2 years or £3,000 Annually	White & Coloured shirt sponsorship with sponsors logo on front middle of adult and junior playing shirts worn for games	Logo on club website, entry to fixture card, pitchside banner, social media postings and 1881 card.
*Principal Club Sponsor	£1,800 For 2 years or £1000 Annually	Sponsor sleeve of white club playing shirt worn by adults. Alternatively sponsor can opt to have their logo on a set of pitch covers	Logo on club website, entry to fixture card, pitchside banner, social media postings and 1881 card.
*Junior Club Sponsor	£1800 For 2 years or £1000 Annually	Sponsor training tops worn by colts players and coaches. Plus 4 pitchside banners.	Logo on club website, pitchside banners, entry to fixture card, social media postings and 1881 card
Banner overlooking B4009 road	£1,000 Annual Cost	Company banner overlooking main road at club, 12-month coverage on busy road connecting M40 to Chinnor and Thame.	Logo on club website, entry to fixture card, social media postings and 1881 card
Club Youtube Livestream Sponsor	£1000 Annual Main or £500 Associate	Company logo on club's livestream videos which will broadcast all home games via the club's YouTube channel	Logo on club website, entry to fixture card, social media postings and 1881 card
Scoreboard Sponsor	£800 Annual Cost	Company logo on on club scoreboard (includes printing costs)	Logo on club website, entry to fixture card, social media postings and 1881 card
Pitchside Banner	£300 Annual Cost	Company logo on pitchside banner around the main pitch (includes printing costs)	Logo on club website, entry to fixture card, social media postings and 1881 card
Fixture Card Advertisement	£100 Annual Cost	Sponsor company logo in the fixture card which is delivered to >500 houses in the local area plus all club members	Logo on club website, entry to fixture card, social media postings and 1881 card
Player Sponsorship	£50 Annual Cost	Sponsor a player for the season - if the player gets 'man of the match' on a given weekend you will receive a free bottle of wine!	Logo and details on the player sponsorship board in the clubhouse plus social media postings



**For main and principal club sponsor packages please message for availability.
 For further details and to purchase our packages please contact: sponsorship@astonrowantcc.com*

Coverage Available from your Sponsorship

The club is one of the largest clubs in the Home Counties area. There are **>100 senior playing members** and **>450** people affiliated with the club. Aston Rowant is one of the oldest clubs in the country having been established in 1881 it has developed over the years to now support **4 senior playing teams** and the largest juniors section in the area. There are over **300 junior parents and players** who play in teams from under-9s right up to our under-19s academy. We've had 2 players go on to play for England Womens and 1 player currently playing for England U-19 with several players in the first-class county set-up.

Social Media - *The club Twitter account has **1,299 followers**, Instagram **>500 followers**, Facebook **787 followers**. In 2021, **4,157 people** were reached by just 1 of our Facebook adverts on our club account. We post regularly about our sponsors and will be live streaming our matches from 2022 onwards.*

Roadside Advertising Space - *The club is located on the B4009 road with advertising space that overlooks the connecting road between the M40 and Chinnor/Thame. In 2021 there were an average of **5,384** passing vehicles every single day, this equates to almost **2 million** motorists passing our club who could see your company logo.*

Pitchside Banners - *One of our most popular sponsorship options are the pitchside banners which are seen by an estimated **4000** people who visit our ground each year. Up from late-April to October these banners are seen by all club members throughout the season and are often pictured in the local and national press. The club hosts **Oxfordshire County Cricket, MCC, the Barmy Army World Cup** and has previously hosted **England Disability Cricket** so the exposure is not simply limited to club members only.*

Clothing Sponsors - *Principal club sponsors can have their logos on the club playing and training kit which is worn by players to home and away matches providing a greater reach to your sponsorship and displaying your brand all over the Home Counties region.*

Newsletter and Fixture Cards - *a weekly club newsletter is sent to and read by **>450 club affiliate members** every single week and we include information about our sponsors in these emails as well as adverts in the fixture cards which are delivered to all the houses in the local area.*

