



ORPINGTON CRICKET CLUB
www.orpingtoncc.co.uk
Orpington Cricket
Club
Goddington Dene
Goddington Lane
Orpington
Kent
BR6 9SX

Sponsorship options

Background to Orpington Cricket Club

Orpington Cricket Club ("OCC") is a Community Amateur Sports Club which has Clubmark accreditation. This Sport England accreditation shows that our club provides the right environment to ensure the welfare of members and encourages everyone to enjoy sport and stay involved throughout their lives. In addition, we are recognised as a safe, rewarding and fulfilling place for participants of all ages as well as helping parents and carers know that they are choosing the right club for their young people.

Our club runs 5 Saturday sides, 1 Sunday side, 1 female side and has a thriving colts section of 80 members. The club also offers facilities to disabled children and those with learning difficulties who want to play the game. Founded in 1848, the club moved to its present location in 1971 and is undergoing an expansive period in its history by maintaining the highest levels of membership in all age groups, developing a strategic business plan with fundraising targets, upgrading its facilities (which already include a new state of the art net facility) and sourcing a new third pitch to deliver home games for our fifth and sixth teams.

The club has developed its committee functions to ensure that it complies with all areas of Clubmark accreditation. This means that not only do we have to run a sustainable cricket club but we need to comply with specific legislation relating to health and safety and safeguarding of children. In addition we have started work on a new three year business plan and fundraising strategy to widen our income streams by developing contacts with external groups, potential sponsors and stakeholders who can work with us in partnership to deliver a sustainable community facility.



ORPINGTON CRICKET CLUB
www.orpingtoncc.co.uk
Orpington Cricket
Club
Goddington Dene
Goddington Lane
Orpington
Kent
BR6 9SX

Sponsorship objectives

We aim to enter into partnership with various businesses, entities and individuals in order to help us to develop income streams and form relationships that we can use to improve the facilities that we offer. As a not-for-profit entity, our priority as always remains the covering of our running costs. In addition, we aim to secure additional funds to help us to maintain and improve our facilities with the intention that this will assist us in strengthening the foundation of the club in order to secure the best possible advantage for our teams participating in all leagues, friendly matches and to ensure the longevity of the club.

Sponsor packages

i) Advanced

- Advertising in OCC annual fixture card and on OCC website
- Social membership of the club (includes invites to club social events)
- Use of the bottom cricket square for one corporate event (dependent on availability during ground redevelopment)
- Attendance at sponsor evenings for local business networking
- Advertising at the Colts Presentation Night
- Outside advertising via perimeter board
- Internal advertising via the clubhouse marketing screens
- Advertising during fundraising events (Memorial Day etc)
- Advertising to our members via Social Media (eg facebook/twitter)
- Advertising during our social events (eg Quiz night, Annual Dinner)
- Access to our members business expertise – we have individuals working in banking, finance, marketing and PR

Total £2.5k

ii) Main

- Advertising in OCC annual fixture card and on OCC website
- Social membership of the club (includes invites to club social events)
- Use of the bottom cricket square for one corporate event (dependent on availability during ground redevelopment)
- Attendance at sponsor evenings for local business networking

Total £750



ORPINGTON CRICKET CLUB
www.orpingtoncc.co.uk
Orpington Cricket
Club
Goddington Dene
Goddington Lane
Orpington
Kent
BR6 9SX

iii) Standard

- Advertising in OCC annual fixture card and on OCC website
- Social membership of the club (includes invites to club social events)

Total £250

In terms of quantifying the effectiveness of sponsorship, we would be very willing to work with you to determine:

- Your overall objectives
- Benchmarking and tracking progress

All of this is negotiable – we have just put some ideas together to show that we are serious about ensuring a decent return for your investment. If you have your own objectives in mind we would be very happy to discuss them. Our club is sustainable, has aspirations, and provided a solid family environment with a good mix of people who enjoy their cricket. We are intending to build on these foundations and make this club one of the best in the North Kent area.

Contacts

For further discussions about sponsorship please contact:

Kelly Freeman
Chair of Fundraising and Marketing
KellyFreeman8170@aol.com
07710 498421

or speak to your OCC contact who can liaise with Kelly if you prefer.