



# COMMERCIAL **OPPORTUNITIES**

Align your brand with  
the ECB Huddersfield Cricket League

# 40 CLUBS. **ONE LOVE.**

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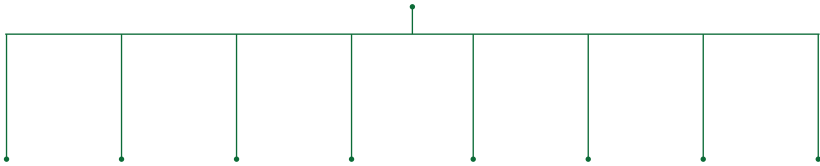
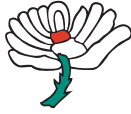
## **Align your brand with us.**

As one of the Premier Cricket Leagues in Yorkshire, we maintain standards as high as possible and are entirely governed and run by volunteers. Running a 40-club league comes with costs and overheads; just like any other organization.

We run a prudent ship financially, making funds available to any of our clubs in the form of loans which are used to improve facilities and make clubs nicer places to enjoy cricket. Your support and patronage is crucial and it wouldn't be possible to support our clubs in the way we do.

From taking up a website advertising position to having your brand sponsoring one of our many competitions, every package we offer is designed to have a positive impact on you or your company. Your brand, company name or focused message can be put in front of a captive audience with many opportunities to choose from. A fantastic and cost-effective way of raising your brand profile in the local area but much more importantly than that, you can publicly show you're passionate about supporting a grass roots cause. What could be more satisfying than that?







# BOOST **YOUR BRAND.**

## What's Our Reach?

We're a forward-thinking league with a good understanding of the power of advertising and social media and we've an impressive reach in the local community.

Current and former players across the region and beyond stay in touch with our league. The supporters of all our clubs visit our media offerings to find out the latest news and developments. We have stakeholders far and wide who will be made aware of your sponsorship, products and services across our multiple media channels divisional competitions and flagship tournaments.

## Media

We have a heavily visited website and run an account on X (formerly Twitter). We're also the only cricket league to launch our own official podcast which reaches a younger audience.



FOLLOWERS

**3.5k**

MONTHLY REACH

**1k**



AUDIENCE

**350+**

MONTHLY LISTENERS

**200+**



MONTHLY VISITORS

**1k**



## THE LEAGUE **IN NUMBERS.**

### Officials

A dedicated band of hardworking officers, umpires and representatives.

### Players

40 clubs, 100+ teams and a whole lot of registered players!

60

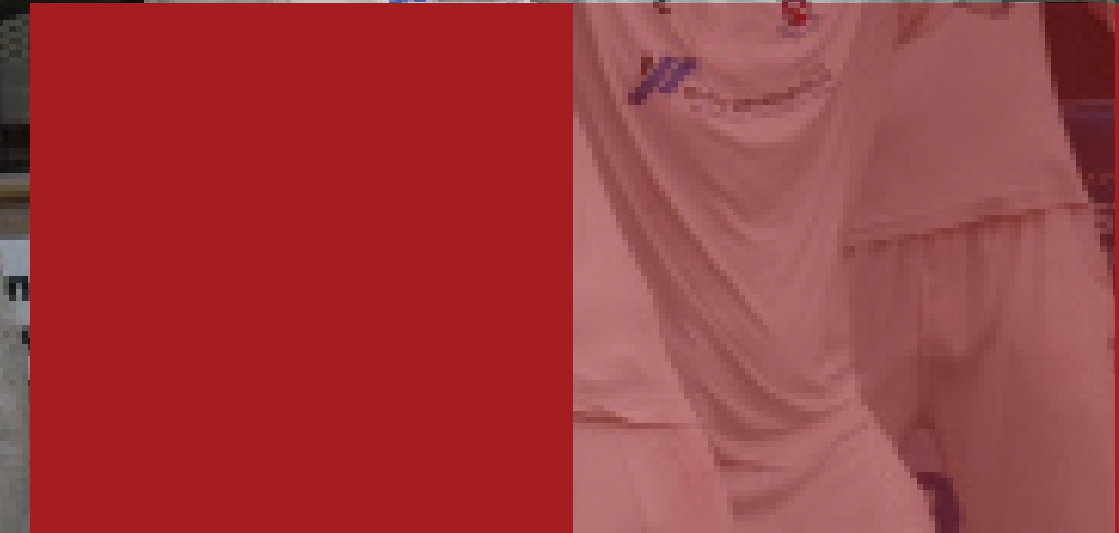
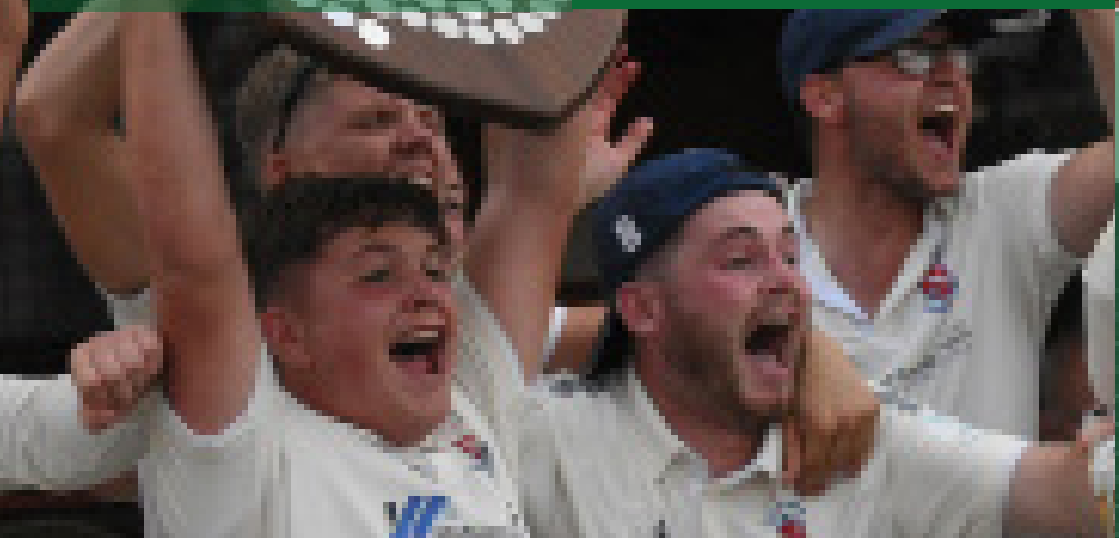
3,000

### Stakeholders

All the above, retired players and general followers with an active interest in cricket and our league!

10,000





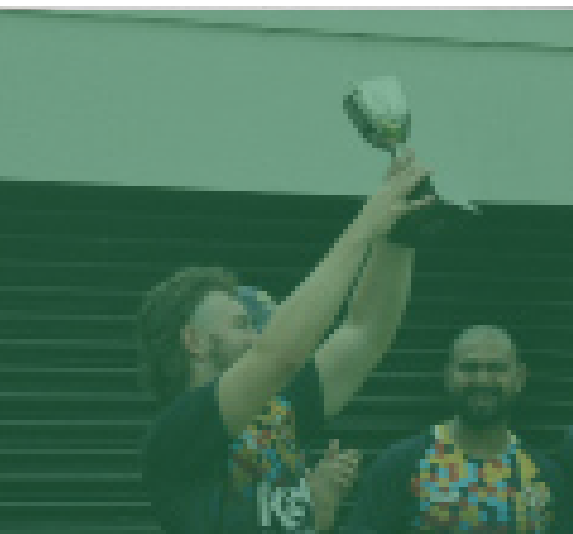
# UP FOR **THE CUP?**

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## **Competition Sponsorship**

We run a eight tier structure that all our teams compete within. In addition to that, we also run five knockout cup competitions, all of which have a varying focus by our followers.

Our flagship cup; The Sykes Cup quite rightly receives most of the attention as our longest running traditional tournament at over 100 years. Our T20 competitions remain incredibly popular and we have several divisional competitions which by adding your brand name to them adds to their prestige and popularity



# UP FOR **THE CUP?**

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## Whole League

The sponsorship of our whole league. Team up with us for an exclusive opportunity to hard-set your brand name on players and followers' lips.

### Benefits

- Prestige position
- Headline banner
- Longlasting association with all our stakeholders
- Present our end of season awards
- Open invitation to all event

**Price**  
**Contact Us**

## Sykes Cup

Our flagship 125-year old trophy.

### Benefits

- Connected branding with our media
- Hospitality at the Final
- Select and present the man of the match at the final

**Price**  
**£1,000 PER SEASON**

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## T20 Competitions

Our two short-format knockout trophies; the T20 Trophy and T20 Shield.

### Benefits

- Connected branding with our media
- Hospitality and branding Finals Day
- Select and present the man of the match at the final

**Price**  
**£500 PER SEASON**





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## Oddfellows Cup

First team knockout for lower-ranked teams.

### Benefits

- Connected branding with our media
- Select and present the man of the match at the final

## Price

**£150 PER SEASON**

## Earnshaw Cup

Second team knockout for lower-ranked teams.

### Benefits

- Connected branding with our media
- Select and present the man of the match at the final

## Price

**£150 PER SEASON**

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## Conference

Third tier division. Predominantly first teams.

### Benefits

- Prestige position
- Connected branding with our media
- Invitation to our end of seasons awards event

## Price

**£400 PER SEASON**

## Alliance

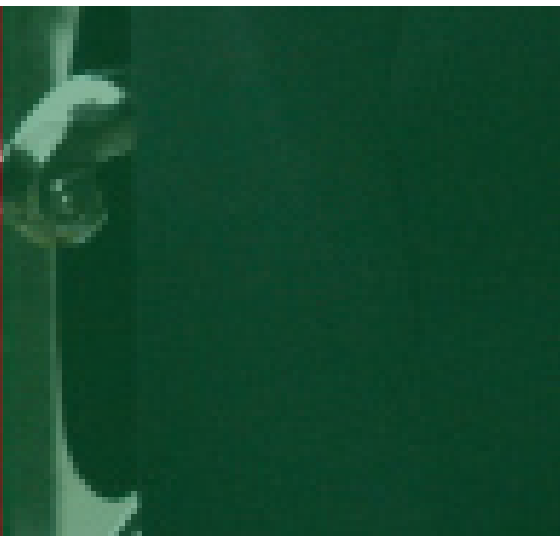
Tiers 4 to 7. Predominantly second teams.

### Benefits

- Prestige position
- Connected branding with our media
- Invitation to our end of seasons awards event

## Price

**£400 PER SEASON**



# DIGITAL OFFERINGS.

## Tiered Pricing

We have a tiered advertising structure which will suit any budget. Our introductory website advertising package starts from just £50 per year.

What can we do? We can help connect your brand to:

- Over 100,000 viewers per year on-site
- A thriving local community
- 3,000 Social Media Followers

Our packages can include:

- Competition Sponsorship.
- Showpiece final (Sykes Cup) on-the-day advertising.
- Social Media advertising and retweets.
- Website banners & news articles.
- League handbook and literature.

Platinum

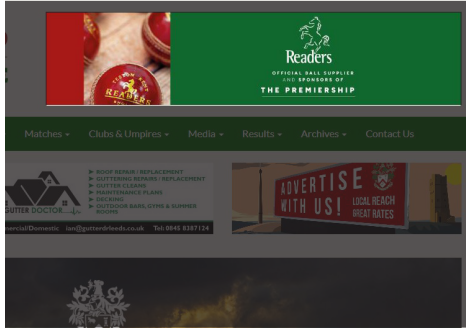
Gold

Silver

Bronze

Sapphire



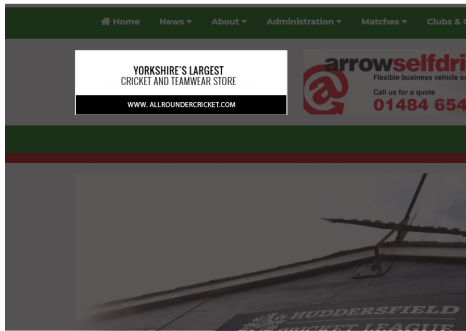


## Platinum

- Features on all social media assets.
- Lead banner position visible on all pages.
- Monthly website visitors (ave.): 1,000
- X (Formally Twitter) post impressions (ave.): 4,000
- Repeated brand exposure.

## Sponsorship

**£500 PER SEASON**

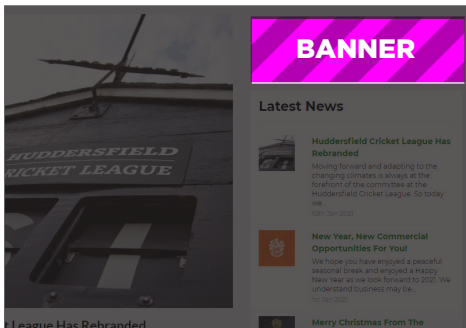


## Gold

- Top banner position visible on all pages.
- Monthly website visitors (ave.): 1,000
- Regular brand exposure.

## Sponsorship

**£350 PER SEASON**



## Silver

- Features on all news articles
- 3-4 news articles per week (ave)
- Article reads (ave.): 250
- Monthly articles: (ave): 15
- Solid brand exposure

## Sponsorship

**£200 PER SEASON**

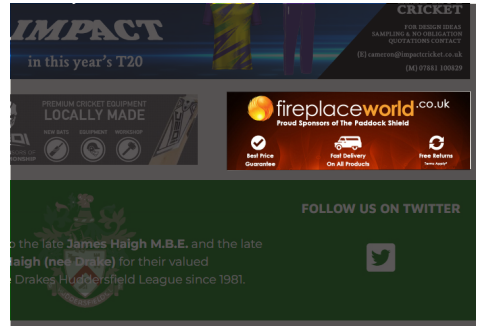
# DIGITAL OFFERINGS.

## Bronze

- Baseline banner position visible on all pages.
- Monthly website visitors (ave.): xx
- Supportive brand exposure.

## Sponsorship

**£100 PER SEASON**



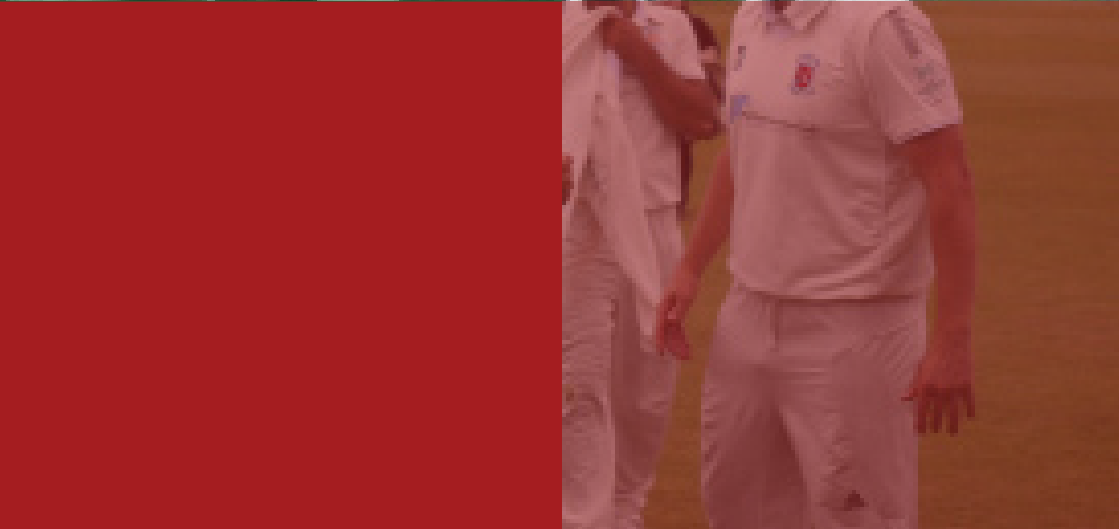
## Sapphire

- Homepage banner for limited campaign.
- For clubs wanting to promote an event
- Captive audience exposure.

## Sponsorship

**£50 TWO MONTHS**





# DIGITAL **OFFERINGS.**

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## **The Castle Hill Cricket Chat Podcast**

We're unique in that we have our own official podcast! With a total audience of over 350 and a regular listenership of around 200 it's a superb way of getting your name heard.

You can either sponsor for a specific episode or stretch it over an entire year where we'll play your advert at the start and during a break in the middle. It's a different demographic too with the majority of our listeners in the 20-40 age bracket. Playing age, essentially!

### **Price**

**£500 PER YEAR**

**£50 PER EPISODE**



