



## **Cornwall Schools Cricket Association Sponsorship Opportunity**

### **Introduction**

The **Cornwall Schools' Cricket Association (CSCA)** as a pillar of Cornwall Cricket Board is the organising body for representative youth cricket in Cornwall and has been in operation since 1956. It began with an Under 15 team and has increased to the fifteen age groups, boys and girls and 'B' teams, at present with in excess of a hundred fixtures each summer.

During the winter CSCA sends teams annually to South Africa and more recently to the West Indies, with games having been played at the Test venues at Trinidad and Barbados in the last couple of years. In 2016 a first Girls U17 tour to South Africa took place.

CSCA also looks after the Schools competitions at Primary and Secondary School levels and organises an annual presentation dinner for all representative players and parents.

[www.cornwallcricket.co.uk](http://www.cornwallcricket.co.uk)

### **The Opportunity**

**CSCA** has a unique opportunity for a forward thinking organisation to sponsor its U15s and U17s sides in the England and Wales Cricket Board (ECB) national competitions.

In the 2017 season the ECB Cup competitions for these age groups, which consists of regional matches followed by a national semi-final and final, will be played in coloured clothing with a white ball and black sightscreens. This is the first time they are requesting counties to do this to bring the competition in to line with the professional game and raise the profile of local representative cricket.

CSCA are seeking a clothing sponsor for the new coloured clothing where each age group will play over 12 fixtures each season and have a squad of 13 to 15 players.

In the 2016 season the CSCA Under 17 side reached the national final gaining a high amount of national, regional and local media.

These age groups consist of the very best talented cricketers we have in Cornwall with some of them on the Cornwall Elite Playing Programme and connected with First Class Professional Counties including Somerset, Gloucestershire, Nottinghamshire and Surrey.

This really is an opportunity to be connected with a successful, high profile and passionate organisation and in particular two leading age groups. With this partnership and connectivity to a major prestigious association the opportunity can truly raise the awareness of your organisation.

## The Benefits

In return for sponsorship and depending on value the following is a list of example benefits CSCA can offer to gain a positive and raised image enhancement and association with countywide sport.

- Complete and exclusive sponsorship of the U15s and U17s summer match programme.
- Logo exposure on all team match wear
- Presentation Awards for these age groups named after your organisation
- Feature article in all local newspapers and Cornwall Cricket website detailing a high profile launch of your sponsorship
- Invitation to all VIP gatherings connected to the age groups including Presentation Evening.
- Logo exposure within all publications, websites, letters, programmes,
- Press coverage and exposure through the year through radio and Cornwall & Devon Media.
- Regular Social Media reference to your sponsorship

Please note this is not an exhaustive list and we would be willing to discuss further benefits with you that focus direct on your needs.

## The Consideration

CSCA are considering the following two packages as annual sponsorship as they need to raise £2,500 per year:

**Gold Package** – Headline and sole sponsor receiving all the above benefits and for a consideration of **£1,500 to £2,500**.

**Silver Package** – Joint sponsor to receive selected benefits from above and to be agreed for a consideration of **£500 to £1,499**.

If the full £2,500 sponsorship is not received the remaining funds would be sourced by charging the parents for their child's representative clothing.

CSCA would be interested to discuss with any organisation a longer term consideration and would be keen to establish a 3 year relationship with a potential sponsor.

Once a consideration is agreed a sponsorship agreement will be produced to confirm benefits and expectations of both parties which can measure the success of the relationship.

Currently no national sponsor is linked to the programme but if one is agreed it would run alongside your consideration.

**If you are interested in this opportunity please contact Tim Marrion, Cornwall Schools Cricket Association on [tmarrion@cornwall.gov.uk](mailto:tmarrion@cornwall.gov.uk)**