



**SPRINGFIELD
CRICKET CLUB**

Twenty20 Kit Sponsorship Package





Springfield Cricket Club was formed by a group of local friends posting adverts around a newly built village in Essex in 1960 and have been based at Coronation Park since 1961.

Our senior section consists of five Saturday League XI's, with the First XI due to play in Division 1 of the Hamro Foundation Essex League next season, having secured promotion from Division 3 as Champions in 2022, followed by achieving a runner-up position in Division 2 in 2023.

The remaining Saturday XIs compete in The Premier Division and Divisions 3 & 5 of the T.Rippon Mid-Essex League respectively, with us intending to re-enter a 5th XI into the league in 2024.

We also field a Sunday XI in Division 1 of the North Essex Cricket League.

In addition, we have a Twenty20 & team that play friendlies and competitive matches against local clubs, including in the North Essex and Mid-Essex Twenty20 Cup competitions.

Springfield has a large and well-established Colts section fielding sides ranging from U9 to U15, along with an U16 team competing in the Trevor Bailey Matchplay, plus the Springfield Tigers Disability Cricket setup, which is now well-established, having weekly training sessions during the season.

We also have a number of club members that represent Essex across their Disability, Over 50s, Over 70s and Youth Age Group teams.

Springfield has been an England and Wales Cricket Board Clubmark Focus Club since 2003, which confirms our commitment to being a safe, effective and child-friendly cricket club.

The clubhouse, with full bar and catering facilities, was built in 1971, providing a strong social side to the club throughout the year.

Our Vision: To become the best club in the local area.

Our Mission: To become an inclusive and diverse club in the local area by providing quality coaches, facilities and training.

The following pages outline further information about Springfield Cricket Club and show the Twenty20 Kit Sponsorship Package we are seeking support for from the 2024 season.

Springfield Cricket Club Exposure

On the Field

1x Saturday team in the Hamro Foundation Essex League

- Covering a large area of Central, Southern, Eastern & Metropolitan Essex.
- 19-20 League games per season from late April to early September.
- The First XI will be competing in Division 1 in 2024 after back-to-back promotions in 2022 & 2023.

4x Saturday teams in the T.Rippon Mid-Essex League

- Covering a large area of Central, Southern and Eastern Essex.
- 18 League games per season from the start of May to the end of August or early September.
- The 2nd, 3rd and 4th XIs will compete in the Premier Division, 3, and 5 respectively in 2024, with us also applying to re-enter a 5th XI into the competition next season.

1x Sunday League team

- The First Team played 12 League games in Division 1 of the North Essex Cricket League in 2023, ending as runners-up. Their gap weeks are mainly filled with friendly matches across Essex.
- Mainly covering Northern, Central and Eastern Essex.

1x Twenty20 Cup and Friendly team

- Playing local teams in a range of cup and friendly matches, mainly on Wednesday and Thursday evenings.
- Our twenty20 team made the Finals Day of the North Essex Twenty20 Cup in 2023, narrowly losing in the semi-finals to Halstead.

1x Indoor League team in the Riverside Indoor League

- Based at the Riverside Ice & Leisure Centre in Chelmsford.
- Playing against local teams in one hour, six-a-side league and cup matches, that allow members to continue enjoying playing cricket in the winter.
- The team finished third in the Premier Division in Winter 2022-23.

Colts

- Age groups from Under 9s to Under 15s playing regular games in competitions arranged by the Central Essex Cricket Participation Group and Essex Cricket in the Community against other clubs across the county.
- Development side aimed at youngsters using soft balls to learn the basic skills of the game before moving to hard ball cricket.
- The Under 12s and Under 16s play in competitions run by the county, with a potential Final which is usually hosted at the Essex County Ground.

Disability

- The Springfield Tigers Disability Cricket setup is now well-established and take part in weekly training sessions during the season.

Off the Field

Throughout the year, the clubhouse is open most evenings and weekends to our 250 members and guests.

Our website www.springfieldcricketclub.co.uk is a key element of exposure for both the club and potential sponsors. We continue to make the website the hub of our club, with all matches from the club's history being uploaded, which brings many players both new and old to the website to check results and compare stats as well as our opponents interested in recent matches.

We also inform all members of upcoming social events and the latest news through our strong social media presence on Twitter and Instagram, with us having approximately 850 and 1,200 followers on each platform respectively, as of September 2022. These are excellent ways to advertise your business through specific & targeted posts, as well as having your logo on the player team sheets published before every weekend that matches take place.

Coronation Park, the home of Springfield Cricket Club, has two pitches which are in constant use throughout the cricket season. Including our players, this brings at least 44 players per weekend to the club, as well as supporters for all teams.

The ground is also shared with Chelmsford Rugby Club who often train during the summer weekends along with hiring their clubhouse out to large parties. It is also popular for dog walkers around the local area and there is a large children's play area.

President's Day is celebrated annually with a large focus on family. The day brings together players from the club's history to play against our current First Team, alongside a social fixture on the second pitch. During the morning we have colts matches, with the players and their families staying for most of the day.

Other Clubs & Teams Based at Springfield Cricket Club

Springfield Striders

- Successful local running club based in our clubhouse at Coronation Park.
- Training twice a week, starting and finishing their runs at the clubhouse.
- Approximately 330 members.

Spring Chicks

- Female Rounders Club, formed in 2011.
- Competing in the JJ Ladies Rounders League based across Essex with matches played weekly from May to August.
- All home games played at Coronation Park.
- Approximately 30 members.

Springfield Cricket Club Darts Team

- Competing in Division 2 of the Chelmsford City Darts League on Wednesday nights during the winter months.

Springfield Cricket Club Cribbage Team

- Competing in Division 1 of the Chelmsford Crib League on Thursday nights during the winter months.

Springfield Cricket Club Sponsorship Packages from the 2024 Season

Cricket is an excellent way to advertise your company locally and regionally with the help of our website and social media channels. Sponsoring Springfield Cricket Club will provide your company with a fantastic opportunity for local and regional exposure.

Springfield Cricket Club is a large part of our local community and with your sponsorship we can continue to provide excellent facilities that will benefit our local area for many years to come. The great thing about sponsorship is we are not the only ones who benefit from it, you will too! Sponsorship is an excellent way to maximise your business profile through advertisement and reputation.

By becoming a sponsor of Springfield Cricket Club, you are assisting a non-profit organisation. Please see the below package we are offering from the 2024 season.

- **Twenty20 Kit Sponsorship - £3,000**

- Three-year partnership.
- Playing shirts, with your logo placed on the front of the shirt, worn by the Senior Twenty20 Springfield Cricket Club teams in matches played on Sundays and Midweeks.
- As a bonus, due to the Saturday First XI's promotion to the Hamro Foundation Division 1 in 2024, they will also be required to play nine limited overs matches in coloured clothing, meaning that the twenty20 kit will also be worn by the First XI for half of their fixtures next season.
- Your company logo will be added on the Club Sponsors page on our website along with further company details.
- An advertisement will be put in the Springfield Cricket Club Fixture Card handed to all members.
- A Sponsorship Banner will be placed at the ground for all home games.
- Your company logo to be added to the twenty20 team sheets submitted on our Twitter and Instagram platforms before matchdays, as well as regular posts on both channels.
- The cost of the sponsorship largely cover the cost for the Twenty20 Kit (shirt and trousers) for approximately 40-45 playing members.

Sponsors will be invited to attend every home game, while the agreement is in place, and will also be welcome to attend our annual President's Day and end of season Players' Supper, where we will have a trophy presentation.

Should you require further information please feel free to contact us.

Jordan McManus

Springfield Cricket Club Sponsorship Secretary

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