

Binfield Cricket Club

Sponsorship and Partners Information





A welcome from our Chairman



Hello and thank you for taking the time to consider how you can play a valuable part in the growing success of Binfield Cricket Club. You have no doubt heard about how busy our cricket club is and we've got a staggering number of members across all of our teams.

The world of cricket is becoming ever more popular and we want to play our role in giving everyone an opportunity to enjoy this fantastic game, at our fantastic home.

We have a number of options available to you which will help your company stand out and get noticed by our teams which include boys, girls, men and women in addition to their friends and family and of course, our opposition.

On their behalf, thank you.

James Wright, Chairman

www.binfieldcricketclub.co.uk



About us



- Binfield Cricket club, founded in 1865
- We have five teams on a Saturday in the Thames Valley League and sometimes run a 6th side to accommodate high availability of members
- On a Sunday we have two Friendly teams with a full fixture list against fellow local clubs
- We have 2 Midweek teams who play in the evening BMCL 20/20 league
- We have a Women's hardball team who play in the Premier league of the Home Counties Women's Cricket League
- We have a Women's Softball team that is constantly growing
- The Club offers both boys and girls great opportunities to play cricket with teams run at U9, U11, U13, U15, U17 and U19. All age groups play a mixture of both league and friendly fixtures

www.binfieldcricketclub.co.uk

**We have over 200 playing members and
hundreds of local supporters.**



Our Vision



This is what sets us apart from the rest and why people come from far around to visit and play at our magnificent club. We strive to:

- Be the most competitive amateur league club in Berkshire
- Have the strongest grass roots, junior section
- Bring cricket to everyone at any skill level and ultimately grow cricket in our community
- Be the friendliest and most family orientated club in the country

Our fabulous volunteer network and our fundraising/ sponsorship initiatives are key to turning this vision in to reality.

www.binfieldcricketclub.co.uk



Why we need partners



We want our partnerships to bring value to both of us, enhancing our community club feel and evolves in to a long-term relationship, not a one-off deal.

Amongst other things, your sponsorship contributes to:

- Funds kit, equipment and training resources
- Maintaining our beautiful ground, nets and clubhouse
- Promoting community health and well-being through inclusive sport
- Providing visibility for you and positive community engagement
- Helps run events and social activities that bring the community together

Sponsorship helps us do more than just play matches - it helps grow, inspire and serve our community year after year.

www.binfieldcricketclub.co.uk



Exposure



We have thousands of visitors to our ground every year.

We have league games at the ground every Saturday so opposition teams and supporters as well as our own club members.

Throughout July and August we have games pretty much every night from Under 9s all the way up to our Senior sides.

We are renowned in the community for our Friday nights when we have Junior training with hundreds of parents, family and friends enjoying our facilities.

In addition, a few other key highlights where you will get exposure:

- Around 500,000 website visits per year
- Strong social media following
- One of our videos went 'viral' with over 750,000 views

www.binfieldcricketclub.co.uk



All Stars Cricket



On Friday evenings, for 8 weeks at the beginning of each summer, we welcome over 70 children (aged 5-8) who are making their first steps in to our wonderful game. All Stars is a national programme from the ECB and we sell out every year.

Being a Friday night, it is often a packed evening with over 150 parents and friends coming to the club to kick-start their weekend.



Junior cricket



The Junior section at Binfield Cricket Club is a vital and valued part of the club, with over 150 junior members forming the foundation of its future. The club is committed to providing a fun, supportive, and high-quality coaching environment that helps young players develop both their cricketing skills and their love for the game.

By nurturing talent from an early age, Binfield aims to create a clear pathway for youngsters to progress through the age groups and ultimately feed into the senior teams, ensuring the long-term strength and success of the club.



Women's and girls cricket



We have a thriving ladies section at Binfield and we play both softball and hardball cricket.

With girl's teams starting from as young as Under 9s, the club has built a fantastic pathway that nurtures talent, teamwork and a real love for the game in a fun, supportive environment. From softball right up to our Women's 1st XI who play in the top league, we have cricket available for everyone.



Events and fundraising



Binfield Cricket Club continues to be a vibrant hub for the local community. Alongside on-field action, the club is active in fundraising with quiz nights, memorial days and clubhouse events raising vital funds to support youth development, facility improvements and the long-term future of the club.

www.binfieldcricketclub.co.uk



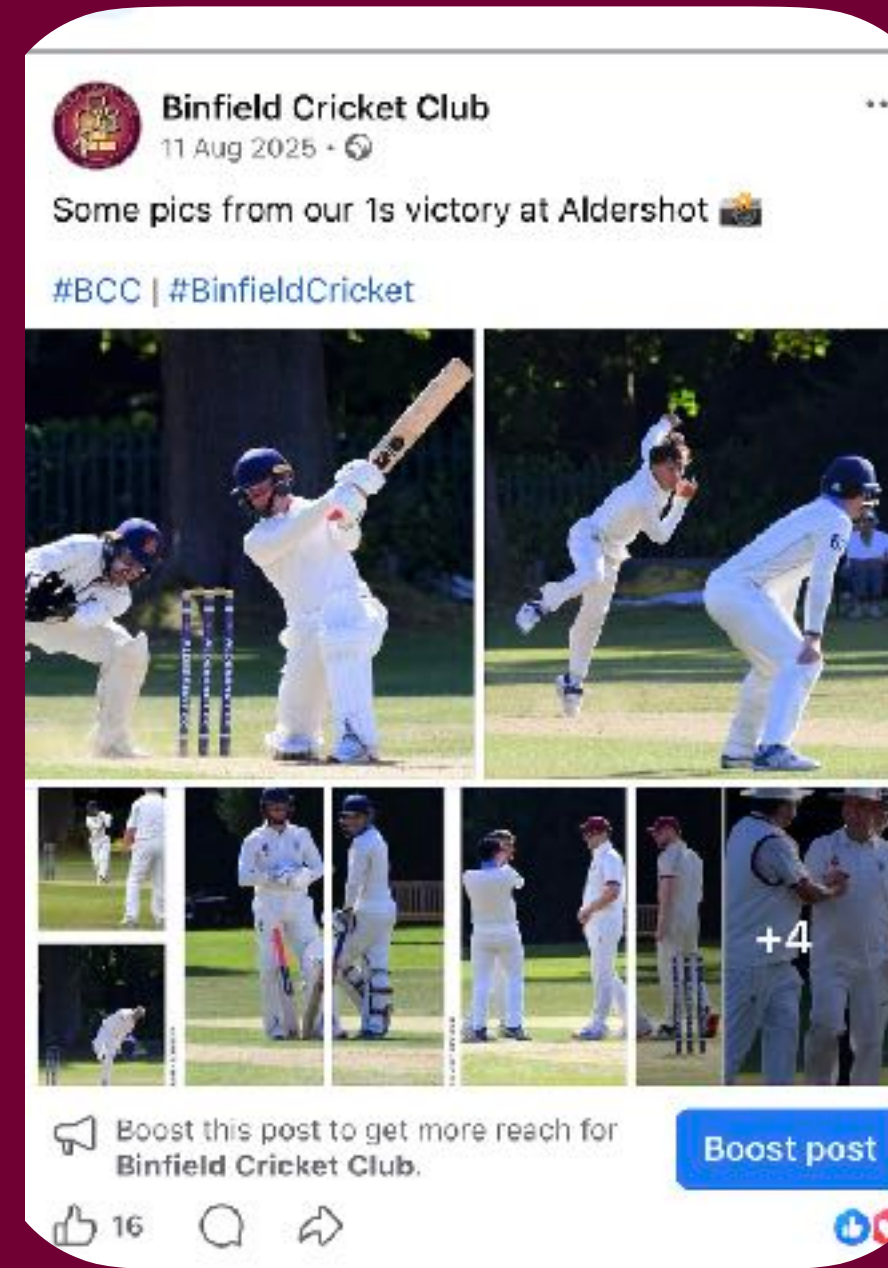
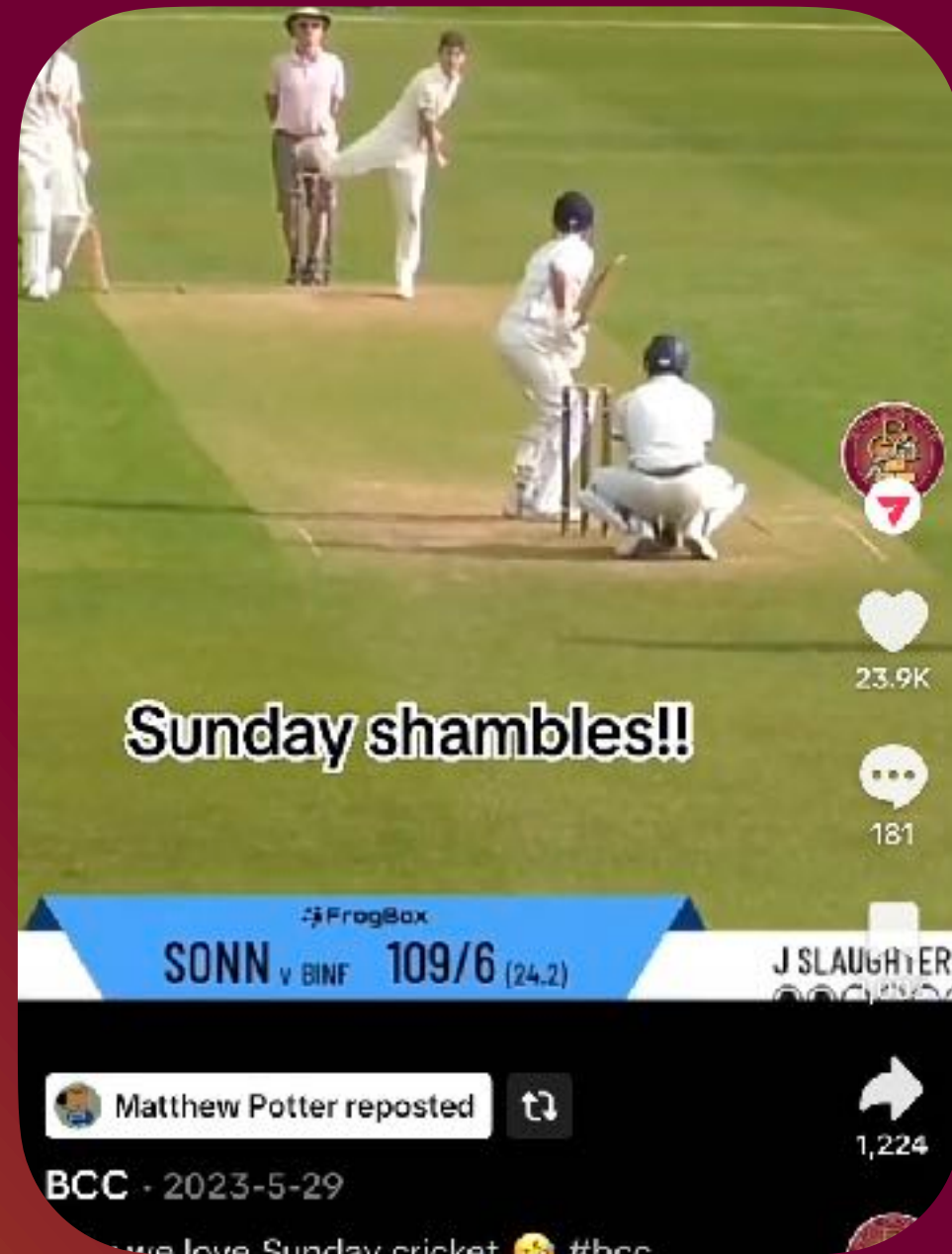
MCC versus Binfield CC



Every other year we host the MCC from the 'Home of Cricket' (Lord's) - the Marylebone Cricket Club. This is a well attended fixture which is advertised to our local community and across our social channels, this is something we are honoured to host.



Social Media



We post on our socials every week, both about our games but also events and activities at the club and in our local community.

Our followers:



@Binfield_CC
Over 2,000 followers



@binfieldcricket
Over 2,000 followers



@binfieldcc
Over 750 followers



@binfieldcricket
Over 2,000 followers

www.binfieldcricketclub.co.uk



Sponsorship opportunities



We have a number of options for you to be involved with our club and the community, these include but are not limited to:

- Advertising boards
- Shirt sponsorship (Match or Training)
- Live streaming of games
- Digital sponsorship
- NEW! Covers sponsorship - 4 year deal
- Gameweek sponsorship
- Matchball sponsorship

www.binfieldcricketclub.co.uk



Get in touch



Thank you for taking the time to consider these options. We are open to discussing any form of sponsorship and are open to including different aspects of advertising within our club.

Please feel free to contact any one of our team who would be more than willing to help:

James Bennett
Head of Sponsorship

Sam Kennett
Club Captain

Email: info@binfieldcricketclub.co.uk

www.binfieldcricketclub.co.uk