Sponsorship Pack 2025

Luton Town & Indians Cricket Club (LTICC) is a community based cricket club, providing cricket and social opportunities to the local community.

We are and all inclusive club offering cricket players from all backgrounds and abilities, from the very youngest right up to the highest level in the Hertfordshire & Bedfordshire cricket leagues.

Luton Town and Indians Cricket club is an ECB-accredited "Community Focus Club" and has gained Clubmark accreditation. This recognizes sports clubs who exhibit excellence in club organisation and have active policies relating to Equality, Child Welfare and Safety. In addition a full cricket programme for both senior and youth players, supported by appropriately qualified and accredited coaches and volunteers is a requirement.

Luton Town & Indians Cricket Club

Wardown Park
Old Bedford Road
Luton
Bedfordshire
LU2 7HA

Tel: (01582) 727855
Email: sponsorship@lticc.net
Website: www.lticc.net

Luton Town & Indians Cricket Club
Luton Ladies Cricket Team

@_lticc

@LTICC

Luton Town and Indians Cricket Club (LTICC)

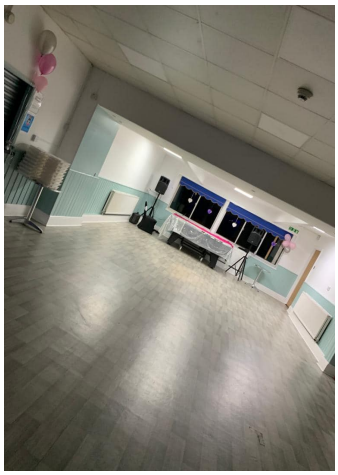
The Ground & Clubhouse

The club offers unrivalled facilities in the heart of Luton for cricketers of all age groups and cultures. The Wardown Park ground is one of the top grounds in the Eastern Region and is home to many Bedfordshire, Hertfordshire, Buckinghamshire and Northamptonshire county games as well as host to many overseas touring sides.

Located alongside the A6 (Luton/Bedford route), the ground is well placed for visibility for our sponsors. Serving as an important hub for the local community, our facilities are used by a wide range of voluntary and social groups which include Hockey, Bowls and Bridge Club's as well as being a venue for social gatherings.

Top Class Facilities

- Top quality full size ground (Wardown Park)
- Superb net facilities
- Clubhouse with licensed bar
- Changing room and shower facilities
- Tea and catering facilities in the kitchen
- Function room
- Corporate room
- Ample on-site parking



Thriving Membership

- Over 150 Adult members including our ladies team
- 100 Colt Members including our girls team
- A booming social membership

Triumphant Cricket Teams

- 4 x Saturday Adult Teams
- 3 x Sunday Adult Teams
- 1 x Ladies Team
- 6 x Colts Teams in age groups (U9, U11, U11 Dev, U13 Dev, U13 and U15)
- 1 x Disability Cricket Team ***(only club in the county offering Disability Cricket)***
- All Stars Cricket & Dynamos
- Players representing Bedfordshire and Northampton County Cricket Club at all levels from colts to seniors
- Qualified male and female cricket coaches

Demographics and spectator information

- 6750 visitors/spectators during the year
- 4-7 hours per visit
- 68% male visitors 32% female visitors

Audience demographics

- 68% male, aged between 16 and 60
- 52% are professionals and 38% are students, 10% other
- 32% female, aged between 16 and 55
- 48% are professionals and 22% are students, 30% other

Website (www.lticc.net)

- Over 300 hits per week throughout the year
- Used to communicate information on team selection, results and events to over 400 members
- E-mail communication on weekly basis to nearly 500 families

Social Media

- Facebook—1037 followers
- Twitter—373 Followers
- Instagram—580 followers

Press Coverage

- Weekly coverage of club news and results in the Luton News
- Coverage in other various local publications in Bedfordshire and Hertfordshire
- Occasional National Press coverage
- Promotion through previous players i.e. Monty Panesar

Events

- Minor Counties championship matches played on the ground each season
- Luton weekday evening matches played throughout the season
- Nationwide matches for Disability Cricket
- Social events ranging from fun days to themed nights to charity events—attracting over 250 visitors from the local community. We host some of the largest events in the county!
- Potentially hosting LASHINGS World XI
- Function room hired out through out the year

Benefits of sponsorship packages (USPs for your business)

- Brand awareness of your product or service, through target audience and media presence
- Increase of enquiries of your product or service
- Brand loyalty of your products or service
- Promote your products within the grounds area to spectators and media
- Build community relations
- Able to communicate to an audience, whilst enjoying a game of cricket
- Reach a wide target audience to expose your company name within the local community and to other cricketers/general public from surrounding Bedfordshire and Hertfordshire areas
- Able to integrate the sponsorship with other marketing activities; such as direct mail

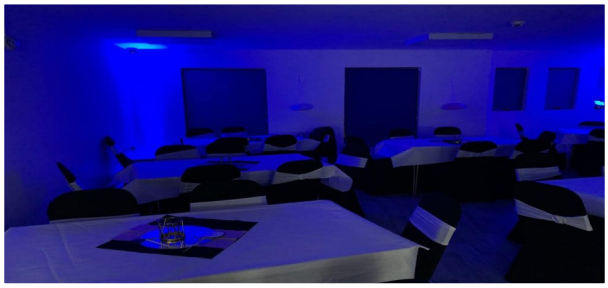
Past and Current List of Sponsors

AA Carpets and Furniture
Alankar Indian Cuisine
AUM Electronic Commerce
B P Shah & Co
Bombay Intelligence Security Ltd
Business Property Solutions
DS Interior Services Ltd
Five Rivers Equity
Fun Fest
G7
G Casino Bar and Restaurant
Giftique Enterprises
Go Dharmic
HM Garage
Hype Signs
IBOS
LU2ON homes
Luton 6th Form College
Luton Town Football Club
Machins Solicitors
Maple Dental Clinic
Monty Panesar
Omtex Healthwear Private Ltd
Osteopaths R us
Pictons Solicitors LLP
Premier Solicitors
T. C. Feeds and the Tackhaven
Venture Residential & Commercial
Vinod Shah & Co

Sponsorship Options

2 year Kit Sponsor (All Teams)	£10,000
2 year Kit Sponsor (Adults	£5,000
2 year Kit Sponsor (Colts)	£3,000
2 year Kit Sponsor (Ladies)	£2,000
2 year Kit Sponsor (Disability)	£2,000
2 year Scoreboard Sponsor	£3,000
2 year Video Sponsor	£3,000
2 year Corporate Room Sponsor	£2,500
2 year Function Room Sponsor	£2,500
2 year Bar Sponsor	£2,500
2 year Changing Rooms Sponsor	£1,000
1 year Trophy Sponsor	£1,000
1 year Covers Sponsor	£500 each
1 year Nets Sponsor	£450 each
1 year Advertising Board	£350
Match Ball (includes advertising on social media)	£30 per match

For options of **£2500 and above** the Sponsor will receive the following **additional benefits:**

- 1 Cricket Master class/team building activity per year
- Complimentary use of Cricket Ground twice a year for cricket match (subject to availability)
- Complimentary use of Function room twice a year (subject to availability)
- Complimentary use of corporate room 1 day a month (subject to availability)
- 2 Tickets for presentation night and presentation of trophy
- Advertising Board on Balcony

All sponsors (except for Match Ball Sponsor) will secure advertising in either of the following: fixtures book, website, social media, screens in clubhouse and relevant publishing's throughout the year.