



Sponsorship Brochure

20
22

SPONSORSHIP BROCHURE

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ABOUT

Copdock & Old Ipswichian Cricket Club



TO ENJOY
PROMOTE &
PROTECT THE
GAME OF
CRICKET SO
THAT IT
EXISTS FOR
FUTURE
GENERATIONS

Copdock & OI CC

Mission Statement

About

With its roots in the villages of Copdock and Washbrook, Copdock Cricket Club was founded in 1839 and merged with the Old Ipswichians in 1997. It is now one of the largest and most successful Clubs in the area. We run five adult men's teams, two ladies teams and a thriving junior section.

Our teams provide competitive cricket at all levels from the East Anglian Premier League to the newly formed Sunday lads and dads academy side.

Proud to be ECB Club Mark accredited since 2008, with our Junior section looking to support up to 300 Under 18's in 2022.

Club Values:

We're a club that:

- **C**reates a cricketing "Family" which puts people first
- **R**espects and takes seriously its broader social responsibilities
- **I**s inclusive, open and welcoming to all irrespective of age, ability or gender
- **C**ompetes on the pitch but has broader values than just winning
- **K**eeps encouraging everyone to contribute, in any way they can
- **E**ncompasses a progressive attitude, always seeking to improve what we do
- **T**akes its financial responsibility seriously and works in a sustainable manner

PACKAGES

New for 2022

For the 2022 season we have made a number of changes to the sponsorship section of the club. These include the sponsorship team itself plus amending current and new packages.



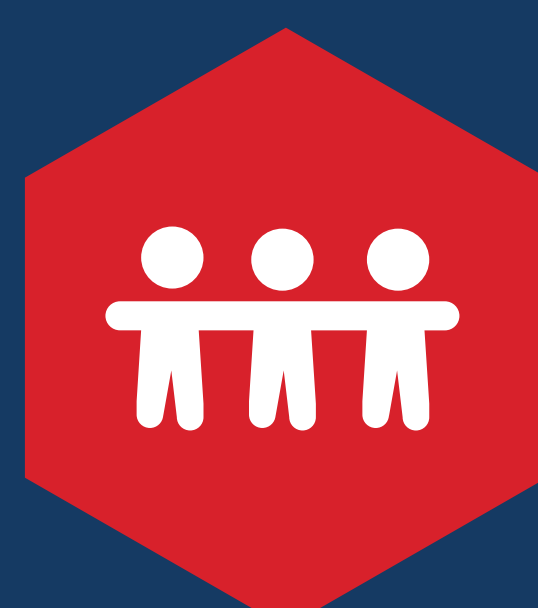
Bespoke Sponsorship Packages



Matchday Package



Individual Player Sponsorship



New Copdock & OI CC Sponsorship Team



Sponsors Monthly Newsletter



Individual Team Sponsorship



Bespoke Package Offering

New for 2022 is our bespoke package offering. This involves each sponsor being able to build their own custom sponsorship package either from scratch or by amending one of our pre-built packages.

The aim of these is to do the following:

- Sponsor areas of the club that you have a direct affinity with
- Increase sponsors' accessibility to appropriate benefits without unnecessary package costs
- Communicate to each sponsor regarding updates to specific areas of the club

*Please note pre-built packages are still available

PACKAGES

Pre-Built Packages

Detailed below is the breakdown of our current pre-built sponsorship packages. Subsequent pages will detail all our other packages and also possible bespoke options.

	PACKAGE MAIN	PACKAGE PLATINUM	PACKAGE GOLD	PACKAGE SILVER	PACKAGE BRONZE
PRICE	£4,000+	£1,000	£600	£450	£300
BANNER	Extra Large	Large	Medium	Small	✗
CLUBHOUSE BOARD	Extra Large	Large	Medium	Small	Extra Small
WEBSITE LOGO	Extra Large	Large	Medium	Small	Extra Small
CLUB MEMBERS MAILSHOT	✓	✓	✓	✗	✗
HONARARY VP	Three	Three	Two	Two	One
TEAM PHOTO	✓	✓	✓	✓	✓
SPONSORS NEWSLETTER	✓	✓	✓	✓	✓
SPONSORS LUNCH INVITATION	✓	✓	✓	✓	✓

Interested in a BESPOKE PACKAGE?

Work with us to build your own package that best suits your interests and business needs.

PACKAGES - NEW FOR 2022

Matchday Package

As well as our pre-built packages we are also introducing a number of different packages available for the first time this year. This is an offer available for every home East Anglian Premier League fixture.

**Price - £150 per match (Standard)
£250 per match (inc. Hospitality Add-On)**

What is a Matchday Package?

A Matchday package is a new offering for the 2022 season where we are offering sponsors the opportunity to directly sponsor an East Anglian Premier League Home Game.

What do I get as part of the Matchday Package?

As part of this package you will be entitled to the following:

- Social media posting in the build up to the game showing your support for the club
- Company logo on match live stream for the entire game with potential "Ad Break" style adverts during the match breaks
- Copdock & OI CC 1st XI Sponsors photo framed and printed with sponsors logo on image
- A FREE drink for your group after a Copdock & OI CC win presented by the day's man of the match
- Hospitality Add-On (*Costs extra)
 - Two course lunch for up to 8 people (Includes coffee and bacon roll on arrival)
 - *Extra seats above 8 can also be purchased for £15 per person

Can I add a Matchday package to a sponsorship package I currently have?

In short: Yes, of course! This can happen either through increasing your sponsorship amount or through exchanging current entitlements (must be of a similar value) for the Matchday package.



PACKAGES - NEW FOR 2022

Individual Player Package

Sponsoring Copdock & OI Cricket Club does not have to break the bank. New for this year we are offering Individual Player sponsorship where a company or individual can sponsor players from Copdock & OI Cricket Club.

**Price - £100 per player for 1st XI squad members
£50 per player for remaining adult members**

What is an Individual Player Package?

An Individual Player Package gives sponsors the ability to support and be associated with specific individuals at the club who they have an affinity with.

What do I get as part of the Individual Player Package?

As part of this package you will be entitled to the following:

- Available for **ALL** adult playing members (Men's & Women's)
- Social Media Player Photo Action shot with sponsors logo showing their support for the 2022 season
- Player sponsors photo on official club website under the "Sponsorship" page
- Invitation to Player Sponsors drinks during an EAPL home game (*Includes a FREE drink)
- Weekly team announcement social media posts showing your support for your sponsored player
- Logo on all social media posts associated with your sponsored player
- Printed and framed picture of you with sponsored player or action shot of player from the season with your company's logo attached.
- Will receive the Sponsors Monthly Newsletter

Can I add an Individual Player Package to a sponsorship package I currently have?

In short: Yes, of course! This can happen either through increasing your sponsorship amount or through exchanging current entitlements (must be of a similar value) for the Individual Player package.



PACKAGES - NEW FOR 2022

Team Package

Similar to the pre-built packages this is for sponsors that wish to support a specific team or age group. The package includes a number of team specific entitlements directly related to the team you are sponsoring.

Price - £300 per team per season

What is a Team Package?

A Team Package gives sponsors the ability to support and be associated with a specific team at the club who they have an affinity with. This package is available for all adult and junior sides at the club (one sponsor only per team).

What do I get as part of a Team Package?

As part of this package you will be entitled to the following:

- Small Clubhouse Board
- Small Club Website Logo
- One Honorary Vice President
- Referenced on all team communications
- Printed and framed team photo with your logo
- Company specific social media post showing affiliation with specific Copdock & OI team.
- Will receive Sponsors Monthly Newsletter

Can I add a Team Package to a sponsorship package I currently have?

In short: Yes, of course! This can happen either through increasing your sponsorship amount or through exchanging current entitlements (must be of a similar value) for the team sponsorship package.



PACKAGES - NEW FOR 2022

Club Events Sponsorship

For the 2022 season, COVID-19 permitting, as a club we are hoping to run a number of social events. Currently we are aiming to run events during the second half of the season. Exact details around these activities or functions will take place nearer the time and be inline with any government guidelines. All club events are available to be sponsored and attended by our patrons.

Price - *Please contact us for more info



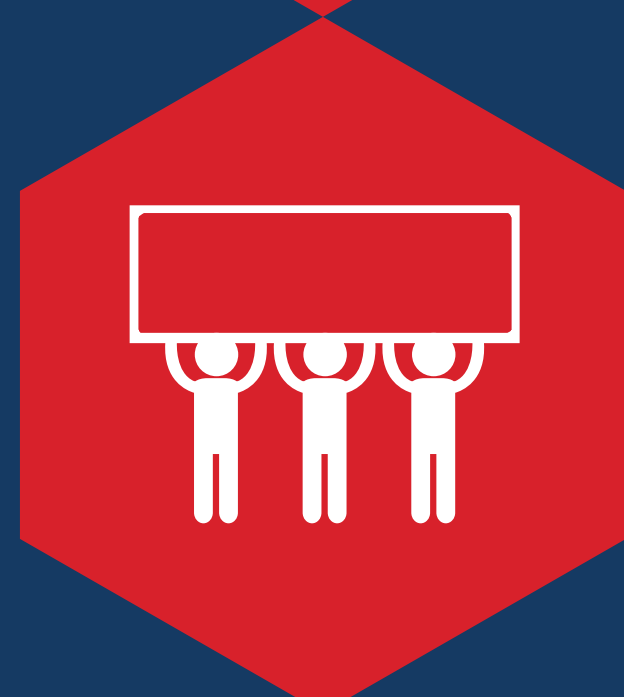
PACKAGE COMPONENTS

Component Details

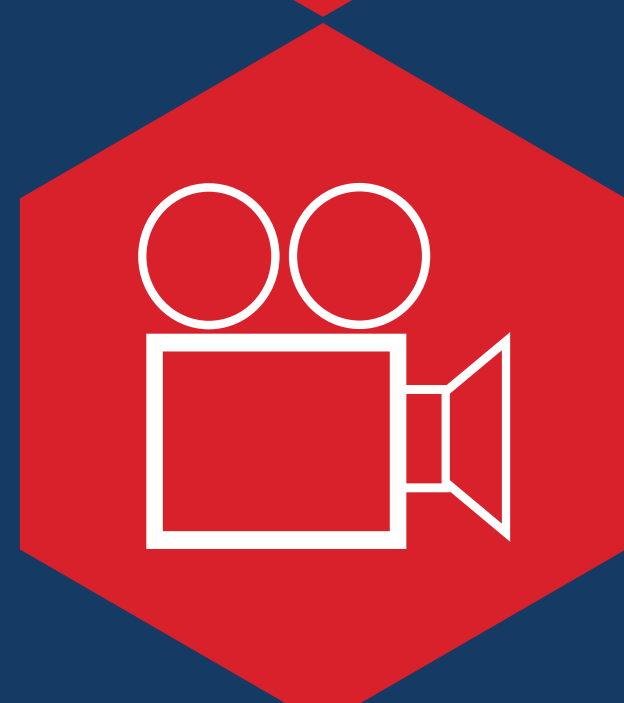
As part of the packages on offer; entitlements include banners, a place on the clubhouse sponsors board and our Matchday live streaming. The following pages provide some extra details on these component parts.



Sponsors Boundary Banners



Sponsors Clubhouse Board



Matchday Live Stream



PACKAGE COMPONENTS

Sponsorship Banners

If included, part of your package is the sponsorship banner. These are displayed around the boundary at Copdock Oval and come in a variety of predetermined sizes.

	Extra Large	Available for Main sponsors only
	Large	2.4m x 0.6m
	Medium	1.2m x 0.6m
	Small	0.6m x 0.3m



Large Size

Medium Size

PACKAGE COMPONENTS

Sponsorship Board

Within the clubhouse is our club sponsorship board. This board features all the sponsors we have as a club and the size of their logo is linked to the value of their sponsorship.

Extra Large



Large



Medium



Small



Extra Small



Our current sponsors board in-situ within our pavilion



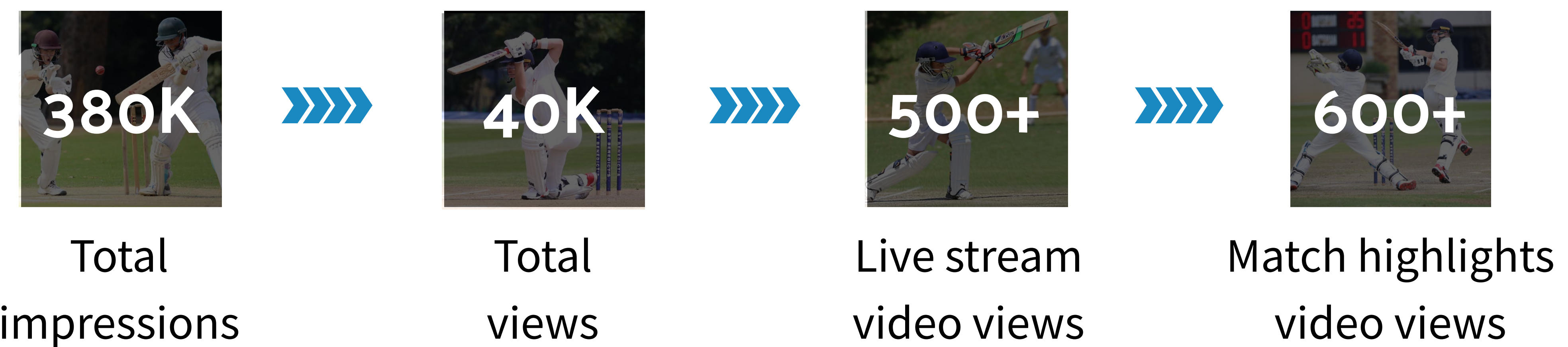
PACKAGE COMPONENTS

Matchday Live Stream

Price - £500 for the entire EAPL season

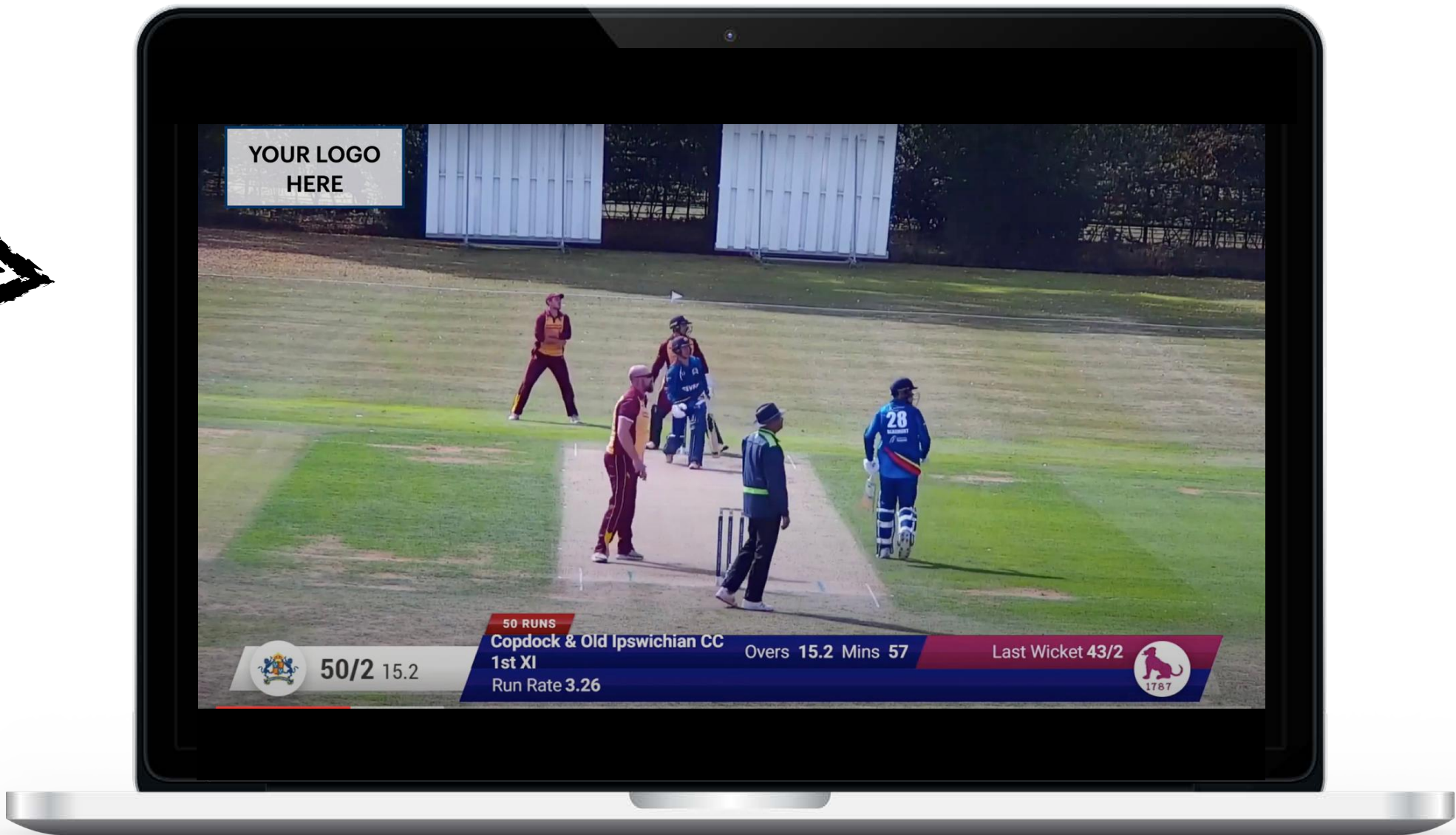
The club is proud to offer our live streaming boasting a fixed full HD video camera. Offering live action streaming, modern graphics, scorecards and replays this system rivals and surpasses a number of professional first class counties.

2021 Video Statistics



Below are some examples of how your sponsored live stream could look on a matchday:

During the entire game your logo would be featured on the top left of the live stream



During any breaks in the game a custom image will be displayed showing your company branding. An example of what this could look like can be seen here.



When there is a wicket or boundary in the game a custom screen can be displayed like this one visible here with your company branding.





**COVID-19 RESTRICTION PROTECTION - PAY A £250 DEPOSIT WHEN BOOKING,
WITH THE REMAINING BALANCE DUE 2 WEEKS PRIOR TO THE DAY**

MATCHDAY SPONSOR:

Turners
HYUNDAI NEW THINKING. NEW POSSIBILITIES.

A LEGENDARY DAY AT THE CRICKET

FRIDAY 8TH JULY 2022 ARRIVAL 12pm LUNCH 1pm GAME STARTS 3.30pm

VIP PACKAGE £795

VIP PACKAGE with England player on table £995

Glass of Bubble and canapes on arrival

10 adult tickets to watch the match (value £15 a time)

Table for 10 in the VIP Marquee

Three course lunch

£125 bar credit per table included in price, plus four bottles of wine on the table

Unique memento of the day for every attendee

Free reserved VIP parking

TO BOOK OR FOR MORE INFO PLEASE CONTACT booking@copdockandoicc.co.uk

COPDOCK & OI CRICKET CLUB

Contact Us

If sponsoring Copdock & Old Ipswichian Cricket Club is something you feel you would like to do in any capacity then please feel free to reach out to any of the team and they would be more than happy to help.

Email: sponsorship@copdockandoicc.co.uk



Martin Taylor

Martin has been at the club for over 40 years taking on a number of roles within that time. Along with being part of the sponsorship team he is also our groundsman, head of facilities and a Junior coach. He truly is Mr Copdock.



Jack Beaumont

Jack has been at the club since he joined in 2015. Alongside this sponsorship role, he is currently the 1st XI Captain at the club as well as captaining the Suffolk CCC Mens 1st XI.



Olly Williams

Olly has been at the club since 2010 when he first joined the club aged 14. He has represented every team at Copdock & OI CC and currently runs the social media and video analysis at the club. If there is something technology based happening at the club then Olly will be involved.



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