



SAFFRON WALDEN CRICKET CLUB

Sponsorship Guide

for Members, Supporters & the Wider Community

2023 Season





BE PART OF SOMETHING SPECIAL

Supporting Cricket in Saffron Walden
and the Wider Community

WITH THANKS TO OUR EXISTING MAJOR SPONSORS



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#CROCUS



WELCOME TO SAFFRON WALDEN CRICKET CLUB



Welcome to Saffron Walden Cricket Club. Whether you are an existing sponsor, a potential new corporate partner or an individual supporter of the club, there are many ways in which you can contribute to help the club to grow successfully and sustainably. We have ambitious plans for the coming years, but the success of those plans is dependent on securing the necessary funding. We hope that amongst these pages, you will see the benefit of giving Saffron Walden Cricket Club your support.

Saffron Walden Cricket Club's continued success is dependent on the generosity of our corporate sponsors and club members.

Without that generosity, we would be unable to continue to attract the best players, provide high quality coaching and facilities, support the continuing development of our players across all age groups or support the growth of cricket in our community.

We have worked hard to create a bespoke range of sponsorship and promotional packages to appeal to both corporate sponsors and private donors, and, in this brochure, we explain the key features and benefits of each package.

Whilst our range of sponsorship packages provides clear benefits for sponsors and donors, we are keen to take a flexible approach and would be happy to discuss other sponsorship opportunities and ideas that may be better suited to your requirements. The 1st XI will be travelling throughout East Anglia this year, thereby extending our market reach. If they have a successful run in any of the national competitions, they may extend that reach still further. We are also planning to incorporate sponsor profiles on our live streaming platform.

It is worth remembering that any sponsorship that your business gives the club may be tax deductible - but you should of course seek independent professional advice to confirm eligibility. It also helps us to develop and improve the standard of cricket played in Saffron Walden. As a registered charity, we are able to make use of Gift Aid to maximise donations made to us by taxpayers as individuals.

David Barrs
Chairman
Saffron Walden Cricket Club

saffronwaldencricketclub@gmail.com

www.saffronwaldencricket.co.uk



@saffronwaldencricketclub



@saffron_walden_cricket_club



@SWCCcrocus



WHY BECOME AN SWCC SPONSOR?



THE CLUB

Saffron Walden Cricket Club was established in 1859. The club has been based at the Anglo American Playing Fields since 1954.

We are a community-based, inclusive, family-friendly club with men's and women's teams playing at a variety of levels.

Our 1st XI were promoted back into the East Anglian Premier League at the end of 2018 and we won the Essex Foundation T20 Tournament the same year.

We have a thriving Academy, which welcomes all young players from the age of 5 years and up.

In our last "normal" season before Covid in 2019, almost 300 young people between the ages of 5 and 16 trained at the club as part of our Academy programme.

In 2019, both our U19s and U16s played in finals at the Essex County Ground. In 2020, our U12s reached the semi final of the Brian Taylor competition, our U16s won the Matchplay competition and our U19s were runners up in the Vitality T20 U19 blast. These competitions are the premier junior competitions in Essex, so the club's future is bright!

PLAYERS, MEMBERS AND EX-PLAYERS

We are fortunate to be a very well-supported club, with deep roots in the local community.

Approximately 130 senior players of both sexes represent the club at various levels each season.

They are supported by approximately 80 volunteers, who dedicate their time freely and who are essential to the club's continuing success.

In addition, the club is supported by 143 vice presidents — our non-playing club members.

The club's mailing list includes over 750 supporters in the wider community.

We also maintain strong links with players from previous generations and host an annual lunch for former players.



SPONSOR TESTIMONIAL

"Raja has been proud to sponsor and to be associated with Saffron Walden Cricket Club. I can thoroughly recommend this great club as a source of community involvement as well as a tool to promote your brand. Saffron Walden is a progressive, forward thinking club with a professional management structure and passionate playing group."

Tom Rodda - RAJA UK Managing Director



DID YOU KNOW?

The club has a thriving social media network, with a significant presence on Twitter, Facebook and Instagram.

Most of our major sponsors have sponsored us for 2+ years. We have a strong relationship with the local Council, a great ongoing partnership with Saffron Walden County High School and a wide network of local business contacts.

Our ground has been awarded Best Ground in four of our last five years in the East Anglian Premier League. We are a recognised Essex hub for girls' cricket and have our own disability cricket team.

#CROCUS

OUR CRICKET AND OUR GROUND



OUR CRICKETING PEDIGREE

Saffron Walden plays amateur cricket at the highest level. Our 1st XI play in the East Anglian Premier League against teams including numerous very talented, amateur, semi-professional and professional cricketers.

Amongst our own ranks, we are fortunate to have players who have played county and minor county cricket. A number of our players and coaches have played international cricket. One of our coaches is a former Notts captain and England batsman.

Through our strength and depth and the standard of our coaching - we also have several very experienced ECB Level 2 coaches at the club - we are able to attract and nurture the best young talent to ensure that the club continues to grow in a sustainable manner. A high proportion of our current 1st XI are a product of the club's Academy and some of our younger players are on the pathway to playing professional cricket.

The quality of the Saffron Walden ground and pitch is such that we are regularly asked to host professional and semi-professional matches. We have hosted some of Cambridgeshire's matches for several years and, in 2019, we hosted an U19 World Cup Qualifier between France and the Netherlands. We have even been complimented on the quality of our ground by former England captain Nasser Hussain!



2023 SEASON MATCH SPONSORSHIP PACKAGES



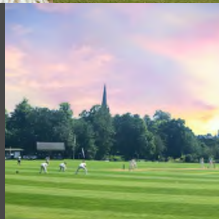
MATCH SPONSORSHIP - 1ST XI, 2ND XI & LADIES

Match Day Sponsorship Package - £500

Sponsors who sign up to this package will receive the following benefits:

- the match scorecard will include the match sponsor's logo
- a sponsor advert will be included in Extra Cover (our email news bulletin) in the week preceding the match
- a sponsor acknowledgement will go out on all of our social media channels
- a sponsor acknowledgement will be included in press coverage (subject to editorial rights)
- sponsorship will cover the cost of the match ball and the umpire
- sponsorship will pay for lunch for players (and tea in the case of 120 over matches)

IN ADDITION match day sponsors will be entitled to the exclusive use of our custom branded SWCC gazebo for the duration of the relevant match. Up to four guests - or more by special arrangement - will be served with lunch on the boundary edge seated within the gazebo. Each guest will receive a free scorecard and will be given a tour of the ground by the SWCC Chairman or 1st XI captain.



BENEFITS OF SPONSORSHIP

Would you like the chance to sponsor one of our home matches at the award winning Anglo American Playing Fields? With the 1st XI playing recreational cricket at the highest level (and given the number of extra visitors who have discovered our ground and who have been using it for dog walking and exercise during lockdown), we are expecting more spectators than ever before. We enjoy good press coverage in a variety of local papers, so becoming a sponsor is a great chance for extra exposure for your business.

Why not make the most of the chance to associate your business with the club in the unforgettable setting of our beautiful ground?

Choosing our Match Day Sponsorship Package would have a significant further practical benefit to the club. It would enable us to subsidise a wide range of match day costs.

Many other East Anglian Premier League clubs have significant financial resources. If we want to continue to attract the best local and overseas talent, it would be helpful for us to be able to subsidise match costs - however, that will only be economically viable with the help of Match Day Sponsorship.

SAFFRON WALDEN

2023 SEASON

PLAYER SPONSORSHIP



SPONSORSHIP: £300 (1ST XI 2ND XI AND LADIES):

- Sponsorship of 1st XI, 2nd XI or Ladies player
- Logo included on team selection sheet on our social media channels. We have over 2,000 followers across multiple platforms
- Bespoke social media posts promoting your business and brand (including player stats cards with your company name and logo)
- Video messages issued on social media from your sponsored player promoting your company and a sponsor sticker on your player's bat
- Additional posts bearing your company branding every time your player makes a 50 or a 100 or takes 5 or more wickets
- Addition of sponsor details to Player Sponsor section of website
- We welcome player sponsorship by individuals as well as by business

BENEFITS OF SPONSORSHIP

- Player fees covered for the 2022 season - covering player costs helps us attract and retain top talent
- Many other Premier League clubs cover their 1st XI's playing fees and some other expenses
- Helps us cover the cost of bringing in top overseas talent



SAFFRON WALDEN

2023 SEASON

KIT SPONSORSHIP

JUNIOR T-SHIRTS: £1,000:

We are looking for a sponsor for our Academy t-shirts, which would be given out to all players in the Academy up to the Under 10s.

The sponsor would be entitled to have their logo on the arm of the shirts.



VOLUNTEER POLO SHIRTS: £600:

We are looking for another sponsor for our volunteer polo shirts.

The sponsor would be entitled to have their logo on the arm of the shirts.

ADVERTISE IN THE CLUB FIXTURE CARD THE CLUB HANDBOOK



FIXTURE CARD

Our Fixture Card is our club handbook, and is provided free of charge to club members at the start of each season. Approximately 700 are distributed in hardcopy and an electronic copy can be downloaded from the club website. The Fixture Card includes details of all of the fixtures that the club teams will be playing over the course of the Summer - last season that amounted to over 300 matches. It also includes a review of the previous season and a host of other important information about the club. It is now printed in full colour.

30 local businesses and other sponsors had their advertisements printed in our 2022 Fixture Card. We are looking to grow that number in the coming years. Advertising in the Fixture Card could form part of a larger sponsorship package. We charge:

£200 for a full page full colour advertisement

£100 for a half page full colour advertisement

Please email our Chairman at saffronwaldencricketclub@gmail.com for further details.



ADVERTISE IN EXTRA COVER OUR CLUB E-NEWSLETTER



EXTRA COVER

There is also plenty of scope for SWCC to work with you to spread the word about your business to club members and the wider community via Extra Cover - the club email update that we send out to approximately 800 club supporters on a weekly basis throughout the season.

We produce 35 to 40 issues over the course of a year.

We have a range of advertising packages available if you would like to advertise in a particular number of issues - for example, £500 to include an advertisement every other week during the course of a season.

We also have our £750 Golden Extra Cover Package if you would like to include an advertisement in every single issue.

If you would like to include an advertisement in Extra Cover or for further details of our pricing packages please contact our Chairman at saffronwaldencricketclub@gmail.com.



SAFFRON WALDEN CRICKET CLUB CLUB CAR



CLUB CAR

We are in need of an automatic club car - can you or your company help? We are looking for a local sponsor with either a company or private car that we could borrow for the 2023 season for use of our players and coaches.

The car could include the sponsor's corporate branding and/or "[name of sponsor] proudly supporting Saffron Walden Cricket Club" (or any other similar appropriate branding). This could be way of a magnetic logo, transfers, a back window sticker or a roof wedge.

The car would be driven around town and throughout East Anglia, and would provide great additional exposure for the sponsor in question.

In addition, the club car sponsor would also be entitled to three FREE Match Day Sponsorship days during the 2023 season by prior arrangement - please see the previous section on match day sponsorship for further details - and free advertising on our website and in Extra Cover.

If you would be able to help us source a club car, please contact our Chairman, David Barrs, at saffronwaldencricketclub@gmail.com.



ANGLO AMERICAN PLAYING FIELDS

BOUNDARY WEDGES

BRANDED ADVERTISING



BRANDED BOUNDARY BOARDS

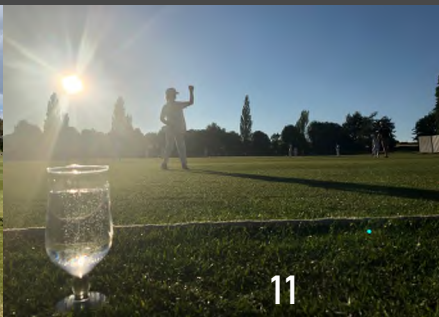
Would you like to have your logo or name on one of our new professionally prepared boundary advertising boards?

Subject to demand, we will be looking to purchase a run of advertising boards to be displayed on the boundary nearest the clubhouse and pavilion during all senior team home matches and during special Academy events (such as our popular Rainbow Cricket Tournament). That's approximately 25 - 30 matches over the course of a season!

The advertising boards can be printed with any corporate logo or with the names of club supporters in a "[name] supports Saffron Walden Cricket Club" format. If you have a relative or friend who supports the club, a sponsorship board with their name on it could be a great surprise present.

If you would be interested in purchasing a sponsorship advertising board, the initial one-off set up cost is £250. This is a fantastic opportunity to associate the name of your company with the club or to give a unique gift to a loved one.

Please contact our Chairman at saffronwaldencricketclub@gmail.com or further details.



BECOME AN SWCC

VICE PRESIDENT

NON-PLAYING CLUB MEMBERS



SWCC CLUB VICE PRESIDENTS

What better way show your support for SWCC than to become one of our official Vice Presidents? Membership as a Vice President only costs £50 per year (or £75 for a couple) and entitles you to attend our popular Vice Presidents' lunches.

At Vice Presidents' lunches you can enjoy a great view of the cricket being played at the award winning Anglo American Playing Fields, sumptuous food and the great company of like-minded club supporters, former players and club officials. Recent lunches have also involved a special guest speaker.

Membership as a Vice President also entitles you to receive Extra Cover - the weekly email news update that we produce throughout the season.

You will also receive a complimentary copy of our full colour Fixture Card detailing all the club's fixtures (from the 1st XI all the way down to our Under 8s), a retrospective on the previous season and a host of other important information about the club.

Please email us at saffronwaldencricketclub@gmail.com for further information about how to become a Club Vice President.



SAFFRON WALDEN HOME MATCH DAY MASCOTS



SAFFRON WALDEN MATCH DAY MASCOTS

Do you know a young cricket fan who would enjoy being the official Saffron Walden Cricket Club mascot for a 1st XI or 2nd XI match at the Anglo American Playing Fields?

You can give them a unique, unforgettable match day experience. Whilst there is no fee payable, we would ask that you consider making a discretionary donation to the club (suggested minimum donation £25).

Being a match mascot will entitle your young cricket fan to:

- warm up with the team
- accompany the team captain onto the pitch for the toss
- serve as 12th man for the duration of the match and have tea with the team
- have a one-to-one coaching session with a senior club coach
- a certificate and photo as mementos of their day

If you would be interested in our mascot package, please contact us at saffronwaldencricketclub@gmail.com.



NEW FOR 2023

LIVE STREAMING AND MATCH ANALYST

SPONSORSHIP & ADVERTISING OPPORTUNITIES



LIVE STREAMING HOME MATCHES

Last season, we were able to live stream home 1st XI matches on the Club's Youtube Channel.

This season, we are looking to build on what we have achieved so far and expect to have a smoother, more professional live stream offering, with matches streamed both to Youtube and to the TV in the clubhouse.

We are also investigating the possibility of adding sound and commentary to the live stream.

This season would we like to offer the opportunity for a sponsor (or sponsors) to have their logo displayed in the corner of the screen during our live streams.

We would also like to offer sponsors the ability to show advertisements on our live stream during breaks between innings. If you've seen the Essex live streams, you'll understand the kind of thing we have in mind.

If you would like to discuss live streaming sponsorship, please contact our Chairman, David Barrs, on saffronwaldencricketclub@gmail.com.



We are also very excited to announce the appointment of an analyst for matches who will take responsibility for our live streaming, capturing data for players and coaches, uploading clips from the live stream and raising the profile of our sponsors and advertisers, particularly our player sponsors.

For instance, when a player is dismissed or hits a six, a clip can be produced for our social media with a mention of that player's sponsor? We are looking for a sponsor for our analyst which will guarantee a regular profile for the sponsor on our social media. Sponsorship for this would cover the equipment necessary and could amount to £1000.

Whilst we may not pay players we do look to provide the best playing experience possible and this will add to the player package which already includes sponsorship, free training facilities throughout the year, travel expenses, kit, no match fees and a very supportive, inclusive and well-managed club.

CLUBHOUSE HIRE

DONATIONS

OTHER WAYS TO HELP



OTHER WAYS TO HELP

We can, of course, consider other ideas that might suit companies or individuals such as sponsorship of teams. All ideas and support are welcome.

In kind sponsorship, such as the donation of food for teas and BBQs, support for one-off events or, indeed, a combination of any of the above, would also all be warmly considered.

We must also not overlook the immeasurable value of the time given by the 80 plus volunteers who work incredibly hard (both during and after the end of each season) on an unpaid basis to ensure the club continues to thrive and grow.

We are always on the lookout for new volunteers to join our cricketing family so, whatever your special talent or skill, whether that's as a player (of whatever ability), coach, caterer, IT specialist, DIY expert, groundsman, administrator, graphic designer, photographer, events planner, writer or broadcaster, please get in touch if you'd like to be involved in helping us take SWCC to new and greater heights.

CLUBHOUSE HIRE

If you have a party, corporate event, wedding or other special occasion to celebrate this year, then our newly refurbished clubhouse is available for hire during the season.

With excellent kitchen and bar facilities, and with the grand vista of the Anglo American Playing Fields as a backdrop, the SWCC clubhouse is a special and unique setting for any event.

We have hosted numerous weddings and other large private and corporate functions over the years - sometimes with marquees pitched on the outfield.

If you have something to celebrate this year, please consider Saffron Walden Cricket Club as your venue. Prices available on application.



DONATIONS

Any donations - whether on a one-off or recurring basis - are always welcome; some supporters even choose to remember us in their wills.

Given that we are a registered charity, individual UK tax payers can maximise their donations via Gift Aid - we have included a Gift Aid form at the end of this brochure.

Donating through Gift Aid will enable us to claim an extra 25p for every £1 you give. It will not cost you extra.

If you are a higher rate tax payer you may also be able to extend your basic rate tax band on the total value of your donation.

It may also be financially advantageous for companies to donate.

If you donate to us via a limited company, that donation may be tax deductible and reduce your Corporation Tax bill.



Saffron Walden Cricket Club

C.I.O. (Registration Number 1157468)

Charity Gift Aid Declaration – multiple donation



Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation of £_____ and any donations I make in the future or have made since 14 February 2014 to Saffron Walden Cricket Club

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

My Details

Title _____ First name or initial(s) _____

Surname _____

Full Home address _____

Postcode _____ Date _____

Please notify Saffron Walden Cricket Club if you:

- want to cancel this declaration
- change your name or home address
- no longer pay sufficient tax on your income and/or capital gains

Please note that Gift Aid cannot be claimed against player subscriptions.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Saffron Walden Cricket Club Bank Account details:

Account Number: 23382494

Sort Code: 20-74-05

Correspondence address: Peter Hill, Hon Treasurer

Saffron Walden Cricket Club c/o Hill House, 27 Meadowford, Newport, Saffron Walden CB11 3QL





WITH MANY THANKS TO OUR CURRENT SPONSORS AND ADVERTISERS

- | | |
|-------------------------------|------------------------------|
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| AJ FINANCIAL SERVICES | THE OLD ENGLISH GENTLEMAN |
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WITH MANY THANKS TO OUR CURRENT SPONSORS AND ADVERTISERS



Saffron Walden Cricket Club thanks our sponsors



For enquiries regarding
Saffron Walden Cricket Club
sponsorship opportunities
please email David Barrs at
saffronwaldencricketclub@gmail.com

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