



# HEATON MERSEY CRICKET CLUB

## SPONSORSHIP OPPORTUNITIES 2022



BE PART OF A TRULY COMMUNITY ORIENTATED SPORTS CLUB

# HMCC INTRODUCTION

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*Based in Stockport, we are a community orientated, family club with big ambitions for the future, looking to create new sponsorship partners*

## WHO ARE WE?

Founded in 1879 and based at the Heaton's Sports Club, Green Lane (also home to Rugby Union, Tennis and Lacrosse teams) Heaton Mersey Cricket Club has 4 men's teams and 2 women's teams playing in the Cheshire Cricket League and the Cheshire County Cricket League, as well as a thriving junior section.

The club is looking to build relationships and links with local businesses to help our financial potential match our ambitions and visions for the future of the club. We believe we can offer a range of sponsorship deals that can suit any budget and provide extensive benefits for both parties.

## WHY SPONSOR HMCC?

- Strong roots within the local community, opportunity to directly link with the community and individuals within it
- Exposure to thousands of potential customers
- Positive PR and public image
- Association with a sports club, playing in a broad regional league, the league covers the whole of the North-West and through us we can provide exposure and publicity throughout the whole region
- Growing player and supporter base
- Host club for County games, student games and hire games throughout the year, boosting your exposure
- Chance to provide opportunities and improve the lives and wellbeing of people within the community
- Engage with a forward thinking and dynamic committee
- Extensive online coverage
- Constantly growing social media profile
- Sliding scale of sponsorship packages, tailored to suit businesses of any size

# HMCC EXPOSURE

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## MEMBERS

Over 1,000 members associated to The Club

Over 50 active senior playing members  
(across 4 teams)

Over 350 active junior members with  
associated parents/family

Over 25 active women playing members  
(across 2 teams)

Over 30 visiting teams across the season

## ONLINE PROFILE

**100,000+** website hits throughout the year

**550+** Twitter followers

**290+** Instagram followers

## USEFUL LINKS

[www.heatonmerseycricketclub.com](http://www.heatonmerseycricketclub.com)

[www.heatonmersey.play-cricket.com](http://www.heatonmersey.play-cricket.com)

 @hmcricket

 Heaton Mersey CC

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# HMCC SPONSORSHIP PACKAGES

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Our sponsorship packages not only include physical advertising around the ground during the cricket season, you will also receive online exposure via our website, the extent of which is explained on the next page. Packages are flexible and by no means extensive, we are always open to new ideas. Prices quoted are cost per season.

PACKAGE	DETAILS	PRICE	MIN. TERM
Club Sponsor (Platinum)	Become the primary sponsor of Heaton Mersey Cricket Club The potential for opportunities are far reaching and flexible, but primarily you will receive prominent positioning on the club homepage, banner at the ground and extensive publicity throughout the season, shirt sponsorship can be discussed.	P.O.A.	2/3+ years
Team Sponsor (Gold)	Provide sponsorship for one of our 4 senior teams, 2 women's teams or one/all of our junior teams. Extensive online exposure, shirt sponsorship can be discussed.	P.O.A.	2/3+ years
'End' Sponsor (Gold)	Sponsor one end of the ground, have your company's name prelude either 'The Green Lane End' or 'The Old Pavillion End', with a banner/plaque at your end.	£500	2/3+ years
Cover Sponsor (Gold)	Pride of place in the middle of the ground throughout the season, have your company advertised on one of our 3 covers.	£500	2+ years
Nets Sponsor (Gold)	Used weekly by all junior and senior playing members, have your company advertised on our training nets.	£500	2+ years
Scoreboard Sponsor (Gold)	The centre of attention during every game, have your company advertised below our electronic scoreboard	£500	2+ years
Match Sponsor (Maroon)	Sponsor a weekend's fixtures of your choice. Receive an advert by the changing rooms during your chosen weekend.	£100	1 year
Events Sponsor (Maroon)	Extensive advertisements at one of our social/fundraising events, held throughout the year.	P.O.A.	1 year

# HMCC SPONSORSHIP PACKAGES



## PACKAGE BANDINGS

All sponsors will receive an individual press release via the website and social media channels, have your logo on the 'Sponsors' page of our website, but will also feature in some capacity on our home page.

### PLATINUM

As our main sponsor, you will take one of the prime spots on our homepage and feature on all pages at the head and base (shown as the 'Gold' icons adjacent).

### GOLD

All our Gold sponsor logos will share the sponsor a banner at the top and bottom every page of the website.

### MAROON

Maroon sponsors will appear on the dedicated match sponsor section of the homepage in your chosen weekend and be identified on team selection and match reports in relation to your chosen weekend.

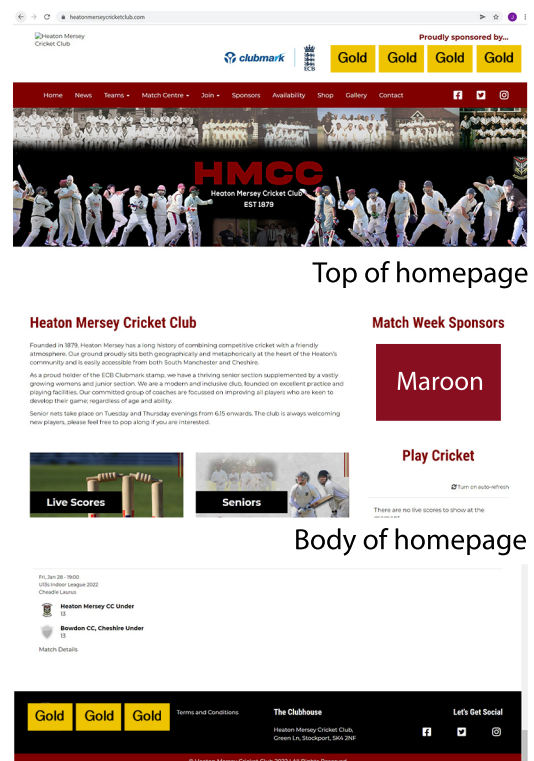
## WHAT YOUR SPONSORSHIP MEANS TO US

Having played at HMCC from the age of 7, I have represented the club at all levels from the juniors to first team captain and now have the privilege of driving the club forward as Chairman. As the premier sports club in the area, it is characterised by success on the pitch. But of more importance, in my opinion, is the role it plays in fostering important values on and off the field; inclusiveness, diversity, family orientation, teamwork and a genuinely outstanding commitment to investing in youth development. I'm proud to say that my family have both contributed to, and hugely benefited from, this nurturing and I invite you to do the same; to become part of this fantastic club.

**Tim Humpage, Club Chairman**

The club caters for junior cricketers of all abilities and nurtures both social and sporting values in a structured enjoyable environment. We are devoted to providing opportunities to junior cricketers and strive to provide a platform that promotes a love for the game, based around strong community spirit. As a product of the club's junior system, I would encourage everyone to get involved in this great club as we look to build for the future and ensure the long term success of this incredible community hub.

**Joe Ingham, Secretary**



Top of homepage

Body of homepage

Bottom of homepage