

# CONTACT US

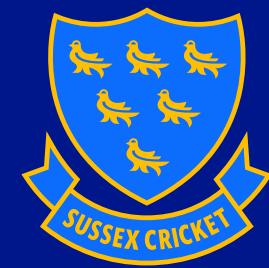


**SUSSEX CRICKET LIMITED**  
Hove Cricket Ground  
Eaton Road, Hove  
East Sussex, BN3 3AN

**EMAIL**  
[hospitality@sussexcricket.co.uk](mailto:hospitality@sussexcricket.co.uk)

**TELEPHONE**  
01273 827100

**WEBSITE**  
[sussexcricket.co.uk](http://sussexcricket.co.uk)



# 2026 COMMERCIAL BROCHURE



# WELCOME TO SUSSEX CRICKET

Established in 1839, Sussex Cricket is proud to be the oldest county cricket club in the UK – and the oldest professional sports club in the world. Since 2000, we've been a dominant force across all competitions in England and Wales, winning every domestic title and securing thirteen major trophies – the most recent being the County Championship Division Two title in 2024, marking our return to Division One for the first time since 2015.

But Sussex Cricket is more than just a cricket ground. We're a 365 venue, hosting not only matchdays but also concerts, conferences, weddings, and community-focused events including cinema screenings, fireworks, and Christmas drone show. Each year, over 90,000 visitors experience our historic ground, making it a vibrant hub for Brighton & Hove and beyond.

Whether you're looking to entertain key clients, connect with like-minded businesses, or engage with families, hospitality guests, digital audiences, and international broadcast viewers, Sussex Cricket and the Sussex Cricket Foundation offer countless opportunities to partner, connect, and make an impact.

<b>CRICKET HONOURS &amp; ACHIEVEMENTS</b>	<b>02</b>
<b>WOMEN'S CRICKET</b>	<b>04</b>
<b>SUSSEX AUDIENCE</b>	<b>06</b>
<b>SUSSEX CRICKET FOUNDATION</b>	<b>08</b>
<b>PARTNERSHIPS</b>	<b>10</b>
<b>OUR PARTNERS</b>	<b>16</b>
<b>PITCH SIDE ADVERTISING</b>	<b>18</b>
<b>DIGITAL &amp; SOCIAL MEDIA</b>	<b>20</b>
<b>PITCH MATS</b>	<b>22</b>
<b>TEMPORARY STANDS</b>	<b>24</b>
<b>PERMANENT STANDS</b>	<b>26</b>
<b>SUITES AND LOUNGES</b>	<b>28</b>
<b>MATCHDAY SPONSORSHIP</b>	<b>30</b>
<b>FIREWORK NIGHT SPONSOR</b>	<b>32</b>
<b>END OF SEASON AWARDS</b>	<b>34</b>
<b>CONFERENCE AND EVENTS</b>	<b>44</b>

# CRICKET HONOURS & ACHIEVEMENTS



Cricket at Hove Cricket Ground is more than just a day out with friends and family. Supporting Sussex provides an opportunity to watch the best cricketers in the world alongside some fantastic local talent nurtured through our impressive academy and pathway set up.

Following the success of the men and women's England teams, the sport is seeing an increase in participation and viewership. This is no different at Sussex, but, unlike many counties, we are building on top of already-strong foundations.

Sussex Cricket have secured a diverse following for several years across all three formats of the game:

- County Championship (4-Day)
- One-Day Cup (50 Over)
- T20 Blast



## CLUB HONOURS, SINCE 2000

### MEN'S CRICKET

County Championship Div 1	2003, 2006, 2007
County Championship Div 2	2001, 2010, 2024
Twenty20 Cup	2009
Emirates Airline Twenty20	2012 & 2013
C&G Cup 50-over Lord's Final	2006
Pro40 National League Div 1	2008 & 2009
Pro40 National League Div 2	2005



## CLUB HONOURS, SINCE 2000

### COUNTY CHAMPIONSHIP

Division One Champions	2003, 2004, 2005, 2008, 2010, 2013
Division Two Champions	1999, 2001, 2018

### WOMEN'S TWENTY20 CUP

Champions	2012, 2015
Group Winners	2022, 2023

# WOMEN'S CRICKET CLUB HONOURS

Sussex Cricket has a proud history of championing women's and girls' cricket, with Hove Cricket Ground – host of the first-ever women's IT20 – widely regarded as the unofficial Home of Women's Cricket.

From 2025, the Sussex Sharks Women's Tier 2 squad have played under the Sharks name, playing nine home fixtures at Hove last season alongside the men's team for the first time. This milestone came as part of the ECB's new three-tier structure of professionalising the women's game and aligning with the men's pathway.

By securing Tier 2 status, Sussex is proud to play a leading role in this transformation, while continuing to inspire the next generation. We also host regular England Women's fixtures and are committed to growing the game locally, with over 40 clubs in Sussex now offering women's and girls' cricket.

In 2023, the Sussex Cricket Foundation launched the county's first Women's Premier League, further strengthening the pathway from grassroots to elite level.



# SUSSEX AUDIENCE



**90,000**

Annual visitors for cricket and non-matchday events



**3,318**

Total Sussex Cricket members

**66%**  
Men



**ONSITE CRICKET ATTENDEES**



**34%**

Women

## NON-CRICKET



**915**

Total corporate Events  
March – December 2025



**8,897**

Number of Delegates  
March – December 2025



**X,XXX**

Sixes social cricket visitors



**22,009**

Total Non-Cricket Organisation owned Events Attendance

Based on Fireworks and Christmas Drone Show 2024 and Summer Cinema Screening 2025

## CRICKET



**54,709**

Total Men's XI First-Class Cricket Attendance



**1,397**

Total Matchday Hospitality Guests



**2,570**

Total England Women's International Attendance



**3,347**

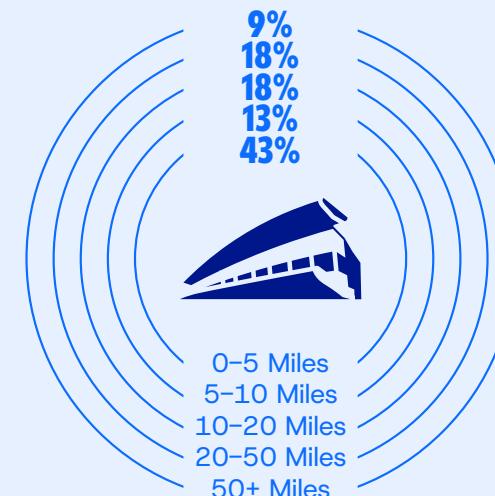
Average Men's T20 Attendance



**752**

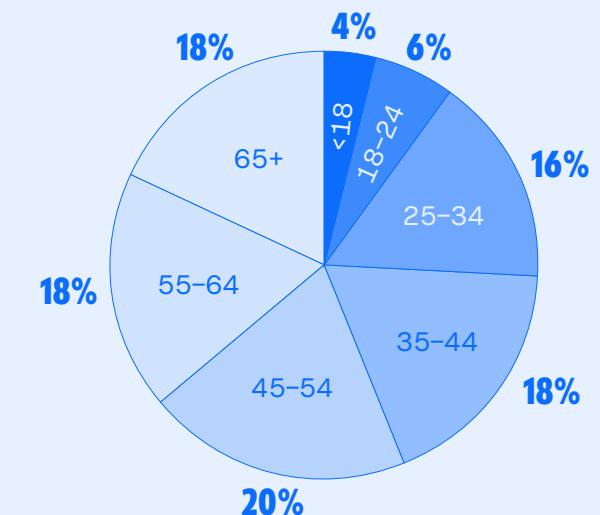
Average Women's T20 Attendance

## LOCATIONS



## AGE BREAKDOWNS

For on-site cricket audience



## SOCIAL REACH



**134K**

Followers



**127K**

Followers



**242K**

Followers



**107K**

Followers

**10.5M**

Impressions

**12.9M**

Impressions

**17.5M**

Impressions

**502K**

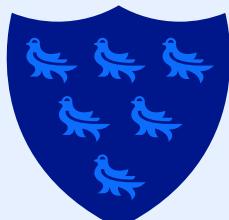
Hours Watched



# SUSSEX CRICKET FOUNDATION

COMMUNITY IS AT THE HEART OF SUSSEX CRICKET, AND THE SUSSEX CRICKET FOUNDATION WORKS TIRELESSLY TO CHANGE LIVES ACROSS THE COUNTY THROUGH THE SPORT.

Using the game and the Sussex Cricket brand, the Foundation delivers accessible and enjoyable opportunities that grow the sport, tackle inequalities, improve health and wellbeing, and enable people to fulfil their potential.



**SUSSEX CRICKET FOUNDATION**

Sussex Cricket Foundation welcomes new players to cricket by championing competitive and non-competitive junior, senior, women & girls and disability cricket opportunities, and relies heavily on the contribution and support of volunteers who keep these clubs running.

But they don't stop there.

They also deliver a wide range of programmes to benefit the county Sussex Cricket serves and operates within. With Walking Cricket sessions for over 55s, Sporting Memories initiatives, a first-of-its kind Mental Health & Wellbeing Hub, and an 'In the Bag' programme delivering food bags to families in need in the Brighton & Hove area, it's crucial that Sussex Cricket Foundation partner with local businesses to continue this work.

Whether you're looking to support Sussex Cricket Foundation as part of a larger sponsorship package, or want to discuss standalone involvement, we can create a bespoke CSR programme designed specifically for your business.

Packages and Fee: Upon consultation and quote

To find out more, please contact the Sussex Cricket Foundation on [foundation@sussexcricket.co.uk](mailto:foundation@sussexcricket.co.uk) or visit the website: <https://sussexcricket.co.uk/sussex-cricket-foundation>



## THE DEAN WILSON SUSSEX CRICKET LEAGUE (MIXED)

**11,032** Unique Players **190** Affiliate Clubs **148** League Clubs **370** League Teams

## SUSSEX CRICKET WOMEN'S CRICKET LEAGUE

**833** Unique Players **48** Affiliate Clubs  
34% increase on 2023

## JUNIOR CRICKET

**9,123** Junior Players **102** Clubs

# PARTNERSHIPS

## CORPORATE PARTNERSHIPS

Our Corporate Partners benefit from an official association with Sussex Cricket, gaining trusted recognition and visibility through the Club's platforms and communications.

This partnership offers the prestige of official status, meaningful brand alignment, and opportunities to engage with the Sussex Cricket community throughout the year.

### INCLUSIONS CAN BE MADE UP OF, BUT NOT LIMITED TO:

- Perimeter Advertising
- Tickets
- The Boundary Club membership
- Hospitality
- Match Sponsorship
- Designation "Preferred or Official"

Fee from

**£7,000 + VAT**



### AS STANDARD

Named as 'Official Corporate Partner' of Sussex Cricket

Company logo and hyperlink on the Sussex Cricket Website within Corporate Partner section

Right to use 'Official Corporate Partner' logo

Listed on match day scorecards  
Subject to print deadlines

Press release via the Sussex Cricket website and social media channels announcing the partnership

10% discount on hospitality packages  
Excludes T20

# PARTNERSHIPS

## PREMIUM PARTNERSHIPS

Our Premium Partners enjoy an elevated association with Sussex Cricket, gaining enhanced visibility and engagement through both on-site and digital channels.

This prestigious partnership offers increased exposure, deeper audience connection, and the opportunity to align your brand with the energy and reach of Sussex Cricket throughout the season.

### INCLUSIONS CAN BE MADE UP OF, BUT NOT LIMITED TO:

- Corporate Partner Inclusions plus
- Email Campaigns
- Social Media Campaigns / Competition(s)
- Executive Box
- Stand Sponsorship / Branding
- Sampling / Activation Opportunities

Fee from

**£17,500 + VAT**



## AS STANDARD

Named as 'Official Premium Partner' of Sussex Cricket

Company logo and hyperlink on the Sussex Cricket Website within Premium Partner section

Use 'Official Premium Partner' logo

LED banner advertising on scoreboard at all home group Sussex Cricket fixtures  
*Non-televised fixtures*

30 second advertisement shown on Live Stream pre-game for non-televised home fixtures  
*Looped with other Premium and Major Partners*

Listed on match day scorecards  
*Subject to print deadlines*

Invite to press & media day, including a pre-season photo with the players

Press release via the Sussex Cricket website and social media channels announcing the partnership

10% discount on hospitality packages  
*Excludes T20*

# PARTNERSHIPS

## MAJOR PARTNERSHIPS

Our Major Partners enjoy an exclusive and elevated association with Sussex Cricket, benefiting from standout visibility, sector exclusivity, and opportunities that deepen connection with our audience and maximise brand impact throughout the year.

With a deliberately uncluttered Major Partner landscape, brands achieve maximum cut-through and recognition with the engaged Sussex Cricket audience.

### INCLUSIONS CAN BE MADE UP OF, BUT NOT LIMITED TO:

- Premium Partner Inclusions Plus
- Pitch Mats
- Training Kit
- Playing Shirt(s)
- Stand Naming Rights
- Live Stream Naming Rights
- Ground Naming Rights

Fee from

**£30,000 + VAT**



### AS STANDARD

Named as 'Official Major Partner' of Sussex Cricket

Company logo and hyperlink on the Sussex Cricket Website within Major Partner section

Company logo and hyperlink at bottom of all Sussex Cricket emails with other Major Partners

Use of 'Official Major Partner' logo

LED banner advertising on scoreboard at all home group Sussex Cricket fixtures  
*Non-televised fixtures*

Big screen advert at various points during all home group Sussex Cricket fixtures  
*Non-televised fixtures*

30 second advertisement shown on Live Stream pre-game for non-televised home fixtures  
*Looped with other Premium and Major Partners*

Company Logo featured on the media backdrop

Listed on match day scorecards  
*Subject to print deadlines*

Invite to press & media day, including a pre-season photo with the players

Press release via the Sussex Cricket website and social media channels announcing the partnership

20% discount on hospitality packages  
*Excludes T20*



## OUR 2025 PARTNERS

### MAJOR PARTNERS

1stCentral.

ALDRIDGE

dafabet

DEAN WILSON

Optimize

### PREMIUM PARTNERS

AEROTRON

focus group

HEINEKEN

Higgidy

KITKiNG

Nike

ROEBUCK ESTATES

Smile Group Travel

TRADING POST COFFEE ROASTERS

### COMMUNITY PARTNERS

ALDRIDGE

CHANCE TO SHINE SCHOOLS

DEAN WILSON

ECB

LORD'S TAVERNS  
Empowering young people through cricket

Optimize



## OUR 2025 PARTNERS

### CORPORATE PARTNERS

Brighton and Hove Golf Course

Brighton and Hove Museums

Class Techology

Matt Rourke

CTA Leisure

Davis TV

Dentalbuild

East Brighton Golf Course

Embers

Floral Image UK

Raby

Galloways/Pembroke

Gap Solutions

Goodman Family Ventures Limited

Harveys Brewery

Hurstpierpoint College

Kappture

L&S Printing

Languard Alarms

Oliver & Graimes

Preston Insurance Brokers

Rushfields Plant Center

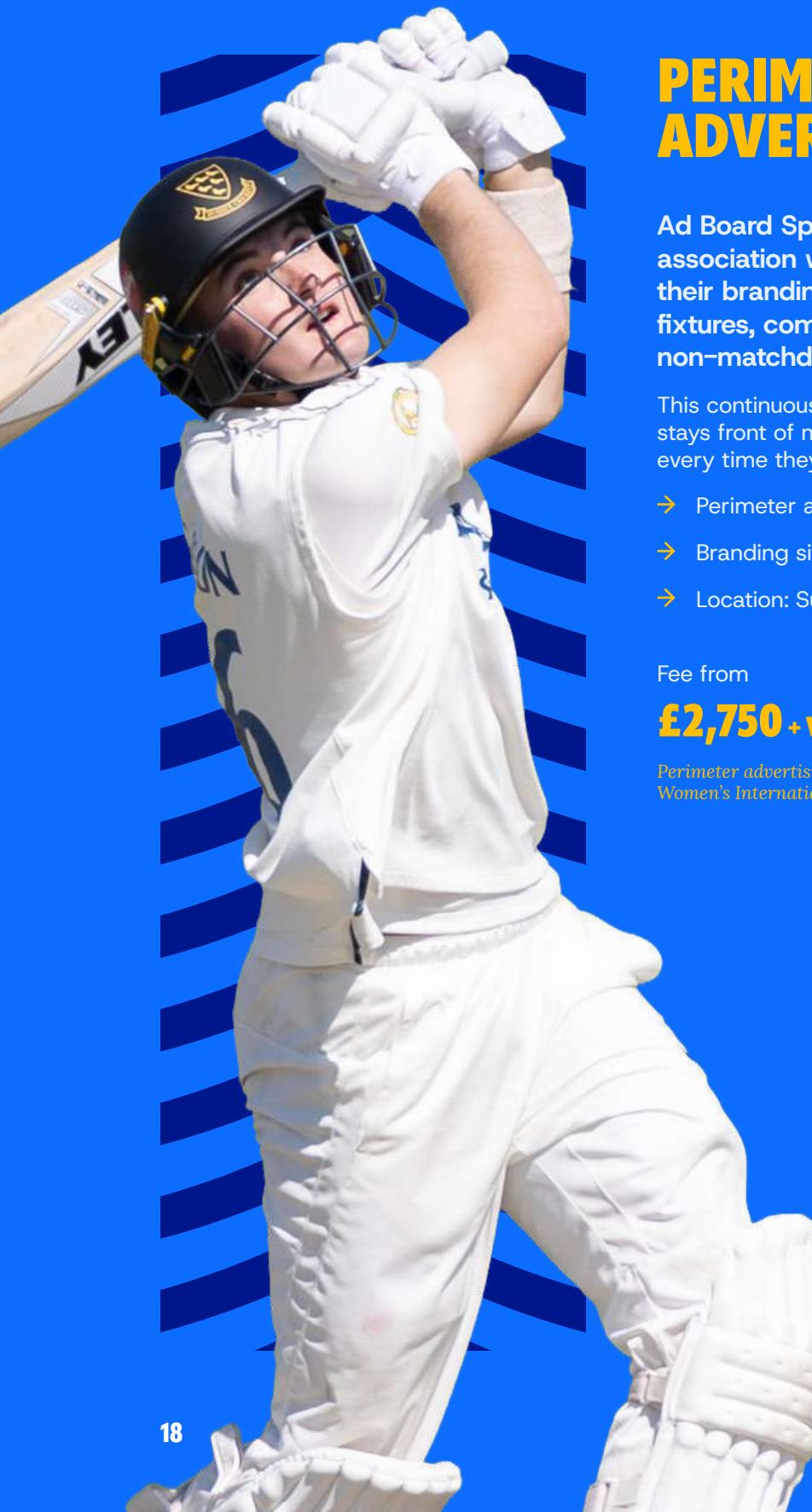
SE Tyres

Silver Star Cleaning

SO Legal

Sutton Winson

# PITCH SIDE ADVERTISING



## PERIMETER ADVERTISING

Ad Board Sponsors enjoy a year-round association with Sussex Cricket, with their branding visible across cricket fixtures, community events, and non-matchday activity.

This continuous presence ensures your business stays front of mind with our engaged audiences every time they visit Hove Cricket Ground.

- Perimeter advertising board
- Branding site: 6 metres
- Location: Subject to availability

Fee from

**£2,750 + VAT**

Perimeter advertising must be removed for Women's Internationals

# PITCH SIDE ADVERTISING

## TIER 2 BRANDING

Tier 2 branding sponsors benefit from permanent branding around the bowl in premium locations, often on buildings, stands and building facias elevated from the ground.

Sponsors benefit from branding being in situ all year round, on show to our annual 90,000 visitors, in place for TV and international fixtures, allowing maximum exposure to a national and global audience.

Other opportunities for brand activation and awareness can be built into the sponsorship and at approval of Sussex Cricket.

- Branding site: Various — see also [Stand Sponsorship](#) on Page 24
- Location: Various

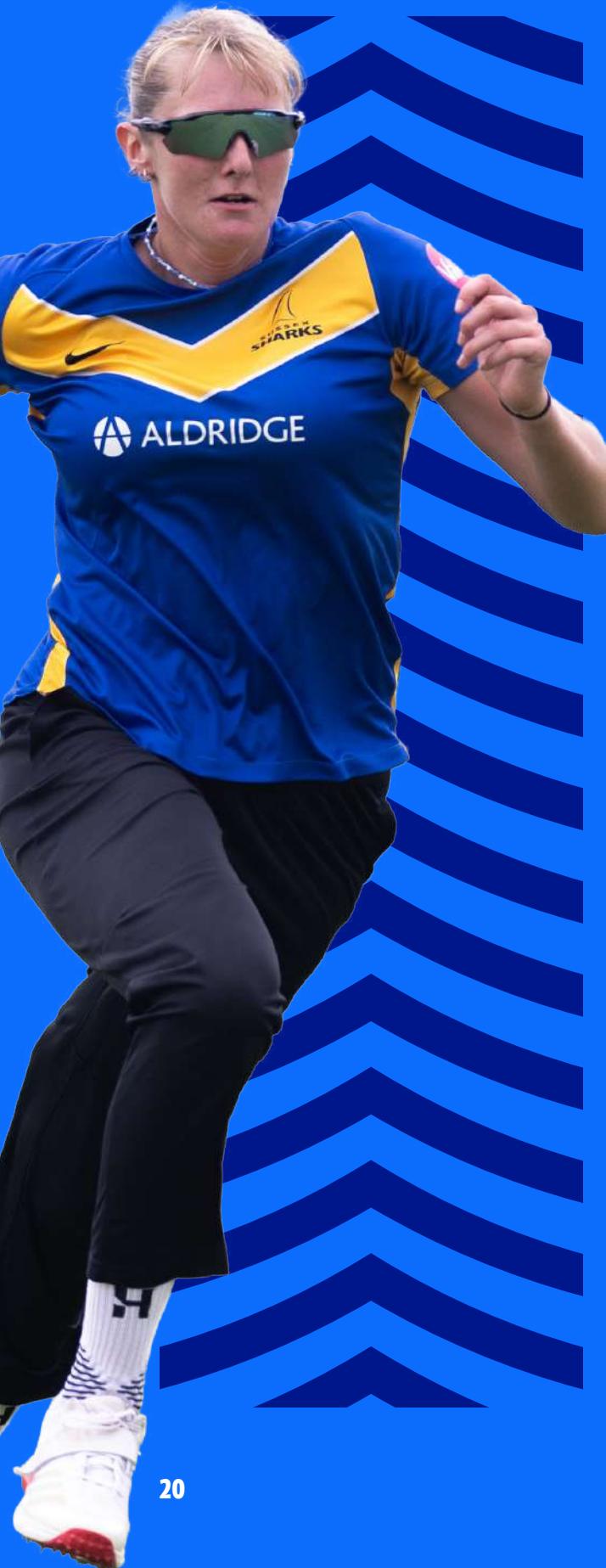
Fee

## UPON QUOTATION

Production and installation charged additionally at sponsor's expense



# DIGITAL



We offer a range of digital advertising opportunities including access to our database via email marketing, our LED scoreboard, big screen advert and Live stream advertising.

## CRICKET MATCHDAYS

Digital advertising is usually reserved for premium and major partners and built into bespoke packages.

Fee

**UPON QUOTATION**

## NON-CRICKETING EVENTS

We offer a range of social media campaigns and fan-led competitions that engage our passionate supporters and align partner brands with the spirit of Sussex Cricket. Campaigns can include access to players or creative brand activations linked to the game itself, alongside featuring your logo across key match moments — from coin toss outcomes to player of the match announcements — shared with our global and highly engaged audience.

Fee from

**£500 + VAT**

# SOCIAL MEDIA

We offer a range of social media campaigns and fan-led competitions that engage our passionate supporters and align partner brands with the spirit of Sussex Cricket.

Campaigns can include access to players or creative brand activations linked to the game itself, alongside featuring your logo across key match moments — from coin toss outcomes to player of the match announcements — shared with our global and highly engaged audience.

Fee from

**£2,500 + VAT**

*Additional production fee's may be charged at sponsor's expense*



# PITCH MATS



**Pitch Mats are a valuable marketing asset, seen on our livestream by millions of viewers across the globe.**

The Sussex Cricket Live Stream is available for every non-televised home group fixture and features commentary from the BBC.

- Pitch mats
- One either end of the wicket (North and South)
- In situ for all non-televised fixtures

Fee from

**£35,000 + VAT**

*Additional production fee's may be charged at sponsor's expense*



## SPONSORSHIP INCLUDES

Named as 'Official Major Partner' of Sussex Cricket

Company logo and hyperlink on the Sussex Cricket Website within Major Partner section

Company logo and hyperlink at bottom of all Sussex Cricket emails with other Major Partners

Use of 'Official Major Partner' logo

LED banner advertising on scoreboard at all home group Sussex Cricket fixtures  
*Non-televised fixtures*

Big screen advert at various points during all home group Sussex Cricket fixtures  
*Non-televised fixtures*

30 second advertisement shown on Live Stream pre-game for non-televised home fixtures  
*Looped with other Premium and Major Partners*

Company Logo featured on the media backdrop

Listed on match day scorecards  
*Subject to print deadlines*

Invite to press & media day, including a pre-season photo with the players

Press release via the Sussex Cricket website and social media channels announcing the partnership

20% discount on hospitality packages  
*Excludes T20*

# TEMPORARY STANDS



**Sponsor one of our temporary stands that are in situ for our busiest campaign of the season, T20 Vitality Blast.**

Seize the opportunity to have your company's brand in front of sellout crowds at Hove. Our temporary stands double our stadium capacity during our most in demand format of the season.

Other opportunities for brand activation and awareness can be built into the sponsorship and at approval of Sussex Cricket.

Fee from

**£5,000 + VAT**

*Naming rights charged annually.*

*Production and installation of all branding at sponsor's expense  
(year 1 only)*



## SPONSORSHIP INCLUDES

Tier 2 branding using mesh banners on your chosen temporary stand in place for all Sussex Cricket T20 Vitality Blast home group fixtures including televised fixtures

*Production and installation at sponsor's expense*

10 x Blast passes to all Sussex Cricket T20 Vitality Blast home group fixtures within your sponsored stand

*Option to purchase tickets for other fixtures including knockout matches and England Women's International, subject to availability at sponsor's expense*

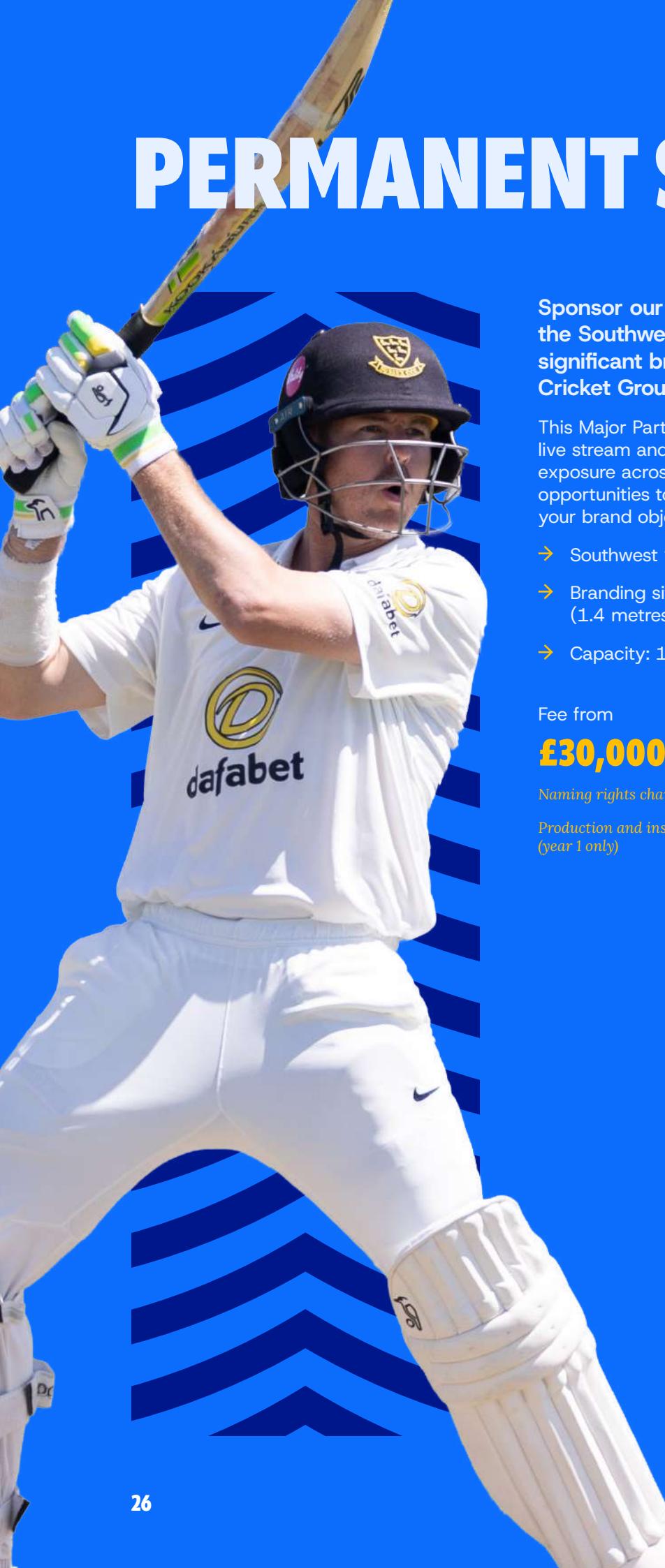
Opportunity to activate during the T20 Vitality Blast Fixtures  
*In consultation with Sussex Cricket, at sponsor's expense*

Direct email promotion to the Clubs 'e-Database' targeting ticket holders in sponsored stand

Press release via the Sussex Cricket website and social media channels announcing the partnership

10% discount on hospitality packages  
*Excludes T20*

# PERMANENT STANDS



**Sponsor our largest permanent stand, the Southwest "Sharks" Stand, and gain significant branding and presence at Hove Cricket Ground.**

This Major Partnership includes Tier 2 branding, live stream and LED scoreboard advertising, and exposure across digital and on-site audiences, with opportunities to tailor the package further to meet your brand objectives.

- Southwest "Sharks" stand
- Branding site: 40 metres and 72 steps (1.4 metres each)
- Capacity: 1,739

Fee from

**£30,000 + VAT**

Naming rights charged annually.

*Production and installation of all branding at sponsor's expense  
(year 1 only)*



## SPONSORSHIP INCLUDES

Tier 2 branding across the top of the stand

Signage installed across the full width of the top tier of the pitch-facing fascia.

Branding installed on 72 steps within the Sharks Stand

*Production and installation of all branding at sponsor's expense*

Allocated tickets within sponsored stand

*In consultation with Sussex Cricket*

Direct email promotion to the Clubs 'e-Database' targeting ticket holders in sponsored stand

Named as 'Official Major Partner' of Sussex County Cricket Club

Company logo and hyperlink on the Sussex Cricket Website within Major Partner section

Company logo and hyperlink at bottom of all Sussex Cricket emails with other Major Partners

Use of 'Official Major Partner' logo

LED banner advertising on scoreboard at all home group Sussex Cricket fixtures  
*Non-televised fixtures*

Big screen advert at various points during all home group Sussex Cricket fixtures  
*Non-televised fixtures*

30 second advertisement shown on Live Stream pre-game for non-televised home fixtures  
*Looped with other Premium and Major Partners*

Company Logo featured on the media backdrop

Listed on match day scorecards  
*Subject to print deadlines*

Invite to press & media day, including a pre-season photo with the players

Press release via the Sussex Cricket website and social media channels announcing the partnership

20% discount on hospitality packages  
*Excludes T20*

# SUITES AND LOUNGES



Secure naming rights to one of our premium lounges, suites, or hospitality areas and align your brand with an elevated experience synonymous with quality and exclusivity. This partnership positions your name at the heart of our premium offer — where our most engaged guests, members, and partners come together.

Your brand will feature prominently across tickets, ground maps, press communications, and within Tier 2 branding sites throughout the venue, ensuring high visibility and strong association with a refined matchday and event experience.

In addition to physical branding, the partnership provides regular exposure to members and VIP guests, reinforcing your brand as a natural part of their matchday ritual and premium lifestyle. The space can also be tailored for bespoke activations, product placement, or hospitality hosting — creating an authentic environment for meaningful engagement with a high-value audience.

Fee

## UPON CONSULTATION



### SPONSORSHIP INCLUDES

Tier 2 branding across the the pitch-facing fascia

Additional branding sites in consultation with the Organisation  
*Production and installation of all branding at sponsor's expense (year 1 only)*

Allocated tickets within sponsored lounge/suite  
*In consultation with Sussex Cricket*

Direct email promotion to the Clubs 'e-Database' targeting ticket holders in sponsored lounge/suite

Named as 'Official Premium Partner' of Sussex County Cricket Club

Company logo and hyperlink on the Sussex Cricket Website within Premium Partner section

Company logo and hyperlink at bottom of all Sussex Cricket emails with other Premium Partners

Use of 'Official Premium Partner' logo

LED banner advertising on scoreboard at all home group Sussex Cricket fixtures  
*Non-televised fixtures*

Big screen advert at various points during all home group Sussex Cricket fixtures  
*Non-televised fixtures*

30 second advertisement shown on Live Stream pre-game for non-televised home fixtures (looped with other Premium and Major Partners)

Listed on match day scorecards  
*Subject to print deadlines*

Invite to press & media day, including a pre-season photo with the players

Complimentary use of lounge/suite  
*In consultation with the Organisation and subject to minimum hospitality spend. Catering provided by the catering partner*

Press release via the Sussex Cricket website and social media channels announcing the partnership

20% discount on hospitality packages  
*Excludes T20*

# MATCH SPONSORSHIP



Looking for the perfect mix of brand awareness, client entertainment and live sport?

Match sponsorship provides your business with the opportunity to host key clients and stakeholders in hospitality, utilise heightened promotional exposure and branding assets.

## Fees

### T20

**£3,000 + VAT**

### METRO BANK ONE DAY CUP

**£2,500 + VAT**

### ROTHESAY COUNTY CHAMPIONSHIP (4 DAY)

**£2,000 + VAT**



## PACKAGES INCLUDE

Right to host activations on site to engage with attendees on sponsored matchday

Associated costs to be met by sponsor, and are subject to approval by Sussex Cricket

All-inclusive hospitality for 10 guests

On chosen day for County Championship

Photo with both captains before play starts

Sponsor's choice of Player of the Match, including post-match presentation

T20 fixtures only

Company logo on the Big Screen at various points during sponsored match

Company logo on the Live Stream at various points during sponsored match

Company logo on the TV Screens in the hospitality suite during sponsored match

Company acknowledgement and strapline announcement over PA system before and during play

Company acknowledgement within pre-match press release

Company literature placed in corporate, public and Member's areas

Subject to supply from sponsor

Company acknowledgement via social media channels

A3 frames and front gate company promotion

Subject to supply from sponsor

Sussex Cricket signed memorabilia



# FIREWORK NIGHT SPONSOR

Our Firework Night Sponsor benefits from heightened brand awareness and association with one of our largest community events, held at Hove Cricket Ground.

Attracting up to 11,000 members of the local community, this event offers a unique opportunity to activate your brand, engage directly with attendees, and strengthen your connection with the Sussex community.

Fee from

**£7,000 + VAT**



## PACKAGE INCLUDES

Headline sponsor of Fireworks Night

"Sussex Cricket Fireworks Night Presented by **company name**" to be displayed on all tickets  
*Opportunity to include an offer on all tickets distributed*

Company logo on promotional material including flyers  
*Subject to print deadlines*

Company logo on promotional material including flyers  
*Subject to print deadlines*

Press release via the Sussex Cricket website and social media channels announcing the partnership

Company acknowledgement and strapline announcement over PA system before and during the event

Sponsors logo on the big screen at various points during the event

30 second big screen advert at various points during the pre-show build up during Sussex Cricket Fireworks Night 2025 – Visual only (no audio)

*Artwork supplied by sponsor at sponsors expense 5 working days prior to the fixture. 1440 x 1080 pixels PNG*

Company acknowledgement within visitor information email and website landing page

*Opportunity to advertise within email, in consultation with the Organisation*

Promotion of Fireworks Night on bottom of the organisation's emails prior to the event, including the sponsors logo within e-Footer

Company literature/posters placed in public and members areas  
*Subject to supply from sponsor at sponsor's expense*

Company acknowledgement via social media channels

Exclusive use of The Boardroom for 20 guests  
*Seats available to sponsor in the Open Cama Pavilion for boardroom guests at no extra charge, subject to request and availability*

Opportunity to activate during the event and engage with on-site attendees

*In consultation with Sussex Cricket, at sponsors expense*

Opportunity to send post-event advertisement or offer to all ticket purchasers post event

# END OF SEASON AWARDS



The End of Season Awards is one of the most prestigious events in the Sussex Cricket calendar, bringing together all Sussex Cricket teams — including the Men's and Women's 1st XIs, Disability Squads, and Senior sides — for one special celebration of achievement and excellence.

With approximately 300 attendees, made up of players, staff, partners, and key stakeholders, sponsoring this event offers a unique opportunity to align your brand with success and recognition across the entire Sussex Cricket community. End of Season Awards sponsorship provides access to our wider audience through public voting campaigns, enhanced brand recognition across social media and press releases, and visibility throughout Sussex Cricket's communication platforms.

Fee

**£5,000 + VAT**



## SPONSORSHIP INCLUDES

Headline sponsor for the Sussex Cricket End of Season Awards

Table of 10 at the End of Season Awards

*Includes a premium dining and drinks offering*

Sponsor acknowledgment featured in 'Awards Announcement Article', published on Sussex Cricket's website

Sponsor logo displayed on invitations distributed to the event  
*Subject to deadline*

Sponsor logo featured on media backdrop used for all photos of winning player(s)

Sponsors logo displayed at the Awards during award announcement, on screens and in programme

Sponsor 30 second advertisement on screens throughout the event  
*Advert supplied by the sponsor*

Sponsor roller banner(s) in foyer  
*Roller banner supplied at sponsor's expense*

Company logo on the table numbers

Opportunity for company literature or giveaways on tables at Awards  
*Supplied at sponsor's expense*

Company strap line announcement and acknowledgement during Awards

Company representative(s) invited for a photo with the captain(s) of Sussex Cricket Men's 1st XI and Women's 1st XI teams

Post-event social media coverage with company acknowledgement

Post-event article of the 'Awards Outcome Article' with company acknowledgement published on Sussex Cricket's website

Signed Sussex Cricket Shirt

# AWARDS CATEGORY SPONSOR



## COMMUNITY AWARD SPONSOR

- Supporter of the year  
*Nominated by members*
- Community Participant of the year  
*Nominated by the Foundation*  
*Winners selected by a panel*

Fee from

**£2,500 + VAT**



### SPONSORSHIP INCLUDES

Community category sponsor for the Sussex Cricket End of Season Awards  
*Sponsor included in panel*

Four company representatives invited to attend the End of Season  
*Includes a premium dining and drinks offering*

Sponsor acknowledgment featured in 'Awards Announcement Article', published on Sussex Cricket's website

Sponsors logo displayed at the Awards during award announcement, on screens and in programme

Sponsor 30 second advertisement on screens throughout the event  
*Advert supplied by the sponsor*

Company strap line announcement and acknowledgement during Awards

Company representative invited to present the award(s) on stage

Company representative invited for a photo with the winner(s)

Post-event social media coverage of the award outcome with company acknowledgement

Post-event article of the 'Awards Outcome Article' with company acknowledgement published on Sussex Cricket's website

# AWARDS CATEGORY SPONSOR



## MOST IMPROVED PLAYER AWARD SPONSOR

- Sussex Cricket Men's 1<sup>st</sup> XI Player
- Sussex Cricket Women's 1<sup>st</sup> XI Player
- 1 singular player, chosen from our Sussex Cricket Disability Squads  
D40 Sharks 1<sup>st</sup> and 2<sup>nd</sup> XI  
Super 9's Sharks 1<sup>st</sup> and 2<sup>nd</sup> XI  
VI Sharks

Fee from

**£2,500 + VAT**



### SPONSORSHIP INCLUDES

Most Improved Player category sponsor for the Sussex Cricket End of Season Awards

Four company representatives invited to attend the End of Season

*Includes a premium dining and drinks offering*

Sponsor acknowledgment featured in 'Awards Announcement Article', published on Sussex Cricket's website

Sponsors logo displayed at the Awards during award announcement, on screens and in programme

Sponsor 30 second advertisement on screens throughout the event  
*Advert supplied by the sponsor*

Company strap line announcement and acknowledgement during Awards

Company representative invited to present the award(s) on stage

Company representative invited for a photo with the winner(s)

Post-event article of the 'Awards Outcome Article' with company acknowledgement published on Sussex Cricket's website

# AWARDS CATEGORY SPONSOR



## PLAYER OF THE YEAR AWARD SPONSOR

- Sussex Cricket Men's 1<sup>st</sup> XI Player  
*Red Ball Player of the Year*  
*White Ball Player of the Year*
- Sussex Cricket Women's 1<sup>st</sup> XI Player  
*50 Overs Player of the Year*  
*20 Overs Player of the Year*
- 1 singular player, chosen from our Sussex Cricket Disability Squads  
*D40 Sharks 1<sup>st</sup> and 2<sup>nd</sup> XI*  
*Super 9's Sharks 1<sup>st</sup> and 2<sup>nd</sup> XI*  
*VI Sharks*

Fee from

**£2,500 + VAT**



### SPONSORSHIP INCLUDES

Player of the Year category sponsor for the Sussex Cricket End of Season Awards

Four company representatives invited to attend the End of Season

*Includes a premium dining and drinks offering*

Sponsor acknowledgment featured in 'Awards Announcement Article', published on Sussex Cricket's website

Sponsor acknowledgment and logo features in public vote email to publicise member vote for Men's 1<sup>st</sup> XI & Women's 1<sup>st</sup> XI awards

*Database 8 000 made up of members and opted in 2025 ticket purchasers  
Subject to deadline*

Sponsors logo displayed at the Awards during award announcement, on screens and in programme

Sponsor 30 second advertisement on screens throughout the event  
*Advert supplied by the sponsor*

Sponsor acknowledgement and logo features in members email (database 2,000) to publicise member vote for Men's 1<sup>st</sup> XI awards

Company strap line announcement and acknowledgement during Awards

Company representative invited to present the award(s) on stage

Company representative invited for a photo with the winner(s)

Post-event article of the 'Awards Outcome Article' with company acknowledgement published on Sussex Cricket's website

# AWARDS CATEGORY SPONSOR



## SPARKLING MOMENT AWARD SPONSOR

- Sussex Cricket Men's 1<sup>st</sup> XI Player Moment  
*Public vote*
- Sussex Cricket Women's 1<sup>st</sup> XI Player Moment  
*Public vote*
- 1 singular player moment, chosen from our Sussex Cricket Disability Squads  
D40 Sharks 1<sup>st</sup> and 2<sup>nd</sup> XI  
Super 9's Sharks 1<sup>st</sup> and 2<sup>nd</sup> XI  
VI Sharks  
*Chosen by Head Coach*
- Singular Staff Award  
*Staff vote*  
*Chosen by CEO*

Fee from

**£2,500 + VAT**

*Commercial terms open to discussion where premium sparkling wine is supplied as part of the agreement*



### SPONSORSHIP INCLUDES

Sparkling Moment of the Year category sponsor for the Sussex Cricket End of Season Awards

Four company representatives invited to attend the End of Season

*Includes a premium dining and drinks offering*

Sponsor acknowledgment featured in 'Awards Announcement Article', published on Sussex Cricket's website

Sponsors logo displayed at the Awards during award announcement, on screens and in programme

Sponsor 30 second advertisement on screens throughout the event  
*Advert supplied by the sponsor*

Company strap line announcement and acknowledgement during Awards

Company representative invited to present the award(s) on stage

Company representative invited for a photo with the winner(s)

Post-event social media coverage of the award outcome with company acknowledgement

Post-event article of the 'Awards Outcome Article' with company acknowledgement published on Sussex Cricket's website

# CONFERENCE AND EVENTS

Hove Cricket Ground is more than just a cricket ground. With a range of event spaces available to hire, Sussex Cricket has the facilities to cater for a variety of events and occasions including weddings, which we hold a licence for.

Located in central Hove, less than a mile from Brighton train station featuring fast connections from London by train and with ample parking, Sussex Cricket combines unique facilities with excellent transport links and affordability.

## HIRE OUR EVENT SPACES

Boasting incredible modern facilities and inspiring pitch views, Hove Cricket Ground is not only one of the most historic venues in Sussex, but also one of the finest.

Huddled in the very heart of Hove, nestled between the South Downs and the sea, with great transport links via nearby Hove train station and local bus services, as well as providing on-site car parking, it's the perfect location for all occasions.

From dinners, to receptions, to weddings, to conferences, to business meetings, and everything in between, our inhouse team are available to ensure your event is a success. To discuss your event and find out more, please email [conferenceandevents@sussexcricket.co.uk](mailto:conferenceandevents@sussexcricket.co.uk)



# CONTACT US

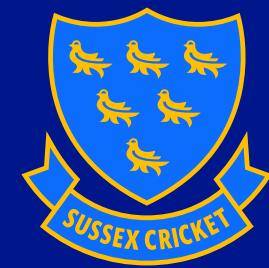


**SUSSEX CRICKET LIMITED**  
Hove Cricket Ground  
Eaton Road, Hove  
East Sussex, BN3 3AN

**EMAIL**  
[hospitality@sussexcricket.co.uk](mailto:hospitality@sussexcricket.co.uk)

**TELEPHONE**  
01273 827100

**WEBSITE**  
[sussexcricket.co.uk](http://sussexcricket.co.uk)



# 2026 COMMERCIAL BROCHURE