

SUSSEX CRICKET

CORPORATE BROCHURE 2020



INTRODUCTION

INTRODUCTION TO SUSSEX CRICKET



Sussex Cricket was founded in 1839 and is not just the oldest county cricket club in the UK but the oldest professional sports club in the world. Alongside this longevity, Sussex Cricket has been a dominant force throughout England & Wales in all competitions since the turn of the millennium, winning every domestic title available and 12 trophies in total.

Club Honours, since 2000

County Championship Div 1 (3)
– 2003, 2006, 2007

County Championship Div 2 (2)
– 2001 & 2010

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

Sussex Cricket play as Sussex CCC in traditional County Championship matches and Sussex Sharks in One-Day Cup and T20 Blast fixtures. The Sharks are widely regarded as one of the best T20 sides in the country. The team's world class bowling unit is known as the 'Shark Attack' and features international stars such as Jofra Archer, Chris Jordan, Tymal Mills and Danny Briggs. The 2019 Sussex Sharks T20 squad featured a total of eleven players with international experience.



BACKGROUND

OUR AUDIENCE

Cricket at Sussex 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.

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

Sussex Cricket have had a fantastic following for a number of years across all three formats of the game:

County Championship (4-Day)

One-Day Cup (50 Over)

T20 Blast

Playing across multiple formats ensure Sussex Cricket's support stretches across a broad demographic.



T20 ATTENDANCES



Nothing beats live action!

Since 2017, we have seen year-on-year attendance growth for one-day cricket at Hove, specifically T20. With a ground capacity of 6,000, our percentage occupancy has increased from 81% to 98%.

When compared to other counties, we top the table for T20 percentage occupancy* (Right):

*Statistics correct at the conclusion of the 2019 season

1	Sussex Sharks	98%
2	Middlesex (Lord's)	96%
3	Surrey	95%
4	Somerset	94%
5	Essex Eagles	93%
6	Middlesex (Outgrounds)	84%
7	Kent Spitfires	80%
8	Northamptonshire Steelbacks	77%
9	Lancashire Lightning	72%
10	Notts Outlaws	66%
11	Hampshire	65%
12	Gloucestershire	62%
13	Derbyshire Falcons	60%
14	Worcestershire Rapids	54%
15	Yorkshire Vikings	53%
16	Leicestershire Foxes	51%
17	Birmingham Bears	47%
18	Durham	38%
19	Glamorgan	30%

MEDIA



The high-profile names in the Sussex CCC and Sussex Sharks squad, as well as the team's recent success, has meant significant national and local media coverage for the sponsors involved.

Here are just a few examples of where sponsors logos have appeared prominently in national media coverage during 2019.

**The
Guardian**

BBC SPORT

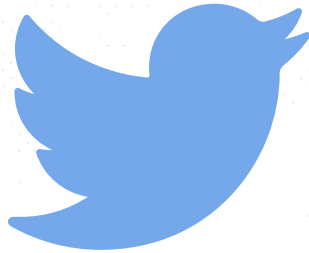
The Telegraph

Daily Mail

**THE
Sun**

**YAHOO!
SPORTS**

SOCIAL MEDIA



90,000 Followers

25% increase in followers during 2019

77% male

43% of followers from United Kingdom



201,000 Followers

93% male

43% of followers between 25-34

40% of followers between 18-24



34,000 Followers

55% increase in followers during 2019

92% male

26% of followers from United Kingdom

45% between 18-24

*Statistics correct at the conclusion of the 2019 season

WEBSITE

Since the launch of a new website on 1st January 2018 we have seen the following statistics achieved:

The website hosted 1,821,821 sessions for a total of 843,455 unique users contributing to a total of 4,036,099 page views.

The homepage is the most viewed page during the period with 614,090 views. This is followed by the news page with 485,965 and then the fixtures and results page with 272,982 views.

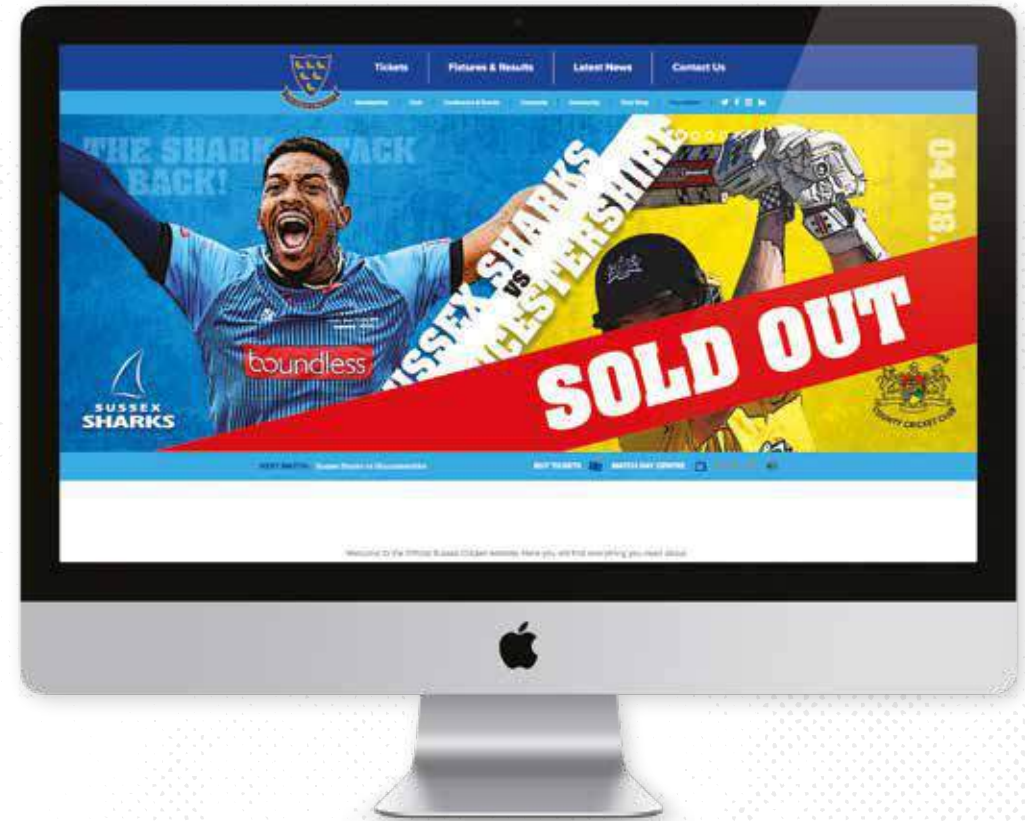
Of those sessions, 1,478,824 were UK users, followed by 163,103 sessions from India, 31,509 from the United States. Sessions from other nations include France, Australia, Bangladesh, Pakistan, Spain, South Africa and United Arab Emirates (ranked in order).

Users visiting the site ranged in age, with 27% aged 25-34, 19% aged 65+ and 17% aged 45-54. With sessions split 80% male and 20% female.

The traffic through the website can be broken down by device as follows, 54% of all sessions were on mobile, 31% on desktop and 15% on tablet.

In terms of the top 3 traffic origins, 51.4% of sessions came from organic search, 25.7% came from direct and 14% came from social.

*Information correct as of 30th September 2019



SPONSORSHIP OPPORTUNITIES

NETWORKING

Networking within a diverse business community in a unique location.

Building and sustaining a successful business requires strong relationships and a diverse business community, and there is no better place across the South East to network your business than at Sussex Cricket within the Boundary Club.

We aim to bring like-minded businesses together for informal networking, a quality three-course lunch and guest speaker - set to the backdrop of first class cricket.

Boundary Club

Invitation to nine lunches from March to October and December

One attendee at each lunch

Company listed as a member on event attendee list

Company listed as a member with hyperlink on the Boundary Club section of website

Use of Boundary Club member logo

Opportunity to bring guests to each event at £55 + VAT per person

£1,000 + VAT



BOUNDARY CLUB

SUSSEX NETWORKING FOR SUSSEX BUSINESS

Boundary Club Plus

Two x SO Legal Executive Membership Passes

Invitation to nine lunches from March to October and December

One attendee at each lunch

Company listed as a member on event attendee list

Company listed as a member with hyperlink on the Boundary Club section of website

Use of Boundary Club member logo

Opportunity to bring guests to each event at £55 + VAT per person

£1,400 + VAT

FIXTURE CARD ADVERTISING

Showcase your business alongside the Sussex Cricket fixtures for 2020.

Ensure your company is the first our supporters see by advertising on the back of our fixtures card in 2020.

Various options are available from sole advertiser to being one of four companies split across our fixture cards.

Exclusive Advertising

15,000 fixture cards

£6,000 + VAT

Two Companies Advertising

7,500 fixture cards each

£3,250 + VAT each

Three Companies Advertising

5,000 fixture cards

£2,250 + VAT each

Four Companies Advertising

3,750 fixture cards each

£1,750 + VAT each



PERIMETER & LED ADVERTISING

Looking to promote your business and increase brand awareness?

Investing in perimeter, roof or LED advertising at Sussex Cricket can help your company achieve its branding objectives.

Perimeter Board

6050mm x 750mm

£2,000 + VAT*

LED Scoreboard Banner

448px x 64px

30 second interval alongside other sponsors, minimum 5 minutes per hour

£2,000 + VAT*

*excluding production and installation



Large Scale Roof Banner

24000mm x 2200mm

£7,500 + VAT*

Top of Spen Cama Pavilion Scoreboard

3265mm x 2200mm and 3050mm x 2200mm

£7,500 + VAT*

SOCIAL MEDIA & WEBSITE ADVERTISING

Digital advertising with an international reach.

Advertising on digital platforms allows your brand to reach a greater audience away from Sussex's home ground, The 1st Central County Ground, Hove.

Branded Social Media

Company logo present within batsmen and bowlers milestones (50, 100 and wickets) and team line up graphics from the relevant official Sussex CCC social media accounts.

T20 Blast

£7,500 + VAT

One-Day Cup (50 Over)

£2,500 + VAT

County Championship (4 Day)

£5,000 + VAT

All Formats

£12,000 + VAT

Website

Headline sponsorship of the Sussex Cricket website which includes:

Sole 3rd party advertising banner located at top or side panels of the website dependant on screen size of device

Advertising present on every page apart from pages relating to Match Day Centre

Interchangeable messaging - artwork can be changed up to once per calendar month

£10,000 + VAT



CORPORATE PARTNERSHIP

Want to align your business with the oldest professional sports club in the world?

Our corporate partnership packages offer a broad range of benefits to ensure your business feels part of Sussex Cricket. Packages can be tailored to your business priorities and objectives, with example benefits including:

Perimeter Advertising Board*

2 x SO Legal Executive Membership Passes

Membership of Boundary Club - Sussex Cricket's exclusive networking group

Named as an Official Corporate Partner of Sussex Cricket

Company Logo with hyperlink on Sussex Cricket website

Use of Official Corporate Partner logo

Company listed on match day scorecard

from £6,000 + VAT*

*excluding production and installation



CORPORATE BOX

Entertain clients, hold business meetings and watch some of the best cricket and concerts in the South - all from the comfort of your own environment.

Our corporate boxes are very popular, with seven boxes available within the ground. They provide you and your business with the perfect space to entertain your clients, friends and family whilst supporting Sussex CCC and Sussex Sharks.

Corporate boxes are available on a minimum two-year contract and benefits include:

10 x Box holder passes providing entry to all County Championship, One-Day Cup and T20 Blast group matches

Perimeter advertising boards placed above and below the box*

Company Logo with hyperlink on Sussex Cricket website

Company listed on match day scorecard

Use of the box on non-match days, subject to prior written permission

First refusal for use of box for 3rd party / non cricket related events e.g. concert and fireworks

Food and beverage ordered through Sussex Cricket at preferential rate

£12,000 + VAT per annum

*excluding production and installation



MAJOR SPONSOR

Major sponsorship is the highest level of engagement with the club.

With limited major sponsorship assets, it is rare the club have such opportunities available. Major sponsorship provides you and your business with the highest level of engagement with Sussex Cricket.

Major sponsorship assets include:

- Ground Naming Rights
- County Championship Playing Shirt
- One-Day Cup Playing Shirt
- T20 Blast Playing Shirt
- Stand Naming Rights

If you're interested in becoming a major sponsor, please speak to the Commercial team to discuss available inventory and the benefits associated.



MAJOR SPONSOR



PITCH HIRE

Grace the hallowed turf of Hove with friends, colleagues or clients.

Test your skills on the big stage and live out your dreams of playing on the same pitch as some of the world's greatest cricketers!

Whether you're looking to hire the ground for a team building exercise like soft ball cricket or playing a competitive T20 against your local rival, we can help create your perfect afternoon.

Premium Pitch Hire

Use of the outfield and pitch for a T20 cricket match

Scorer

Umpires

Playing shirt for each of the 22 players*

Fully operated scoreboard including team names, bowler and batsmen details

Official photographer to capture your day

Private cash bar

Post match BBQ for 30 people

£7,500 + VAT

*subject to receiving kit requirements including sizes within production and delivery deadlines



Standard Pitch Hire

Use of the outfield and pitch

Private cash bar

Post event / match BBQ for 30 people

£5,000 + VAT

MATCH SPONSORSHIP

Looking for the perfect mix of company promotion, client entertainment and live sport?

Match sponsorship provides you and your business with the opportunity to mix promotional activity with client entertainment.

T20 Blast

from £3,000 + VAT

One-Day Cup (50 Over)

from £2,500 + VAT

County Championship (4 Day)

from £2,000 + VAT

All match sponsorship packages include hospitality, photo with the captains and various other advertising options.



HOSPITALITY

T20 BLAST

International superstars, coupled with fast paced action and big sixes - there is no better place to entertain clients.

With sell-out crowds, a great atmosphere and a high quality dining experience, our Vitality Blast hospitality packages are the perfect way to entertain clients or enjoy the cricket with friends. All our packages include ground entry, complimentary match day scorecard and easy access to bar facilities.

All Inclusive

Enjoy the action from the **CowCorner** hospitality area

Outside decked viewing area on boundary edge

Private inclusive bar - draft beer, lager, cider, house wine and soft drinks

Three course dinner served before the match begins

Cheese board served in the interval between innings

£125 + VAT per person

£5,750 + VAT for a private room for 50 people



Curry and Cricket

Enjoy the action from the Spen Cama Pavilion

Allocated seat within the upper pavilion to watch the action

Two course dinner, curry, rice naan, popadum and chutney followed by dessert, served before the match begins within the pavilion dining room

Cash bar

£65 + VAT per person

£3,000 + VAT for a private booking of 50 places

ONE-DAY CUP



Watch the next crop of stars take to the hallowed turf of Hove.

Traditional white ball cricket, providing your clients with a traditional experience mixed in with the faster paced action of one-day cricket. All our packages include ground entry, complimentary match day scorecard and easy access to bar facilities.



All Inclusive

Enjoy the action from the **CowCorner** hospitality area

Outside decked viewing area on boundary edge

Private inclusive bar - draft beer, lager, cider, house wine and soft drinks

Pastries and fruit before the match begins

Two course lunch

Afternoon tea including cake and scones

£100 + VAT per person

£4,600 + VAT for a private room for 50 people

Wine and Cash Bar

Enjoy the action from the **CowCorner** hospitality area

Outside decked viewing area on boundary edge

Pastries and fruit before the match begins

Two course lunch

Afternoon tea including cake and scones

Half bottle of wine and a private cash bar

£70 + VAT per person

£3,200 + VAT for a private room for 50 people

COUNTY CHAMPIONSHIP



A quintessentially British day out with a traditional atmosphere. Sit back and enjoy the battle of First-Class cricket.

Enjoy the ebb and flow of championship cricket whilst spending quality time with clients, friends and family as each team vie for victory. Packages are available for matches at Hove and Arundel. All our packages include ground entry.

All Inclusive at The County Ground

Enjoy the action from the **CowCorner** hospitality area

Outside decked viewing area on boundary edge

Private inclusive bar - draft beer, lager, cider, house wine and soft drinks

Two course lunch

Afternoon tea including cake and scones

£100 + VAT per person

£4,600 + VAT for a private room for 50 people

Wine and Cash Bar at The County Ground

Enjoy the action from the **CowCorner** hospitality area

Outside decked viewing area on boundary edge

Two course lunch

Afternoon tea including cake and scones

Half bottle of wine and a private cash bar

£70 + VAT per person

£3,200 + VAT for a private room for 50 people

All Inclusive at The **Rathbones Arundel Festival**

Sunday 28th June - Wednesday 1st July

Enjoy the action from the hospitality marquee

Outside viewing area on boundary edge

Private inclusive bar - draft beer, lager, cider, house wine and soft drinks

Three course lunch

Afternoon tea including cake and scones

£125 + VAT per person



Sussex Cricket

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