



# CHEAM CRICKET CLUB

(Founded 1864)

Members of The Surrey Championship



The Proprietor  
(Your Company)

January 2016

Dear Sir or Madam,

We realise that (your Company) must receive numerous requests for donations, but we hope you will consider this one carefully. Cheam Cricket Club is looking for sponsors for the coming season.

With Cheam Cricket Club sponsorship, your business is doing something that directly benefits the development of cricket at the Club, as well as providing opportunities to around 200 youngsters in our thriving junior section, to learn and play the game. The community will see how much your business cares about the village of Cheam and its cricket club.

The Club play in the Surrey Championship, the highest-ranking league within the county; and we are one of the leading cricket clubs in the community, having been established in the village since 1864. We have experienced a few ups and downs recently and we need the support of the community for us to help reverse the playing fortunes of the senior section and assist with the development of cricket throughout the Club. Opportunities to champion the Club range from £25 for a 'Match Day Ball Sponsor', to £250 to advertise your company on the boundary edge.

The Club has appointed for the first time, a Director of Cricket. This new role, which is a significant assignment, will encompass all aspects of cricket management at the Club. Over the past few years the Club has produced a number of talented young players and it will be an important part of the Director's role that these cricketers achieve their maximum potential. The Director of Cricket's initial task is to formulate a fresh coaching structure that best meet the needs of the Club; and this will include recruiting a new Club coach.

We believe wholeheartedly that Cheam Cricket Club has a bright future and would like to offer you the opportunity to be part of our success through a variety of sponsorship packages, suitable to both large and small businesses; (please see attached 'Packages' document.)

We are confident that we can deliver valuable exposure for your company that will outlast your direct involvement with us; and we will work with you and for you to ensure that you are more than satisfied with the outcome.

We are confident your involvement with Cheam Cricket Club will be a long and happy one; and believe it to be an excellent investment in your community. If (your company) would like to sponsor the Club, please complete and return the enclosed form, found within the 'Packages' document.

We appreciate your consideration; and wish you a happy and prosperous 2016.

Sincerely,

Cheam Cricket Club.

# CHEAM CRICKET CLUB

## 2016 Sponsorship Packages

### A. Grounds Banners: £250.00 per annum.

A limited number of opportunities for Advertising Boards are available. Displayed in prominent sites at the ground; and represent an excellent promotional opportunity:

- ◆ Includes cost of banner design/production.
- ◆ Banner displayed on ground's perimeter.
- ◆ Sport played on the ground's out fields all year round ensures permanent exposure.
- ◆ Your business details outlined within the 'Sponsors Directory' section of the Club's website: [www.cheamcricketclub.com](http://www.cheamcricketclub.com) including hyperlink to your business website; and in Club newsletter.
- ◆ Offer exclusive discounts to Cheam CC members. All CC members will receive a members card which they should produce to receive their discounts.
- ◆ Advertising your business each match day, via 'scrolling ads' on club house bar TV.
- ◆ Invite to special Cricket Club events, e.g. Annual Dinner, Sponsors' Day, etc.
- ◆ Use of the Cheam Sports Club bar: [www.cheamsportsclub.com](http://www.cheamsportsclub.com)
- ◆ Receive Cheam Cricket Club certificate to hang in your shop/office.

### B. Sponsors Directory: £100.00 per annum.

Local businesses are invited to join our 'Sponsors Directory' website section:

- ◆ Your business details outlined within the 'Sponsors Directory' section of the Club's website: [www.cheamcricketclub.com](http://www.cheamcricketclub.com) including hyperlink to your business website; and in Club newsletter.
- ◆ Offer exclusive discounts to Cheam CC members. All CC members will receive a members card which they should produce to receive their discounts.
- ◆ Receive Cheam Cricket Club certificate to hang in your shop/office.
- ◆ Use of the Cheam Sports Club bar: [www.cheamsportsclub.com](http://www.cheamsportsclub.com)

### C. Match Sponsorship: £75.00 per match.

Available to individual members and to businesses alike. All 2016 fixtures provide an opportunity to sponsor a match:

- ◆ Advertising your business each match day, via 'scrolling ads' on club house bar TV.
- ◆ Sponsorship detailed on Notice Boards, (on match day,) and listed on: [www.cheamcricketclub.com](http://www.cheamcricketclub.com) and in Club newsletter.
- ◆ Receive Cheam Cricket Club bumper sticker.
- ◆ Use on the day, of the Cheam Sports Club bar: [www.cheamsportsclub.com](http://www.cheamsportsclub.com)

# CHEAM CRICKET CLUB

## 2016 Sponsorship Packages

### D. Match Day Ball Sponsorship: £25.00

An attractive and cost effective way to promote your business:

- ◆ Your 'Match Ball' sponsorship is advertised each match day, via 'scrolling ads' on the club house bar TV, for a mere £25.
- ◆ Bumper sticker.
- ◆ Use on the day, of the Cheam Sports Club bar: [www.cheamsportsclub.com](http://www.cheamsportsclub.com)

### E. Individual Membership: £200.00 Cheam Cricket Club Life Member.

A non-playing membership for life:

- ◆ Member's polo shirt and/or hat (upon initial joining.)
- ◆ Bumper sticker.
- ◆ Membership Card.
- ◆ Inclusion on any Club distribution list.
- ◆ Voting rights.
- ◆ Use of the Cheam Sports Club bar: [www.cheamsportsclub.com](http://www.cheamsportsclub.com)



# SPONSORSHIP RESPONSE FORM

**We would be interested in learning more about sponsorship of Cheam Cricket Club.**

We would like to (please tick as many as required):

- Discuss sponsorship further: Package A  B  C  D  E
- We are unable to sponsor this year but would like to receive information about your events and sponsorship opportunities in the future:
- We would be interested in further details about any corporate activity at Cheam Cricket Club:

**Contact Name:**

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**Position:**

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**Business Name:**

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**Business Address:**

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**Telephone Number:**

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**E.mail Address:**

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**Website:**

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Please return this Response Form as soon as possible. A stamped addressed return envelope is enclosed for your convenience.

**Cheam Cricket Club contacts:**

Mr Alasdair MacDonald  
Hon. Secretary  
Cheam Cricket Club  
Peaches Close  
Cheam  
Surrey  
SM2 7BJ

Mr Michael Woods  
Public Relations  
Cheam Cricket Club  
Peaches Close  
Cheam  
Surrey  
SM2 7BJ

Email: Alasdair@cheamcricketclub.com

Email: Spinner@cheamcricketclub.com

**[www.cheamcricketclub.com](http://www.cheamcricketclub.com)**