



www.lticc.net

Luton Town & Indians Cricket Club

Sponsorship Pack 2011/12



Luton Town & Indians Cricket Club

Wardown Park
Old Bedford Road
LUTON
Bedfordshire
LU2 7NX

Tel: (01582) 727855

Email: sponsorship@lticc.net

Sponsorship opportunities

Luton Town & Indians Cricket Club (LTICC) is a well-established club with over 200 player/members from Luton and surrounding areas. We are a non-profit making organisation that boasts fantastic facilities where games are scheduled during the cricket season. The club participates in both the Saracens Hertfordshire League and the Bedfordshire County Cricket League, with the 1st XI playing in Division 2 and Premier Division respectively.



Luton Town and Indians Cricket club is an ECB-accredited "Community Focus Club" and has gained Clubmark accreditation. This recognizes sports clubs who exhibit excellence in club organisation and have active policies relating to Equality, Child Welfare and Safety. In addition a full cricket programme for both senior and youth players, supported by appropriately qualified and accredited coaches and volunteers is a requirement.



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Through the ranks

Monty Panesar, current England international, was introduced to cricket through our colts system and still regularly attends the club to either use the facilities or support his boyhood club

The Ground & Clubhouse

Located alongside the A6 (Luton/Bedford route), the ground is placed in a brilliant location for visibility of main sponsors' advertising. The club offers unrivalled facilities in the heart of Luton for cricketers of all age groups and cultures.

Facilities

- Two top quality full size grounds (Wardown Park; Lancaster Avenue)
- The Wardown Park ground is one of the top grounds in the Eastern Region and is a home to Bedfordshire County Cricket Club when they participate in the Minor Counties Championship
- The club has regularly hosted Northamptonshire County Cricket Club and various overseas touring sides
- Superb net facilities
- Clubhouse with licensed bar
- Tea and catering facilities in the kitchen
- Changing room and shower facilities
- Ample room for parking

Membership

- Over 150 Adult Members
- 100 Colt Members
- 7 UKCC Level 2 qualified Cricket Coaches
- 4 Saturday Adult Teams
- 3 Sunday Adult Teams
- 4 Colts Teams in age groups (U10, U12, U14, U16)
- A thriving social membership

The club regularly has players representing Bedfordshire County Cricket Club at all levels from colts to seniors.



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Demographics and spectator information

Key ground statistics

- 1300 visitors/spectators during season
- 4-7 hours per visit
- 68% male visitors 32% female visitors
- Audience demographics
- 68% male, aged between 16 and 60
- 52% are professionals and 38% are students, 10% other
- 32% female, aged between 16 and 55
- 48% are professionals and 22% are students, 30% other

Website (www.lticc.net)

- Over 300 hits per week during the cricket season
- Used to communicate information on team selection, results and events to over 200 members
- E-mail communication on weekly basis

Events

- Two or three 3-day Minor Counties championship matches played on the ground each season
- Luton Mid-Week Cricket League Final (attracts up to 2.000 spectators)
- Fun day events – Regular family Fun Days are run during the season, with a bouncy castle, face painting and fun sporting activities
- Curry nights – There are monthly curry nights that attract over 150 guests from the local community
- Charity Auction night



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FAQ

- How long will the sponsorship packages run for?
From April to April annually
- What are the Terms and Conditions of sponsorship?
Available on request
- External Signage – Sponsors are responsible to provide external signage. (LTICC will assist with this process)
- Details of artwork - all artwork to be provided in high resolution JPEG/JPG format
- Who will do the printing? - LTICC is responsible for printing logos onto clothing and caps

Press Coverage

- Weekly coverage of club news and results in the Luton News
- Coverage in other various local publications in Bedfordshire and Hertfordshire
- Occasional National Press coverage especially in relation to Monty Panesar

Benefits of sponsorship packages (USPs for your business)

- Brand awareness of your product or service, through target audience and media presence
- Increase of enquiries of your product or service
- Brand loyalty of your products or service
- Promote your products within the grounds area to spectators and media
- Build community relations
- Able to communicate to an audience, whilst enjoying a game of cricket
- Reach a wide target audience to expose your company name within the local community and to other cricketers/general public from surrounding Bedfordshire and Hertfordshire areas
- Able to integrate the sponsorship with other marketing activities; such as direct mail



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Current Sponsors List

- Apollo Blinds
- Keens Shay Keens
- Pizza Il Forno (Luton)
- Bang & Olufsen (Harpenden)
- Babulal J. Pattni
- DS Interior Services Ltd.
- J & P Windows
- Machins Solicitors
- AUM Electronic Commerce
- T. C. Feeds and the Tackhaven
- Vinod Shah & Co.
- Maple Dental Clinic
- Bombay Intelligence Security (I) Ltd.
- Premier Solicitors
- B P Shah Accountants
- John Howells
- Monty Panesar



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Other contributions

Other than the listed packages we are also looking for companies that are willing to offer match day ball sponsorship, sports equipment, products/services or trophies.

We also offer competitive rates for individual items within the sponsorship packages.

If you would like more details, please contact.

Cricket Kit Sponsorship

- | | |
|--------------------------|-------|
| • Front or Back of shirt | £1000 |
| • Shirt sleeves | £250 |
| • Trousers | £250 |

Sponsorship packages

GOLD SPONSORSHIP – £2000 p.a.

- Logo on the home page of website
- Advertising on all screens at the ground
- Your logo on all marketing materials (e.g. letterheads)
- Full use of conference/bar/kitchen facilities for two days in the year
- Play two matches a year
- 10 tickets to the Annual Awards Ceremony (one table for 10)
- Award of your choice named after your company
- A representative of your company to present the award plus time for a TWO minute company presentation
- Company can attend TWO social functions a year (e.g. curry night or karaoke night) for up to six members of staff

SILVER SPONSORSHIP – £1500 p.a.

- Logo on the sponsorship page of the website
- Advertising board at the ground
- Advert on all screens at the ground
- Six tickets to the Annual Awards Ceremony
- Award of your choice named after your company
- A representative of your company to present the award plus time for a ONE minute company presentation
- Company can attend ONE social function a year (e.g. curry night or karaoke night) for up to six members of staff

BRONZE SPONSORSHIP – £1000 p.a.

- Advertising board at the ground
- Advert on all screens within the ground for ONE month during peak season
- Two tickets to the Annual Awards Ceremony
- Company can attend ONE social function a year (e.g. curry night or karaoke night) for up to six members of staff

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