



Hinckley Amateur Cricket Club

2021-22 Sponsorship Packages

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About the club

- Formed in 1933, HACC play their games at Ashby Road Sports Club in Hinckley
- HACC boast three Saturday senior men's teams that compete in the Leicestershire and Rutland League, with the 1st XI representing the club in Division One
- We also have two senior teams competing in the Nuneaton Thursday League
- In 2018, we started the first ever Ladies' team in the club's history. The team will be entering in a competitive league for first time in 2021.
- The club has a range of junior teams ranging from Under 10's to Under 15's. As we look to the future, we also have 25 members between the ages of 5 and 10 signed up to the Club's All Star Cricket sessions
- ECB Club Mark accredited

What's in it for you?

- A chance to link up with the biggest cricket club in the Hinckley area
- The club's various teams compete in competitions across the Midlands area, giving great exposure to your brand
- We will share your brand with our club - allowing you to benefit from players, supporters and parents
- Your brand will be shared across all club social media platforms - including Facebook, Twitter and the club's website. The club's Facebook page for example has 350+ followers, with recent posts engaging up to 2,000 people.
- Club updates - including match reports - are regularly shared in the local media (e.g. Hinckley Times) and social media posts. With the club's approach to promotion through things such as equipment sponsorship (shirts, stumps etc.) and advertising boards ensuring giving maximum exposure to your brand
- We want you to feel part of the club and would look to encourage you to get involved by coming to watch games and attending club events such as the presentation evening

Contact us ...



sam.rowe4@hotmail.com
daniel.hall15@btinternet.com
hohsparkes@yahoo.com



Hinckley Amateur Cricket Club



HinckleyAmateur

What's in it for us?

- We wish to consolidate our club as the leading and biggest club in the Hinckley area
- As a volunteer based sports club, we rely on fundraising and links with local companies to provide a range of kit and equipment for our players, parents and supporters
- With growing engagement across our senior, ladies and junior teams, we are always investing in the best possible equipment to set these teams up to learn about the game, make it as fun as possible and help the club to succeed
- The club are investing heavily in new infrastructure to continue to attract new players in all age groups. This includes new coaching equipment and playing kit including match shirts and training kit for all age groups. The club wants all members to look the same to and to continue to enhance our family club image
- The club are looking forwards and are taking steps to invest in the future, including new nets and an electronic scoreboard

Sponsorship Opportunities

The club offers a range of sponsorship opportunities to suit your business. The packages detailed below are based on a two year deal.

	Main	Platinum	Gold	Silver	Bronze
Senior Men & Ladies shirt front sponsor	✓				
Senior Men and Ladies training shirt sponsor		✓			
Senior Men and Ladies back of shirt sponsor			✓		
Senior Men and Ladies arm of shirt sponsor				✓	
Advertising board	✓	✓	✓	✓	✓
Logo on all club correspondence	✓	✓	✓	✓	
Facebook post	✓	✓	✓	✓	✓
Twitter post	✓	✓	✓	✓	✓
Team photo	✓	✓	✓	✓	✓
Framed club shirt	✓	✓	✓	✓	
Two tickets to presentation evening	✓	✓	✓	✓	✓
Price	SOLD	SOLD	£1,000	£800	£300

As well as the deals detailed above, the club welcome companies to get in touch to discuss a range of other opportunities based on season long or single match arrangements. These include:

- Junior team sponsorship
- Stump sponsorship
- Scoreboard sponsorship
- Match sponsorship
- Player sponsorship
- Leisure wear sponsorship.

Junior sponsorship

As with all amateur sporting clubs, juniors coming through are a key factor in the life and soul of HACC that's why we need your sponsorship to help provide the best equipment and kit to help us keep the production line flowing. We are very privileged and proud that out of our first team the core of them have come through our junior ranks and we would like to keep it that way for many more years to come.

