

the
cricketer
Village Cup

Media Pack 2018

The Summer-Long competition

Since 1972, The Cricketer run Village Cup has been inextricably linked with the English summer. Each year around 300 clubs from villages across the British Isles battle for the chance to play in the final at Lord's, the Home of Cricket.

No other sport offers this opportunity to the grassroots level of their game.

Official sponsors enjoy the opportunity to activate their brand in print, online, and in the village communities themselves.

This activation package includes:

- Branding on all promotional material
- Marketing opportunities to participating clubs
- On ground activation at key fixtures
- Promotion via The Cricketer's media channels including:
 - Twitter – 65,000 followers
 - Facebook – 150,000 likes
 - Website – 220,000 users
 - Magazine – 32,000 readers
- Brand association with Lord's and opportunity to exhibit at the final
- Premium hospitality at Lord's Final
- Tickets to Long Room Dinner, in the Lord's pavilion
- Dedicated account manager



The Village Cup exposure 2017

Social Media Reach

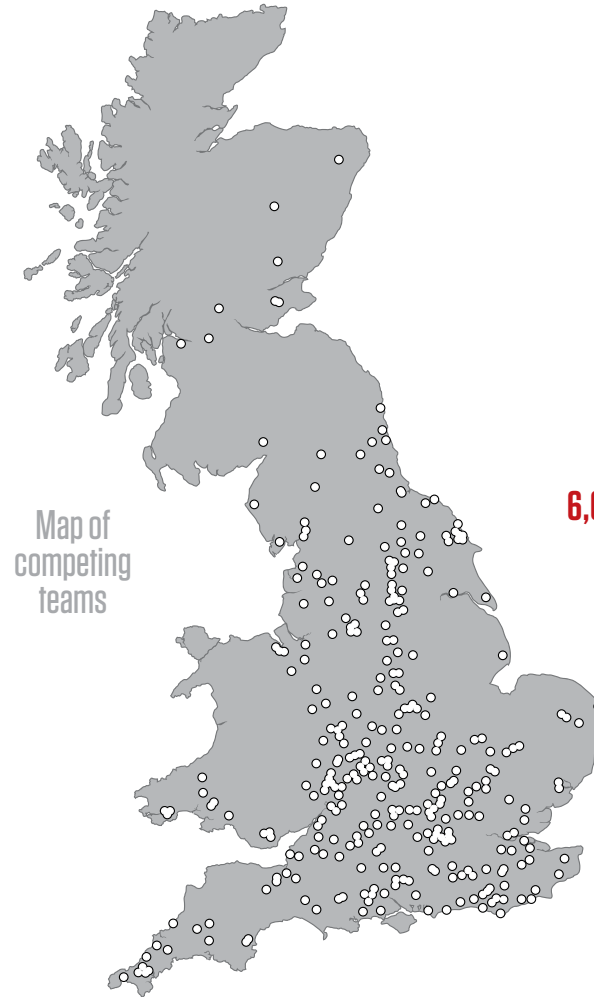
- Total social media following – **220,000**
- Average of **3.8 million** impressions a month on Twitter
- **2.8 million** NVC specific impressions over the 3 months of the competition

Draw and Final

- Combined **1.2 million** impressions across the fortnight around the draw and the fortnight around the final
- **#NVC17** used 541 times across competition

Coverage in print reach

- **135,000** magazines sold during the competition
- Read by **250,000** people
 - **5,000** magazines distributed around county grounds over the summer
 - **1,000** magazines distributed at Cricketer Live events
 - **2,000** magazines distributed at cricket-based events through third parties
 - Sunday Telegraph reach: **380,000** readers with articles appearing every two weeks for the competition



The 2017 competition touched 5 million lives'

500,000 Village lives

3,600 Active players

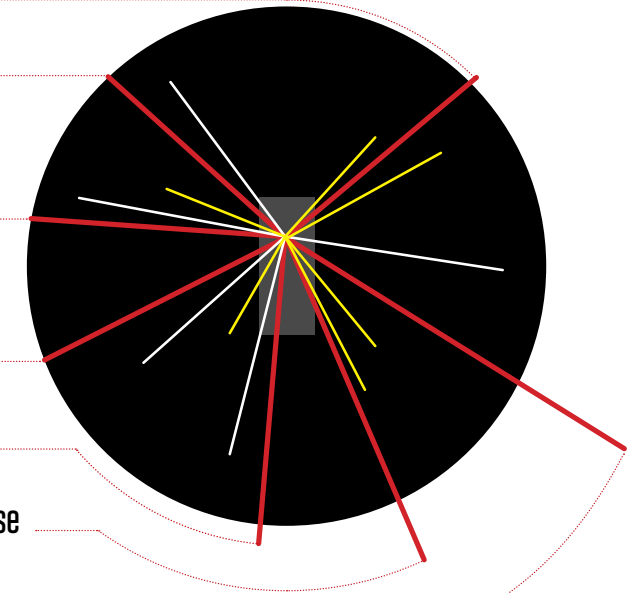
5 Million Total reach

300 Active clubs

6,000 Cricketing families

2,000 Club database

2.8 Million national and local press coverage



“Best day of my life ... it really was amazing”

JAMES HESLAM
Reed captain

“For these two teams it’ll be a day they never forget”

DARREN GOUGH
Retired England cricketer

The Final

The Cricketer Village Cup Final, held at the Lord's Cricket Ground in September, is truly one of a kind for amateur sport.

MCC kindly welcome our finalists to enjoy a community atmosphere that brings together families, friends and cricket lovers.

With a village fete, a local brass-band, face-painting for children and delicious food available, there is a quintessentially English feel to the day.

The day concludes with an unforgettable post-match dinner hosted in the iconic Long Room at Lord's. With an audience of players, club officials, competition sponsors, MCC members and other esteemed guests, it is the perfect way to revel in another successful year of this unique competition.



On-ground activation

Due to our special relationship with MCC, the Village Cup final gives you the opportunity to place your brand at the Home of Cricket.

Brands that have taken advantage of this wonderful day include Yorkshire Tea, Npower, Bombardier, Davidstow cheese and Watsons.

This creates the perfect opportunity to showcase your brand at the greatest cricket ground in the world, on a truly special day.



Gold sponsorship package

The Gold sponsorship package will place your brand in the heart of the village communities with regular and direct access to the people involved in the competition. You will have the opportunity to drive home key brand messages across multiple platforms all year round. This Gold package hits the activation sweet spot covering key platforms including the magazine, multiple websites, direct HTMLs, social media and event-based promotion.



On-page

- 8 full-page adverts
- One advertorial opportunity includes reviews or on-page competition
- Logos on Village Cup coverage page

Social Media

- Two tweets per week
- One Facebook post per week
- Four competitions to run on Twitter and Facebook

Website

- Logo on Village Cup website
- Logo on downloadable scorecards
- Logo on digital pavilion pack
- MPU to appear on the Village Cup website for two months
- MPU to appear on The Cricketer for one month
- Opportunity for Village Cup website takeover

Digital/Data

- Inclusion of one MPU per month in the Village Cup monthly email
- Editorial space in the Village Cup monthly email
- One HTML email sent to 4,500 club database
- One HTML email to the participating Village Cup clubs

Pavilion Pack

- Logo on Welcome letter
- Logo on scorecard
- Logo in the annual Village Cup Annual
- Advert in the annual Village Cup Annual
- Insert into the Pavilion pack

On-ground

- Access to host event at a participating club across the competition

Final

- Logo of photo backdrop
- Logo in the event programme
- Advert in event programme
- Inclusion in goodie bag
- Replay screen advert
- Photo opportunity with the winners & trophy
- Opportunity for on ground activation at Final – please note specific activation details are subject to MCC approval
- Four tickets to day hospitality boxes
- Four tickets to post-match Long Room dinner

Gold sponsorship prices start from £15,000

Silver sponsorship package

The Silver sponsorship package provides activation across the competition, enhancing awareness of your brand. Brands are able to use the Village Cup as an amplifier for key messages, anchoring them at the heart of rural lives and village communities across Britain.

On-page

- 4 full-page adverts
- Logos on NVC coverage page

Social Media

- Twitter – one tweet per week for the duration of the contract
- Two competitions via Twitter

Website

- Logo on Village Cup website
- Logo on downloadable scorecards
- Logo on digital pavilion pack
- One MPU on Village Cup website for one month
- One MPU on The Cricketer website for one month

Digital/Data

- Inclusion of one MPU per month in the Village Cup monthly email
- One HTML email to the participating Village Cup clubs

Pavilion Pack

- Logo on Welcome letter
- Logo on scorecard
- Logo in the annual booklet
- Advert in the annual booklet

On-ground

- Access to host event at a participating club across the competition

Final

- Logo of photograph backdrop
- Logo in the event programme
- Advert in event programme
- Replay screen advert
- Two day hospitality tickets
- Two Long Room dinner tickets
- Photo opportunity with the winners & trophy

Silver sponsorship prices start from £8,000

Further opportunities

The list below gives you the opportunity to own areas of the competition in order to amplify your brand. These are exclusive opportunities and can be tailored to your requirements.

On-page

- Sponsored section
- Roundel on front cover
- Magazine Insert
- Polybag

Digital/Data

- Banner advert on the Village Cup monthly email
- HTML email to 18,000 newsletter list
- HTML email sent to top cricketing schools database

Pavilion Pack

- Individual physical send out to all competing clubs

On-ground

- The Cricketer event production and management

Final

- Branded award to be presented by a company representative at the final presentation in front of the Pavilion at Lord's
- Hospitality sponsorship
- Fete Sponsorship
- Post-Match Long Room dinner sponsorship
- Advertising boards on ground

Content

- Multi-channel competitions running across all The Cricketer/Village Cup platforms
- Films created and pushed out on The Cricketer/Village Cup platforms on sent for company use
- Village Cup picture access

Prices on request