

the
cricketer
Village Cup

HEADLINE SPONSORSHIP 2019

350 CLUBS | 4,800 PLAYERS | 10 MILLION AUDIENCE

ONE LORD'S FINAL

Exclusive naming rights for UK sport's most spectacular journey

FROM GRASSROOTS TO THE HOME OF CRICKET



Background

The National Village Cup is a knockout tournament that offers hundreds of village clubs from across the British Isles the chance to play in a Lord's final. No other sport offers this 'Roy of the Rovers' opportunity to the grassroots level of their game.

The competition, which has been run by The Cricketer since 1972, offers a headline sponsor the opportunity to support this wonderful grassroots tournament. This provides an authentic platform for the exclusive naming rights sponsor to activate their brand within the heart of these village communities - in print, online and on location.

The marketing and activation opportunities provide year-round exposure for your brand, allowing you to amplify your message through association with this unique sporting event. The Cricketer's dedicated team will work with you throughout the year to ensure a successful and lasting partnership which helps deliver your marketing objectives.



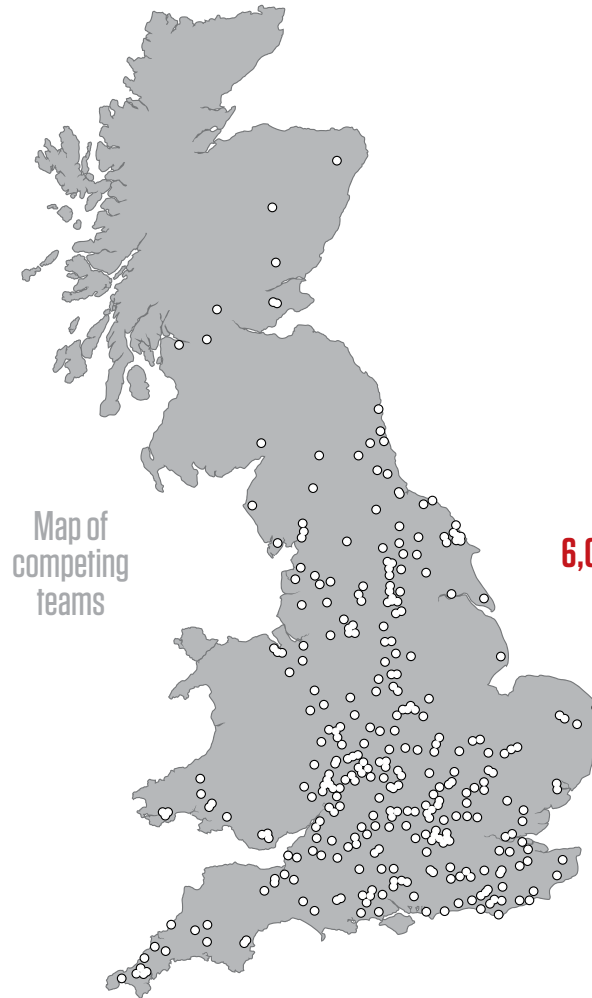
The Village Cup exposure 2018

Social Media Reach

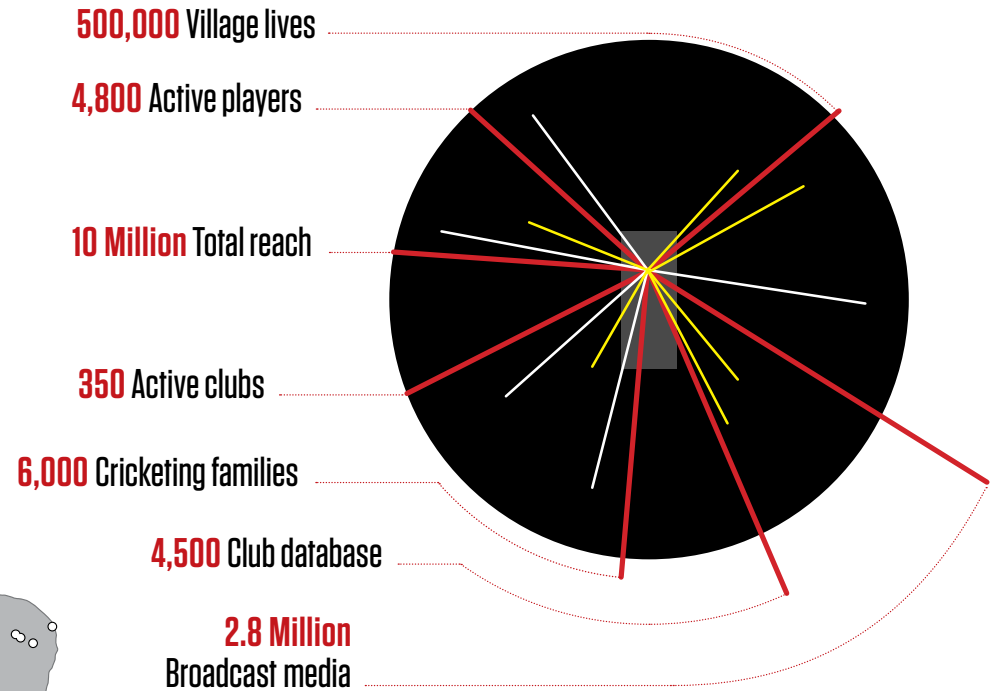
- Total social media following – **450,000**
- Average of **5 million** impressions a month on Twitter
- **3.1 million** NVC specific impressions over the 3 months of the competition
- Combined **1.2 million** impressions across the fortnight around the draw and the fortnight around the final

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
- Regional newspaper coverage: **7.5 million** readers
- National newspaper coverage: **1.4 million** readers



The 2018 competition touched 10 million lives



“A brilliantly authentic competition with an engaged audience”

MIKE SHEDDON
CEO Medina Dairies

“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 Lord's Final

The National Village Cup Final, held at 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, it is a quintessentially English occasion.

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



Experiential activation

Throughout this summer-long competition there are bespoke opportunities to activate headline sponsorship.

Previous sponsors that have taken advantage of exclusive on-ground activation rights include npower, Yorkshire Tea, Alliance and Leicester, Bombardier, Davidstow cheese and Watsons.

Thanks to our special relationship with MCC, the Lord's final provides headline sponsors with the opportunity to showcase their brand at the greatest cricket ground in the world, on a truly special day.



Headline Sponsorship includes:

Naming rights and branding on all competition material

- The competition will be rebranded to include your company name The XXXXX Village Cup
- A new competition logo will be created to include your logo/branding
- All competition materials will feature your company name
- Priority positioning on all correspondence

Social Media

- Weekly social media campaigns to include key brand messaging
- Interactive competitions to increase data capture and followers

Online

- Branding of the National Village Cup website – www.nationalvillagecup.com
- MPUs to run for the duration of campaign on thecricketer.com

Print

- Premium advertising in The Cricketer Magazine
- Advertorial opportunities
- Branding on all Village Cup editorial coverage

Data and digital engagement

- HTML emails sent out on your behalf to:
 - 4,500 cricket clubs
 - 350 participating National Village Cup clubs
 - 450 top UK cricket schools
 - 18,000 digital subscribers

Dedicated club mailshot

- Headline branding of the 'pavilion pack' sent physically and digitally to all participating clubs
- Insertion of materials within pavilion pack
- Opportunity to send your own materials to more than 3,000 clubs nationwide

On-ground activation

- Opportunity to host events at participating clubs throughout the duration of the competition

Plus unique access to the best-known and most reputable publishing brand in the game, connecting with six million enthusiasts every month through our print and digital channels

The Final - On-ground activation at Lord's

- Title branding of: Media backdrops, event programmes, advertising boards, replay screens
- Exclusive branding of the spectator goodie bag (5,000+)
- Exclusive branding of team playing kit and stumps

The final – Hospitality

- Full match-day hospitality at Lord's in a private box including food and wine for 12 guests throughout the day
- 12 tickets to the post-match dinner and presentation in the Long Room
- 50 complimentary final day tickets

Full Title Sponsorship: £45,000

Contact

Guy Evans-Tipping
Chief Executive
The Cricketer

Tel: 0203 198 1353

Email: guy.evans-tipping@thecricketer.com