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DOWNEND CRICKET CLUB
SPONSORSHIP
2024



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#UPTHEVILLAGE

WHO WE ARE

“A cricketer’s life is a life of splendid freedom, healthy effort, endless variety, and delightful good fellowship.”

WG Grace



WG Grace

Born in Downend House, overlooking the village green that became the place we call home. Dr WG Grace is considered by many, the biggest reason cricket was transformed into the unrivalled spectator sport of summer .



Allan Border

Former Australian Captain & regarded by many as one of the best players to don the baggy green. Before he scored his 27 test centuries, he spent a summer peppering the church with leather at the WG.



Chris Broad

Former England Batter & father of the fast-bowling Stuart, Chris Broad averaged nearly 40 in Test, One Day International & First-Class Cricket including 50 centuries.



Michael Bracewell

The latest member of the Bracewell dynasty to represent New Zealand, he has come a long way since his season treading the turf of the WG but we are all so pleased to see him thriving now at the highest level of the sport.



The sight of The WG Grace memorial ground bathed in sunlight on a Saturday afternoon is for many, what the summer is all about.

Steeped in a rich history of cricketing antiquity, Downend Cricket Club (DCC) is located at a picture-perfect ground in the heart of the village. Boasting three senior teams, a midweek T20 team and myriad youth teams, ranging from U9 to U19, our players span a range of abilities, with our 1st XI playing in the West of England Premier League 2, Having enjoyed an 11 year stay in the south wests top flight untill 2021. We are now pushing for promotion back to the top division. The vibrancy of the club will once again be on full display this summer and we could not be more excited for some action-packed cricket!

We are proud to serve as a hub for the local community, both socially and as a club nurturing talent from a young age all the way through to adulthood. Established in 1893, DCC has a remarkable history and has been called home by some of the most illustrious names in cricket, most notably, the legendary WG Grace, after whom our ground is named. We’ve also played host to some international superstars, including former Australia captain Allan Border, former England and Gloucestershire CCC players Chris Broad and

Richard Dawson, and current New Zealand all-rounder, Michael Bracewell. In fact, legend has it that inimitable England pacer Stuart Broad was conceived while his dad was churning out runs at Downend! We have also incubated county stars, including James Averis, Martin Ball, Craig Miles and current playing member Ian Cockbain, who tells us his success in the Big Bash and the PSL are thanks to the valuable lessons learned at the WG!

Today the Club has around 250 members, including over 50 senior players and 150 young cricketers, all of whom contribute to the great energy around our historic club. Players of all abilities are always welcome with our dedicated team of coaches

committed to providing high quality training throughout the year.

Children as young as 5 learn to love the game at DCC, with our All-Stars programme developing our next generation of stars. These same players grow through our youth teams, all the way up to senior cricket, with a full fixture list of league, cup, and friendly matches, designed to suit everybody from the recreational cricketer to the next global star! Our success as a club is built on these strong foundations, with our 1st XI celebrating victory in the T20 Cup in 2022.

Photo left page, top left
WG Grace Grace photographed
by George Beldam, c. 1902

Photo left page, top right
Allan Border (file photo) ©
Getty Images

Photo left page, bottom left
Chris Broad 2023 © Interna-
tional Cricket Council

Photo left page, bottom right
Photo By Seb Daly/Sportsfile via
Getty Images



Photo top
Downend 2nd XI in action in the B&D Premier League in 2022

Photo bottom left
Ian Cockbain celebrating a century for Gloucestershire. When available, Ian has been a big part of our first XI for the past 6 years.

Photo bottom right
The Mural of WG Grace overlooking Downend Highstreet Via William Avery at the English-language Wikipedia

Photo right page
Former youth player, Club Captain, WEPL Player of the year & Downend legend Matthew Jackson unleashes one of his trademark drives

The Club has extensive links and partnerships with local schools, other clubs and the board at Gloucestershire CCC, where many of our young players represent the county. This all serves to contribute to our mantra of giving back to our local community, whether through developing young cricketers or through serving as the focal point for the village throughout the summer. We are continually investing in the future of the community we all share and are proud to be in receipt of Clubmark Accreditation, in recognition of the safe, family-friendly environment we have embodied for over a century.

To this end, we are always seeking investment and sponsorship for the club, whether that be advertising hoardings around our iconic ground or kit sponsorship, which allows local businesses to catch the attention of our loyal supporters and support the mission of Downend Cricket club for 2024 is set to be an exciting new chapter for the club and we look forward to welcoming you to the Downend Cricket Club family.



THE WG CLUB

*“I don’t like defensive shots -
you can only get threes.”*

WG Grace

The WG Club is an exclusive, members-only club, it is designed to reward those who contribute to the ethos of our beloved cricket club.

Complimentary WG Club membership is given to all our main sponsors and is our platform to help the businesses that sponsor our cricket club network together and provide them with access to exclusive benefits to help them build, develop and grow. Become a partner of Downend Cricket Club and enhance your operations and activities by marketing to a wider audience. Your involvement can build strong brand awareness for your company and assist to develop a valuable connection to the local community.



GENERAL BENEFITS TO SPONSORS

- Membership card
- 10% off behind the bar
- Your logo & details digitally displayed in the club house on matchdays
- Invitation to sponsors day
- Invitation to sponsor network meetings
- Invitation to our annual Golf day
- Discounted Use of club function room facilities



SPONSORSHIP PACKAGES

A sponsorship package with Downend Cricket Club provides a great platform to promote your business and contributes to a thriving hub of the local community.

Whether you are looking to build brand awareness and promote your business to our ever-growing and loyal membership or you want to grow your small business with our club then look non further. Having been at the heart of the local community for over a century, we are more than just a cricket club and can offer more than just visibility on a match day. The WG will play host to several sponsor events throughout the year to help you network with fellow members of the local business community.

PACKAGES TO SUIT YOUR BUSINESS

With these pre structured packages we hope to provide your business with the a platform that suits you at a level you are able. These are not however, all we offer. We are always happy to discuss any proposals you may have in order to best tailor the program to benefit both parties.

PACKAGE 1 MATCH DAY SPONSORSHIP

£150 + VAT
(PER MATCH)

CONTENTS

- 3 social media shoutouts in the week leading up to the game
- Brand Exposure to all our social media followers, matchday spectators & bar patrons
- Logo added to the digital Teamsheet sent out on match day
- Advert played throughout the day in the clubhouse

BENEFITS

- Brand Exposure to all our social media followers matchday spectators & bar patrons
- Day membership to the WG Club including; 10% of at the bar for the matchday
- Match Ball Presentation photo
- Advert played throughout the day in the clubhouse
- Invitation to sponsors events

PACKAGE 2

INDIVIDUAL PLAYER SPONSORSHIP

£300 + VAT

CONTENTS

- Logo added to all teamsheets for social media & player profile on website
- Link added to the general sponsorship page
- Brand Exposure to all our social media followers matchday spectators & bar patrons
- Link added to the general sponsorship page & players profile on the website

BENEFITS

- Years membership to the WG Club
- Brand Exposure to all our social media followers matchday spectators & bar patrons
- Photo presentation with chosen player
- Invitation to sponsors events
- Invitation to annual Golf day
- Extra exposure if player performs well
- Logo added to player profile played throughout the day in the clubhouse





PACKAGE 3

ADVERTISING BOARDS

Package	Banner Type	Cost
3.1	Wall Banner* (2.2m x 0.8m) - 1 Year	£300+VAT
3.2	Wall Banner* (2.2m x 0.8m) - 2 Years	£500+VAT
3.3	Sight Screen (3.6m x 1.2m) - 1 Year	£600+VAT
3.4	Sight Screen (3.6m x 1.2m) - 2 Years	£1000+VAT
3.5	External Bar (3.6m x 1.2m) - 1 Year	£600+VAT
3.6	External Bar (3.6m x 1.2m) - 2 Years	£1000+VAT

Prices above for wall banners are for an individual banner. Additional banners can be purchased up to a max of three. Please speak to the sponsorship secretary to discuss your individual needs

CONTENTS

- Advertising board around the Ground
- Brand Exposure to all our social media followers matchday spectators & bar patrons
- Link added to the general sponsorship page on the website

BENEFITS

- Visible to everyone who plays on the pitch, pitch is in use 7 days a week
- Boards can be seen in both photos & videos shared across all social media channels for all senior games.
- Years membership to the WG Club
- Invitation to annual Golf day

PACKAGE 4

KIT SPONSORSHIP

Package	Advert Size	Cost
4.1	Senior Playing Shirts	£3000+VAT
4.2	Senior Training (Warm up top)	£2500+VAT
4.3	Junior Playing Shirts	£2000+VAT
4.4	Junior Training (Warm up top)	£2000+VAT
4.5	Senior & Junior Playing Shirts	£5000+VAT
4.6	Complete Club Kit Sponsor	£10,000+VAT

CONTENTS

- Logo displayed on garment for duration of the season

BENEFITS

- Visible to spectators attending games
- Photographers at games, photos shared across all social media profiles & website
- Games and videos uploaded to YouTube
- Highlight videos shared across all social media channels
- Years membership to the WG Club
- Invitation to annual Golf day



FUTURE DEVELOPMENT

“All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work.”

Calvin Coolidge

As part of this sponsorship initiative, we want to be as open as possible with our sponsors about what your sponsorship could mean to our club. Below are some key projects we are looking to complete within the next few years. If you feel you could help us with any of these in the form of sponsorship or anything else, please get in touch.

TRAINING FACILITIES

Nets

With the grounds footprint being limited, we need to make the most of every meter of space we have. Its has been a long-term aim of the club to upgrade the nets though this is proving to be tricky due to the ECB health and safety regulations to add to the size limitations. We are looking for someone to invest in our training facilities to add to potential grants available and funds already raised by the club.

Potential Opportunities:

- Nets named sponsor
- Top Teir Sponsorship member

GROUND FACILITIES

Entrance Gate

As you will know if you have ever been to or even past our historic club, the abundance of charm is hampered only by the distinct lack of space. We are surrounded on all sides with no hope of expansion so it is imperative we make the most of the space we have. One way we believe we can do this is an extension of the entrance to create a double gate for ease of access for vehicles especially deliveries and groundwork as well as promote our club better.to the community. This would also

open up more parking options as it would be easier to exit the ground.

Potential Opportunities:

- Named sponsor
- Prime advertising position directly onto Downend Road

BUILDINGS

New Clubhouse & Changing Rooms

Our 5 year plan is underway to knock down and re build a new two story, multi functioning pavilion with a large function room and changing rooms, equipped with members bar and balcony. This build is subject to raising in the region of £400,000 and we need your help!

The new facility will host two bars one downstairs with a large function room, disabled toilets, cellar and covered outdoor patio and one upstairs with a small cellar and bar and 2 changing rooms with showers and toilets. The Groundsman's shed will be at the end of the building on the ground floor.

This build will enable us to host larger functions such as small weddings, parties and all other social events. The new upstairs members bar will give a great viewing of the cricket and allow us to run functions alongside the cricket throughout the summer. This will therefore open a few paid jobs to the local community as

plenty of bar staff will be required to work along side our team of amazing volunteers.

This will also secure the structures of the club for another 100 years and allow live sport to entertain the local community for decades to come.

Potential Opportunities:

- Buy a brick (get involved and sponsor your very own brick - prices TBC - a large display within the new club house will exhibit your name and reward you for your generosity)
- Sponsor both indoor bars, the home and away dressing room or the entrance to the club house.
- Have your say! (by donating £tbc have your own say on what you'd like to be included in the build. After all ideas have been collected the everyone will vote on which ones will stay and which will go)



CONTACT

If you would like to become a Downend Cricket Club sponsor in any capacity, using our pre-ordained packages, a more bespoke offer or even have any questions regarding our sponsorship, please get in touch at the email address below.

✉ sponsorship@downendcricket.co.uk

☎ 0117 956 0164

🌐 downendcricket.co.uk

📍 W G Grace Memorial Ground, Downend Rd,
Bristol BS16 5UF



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