



# Doing Great Business THROUGH CRICKET 2019

Hospitality | Sponsorship | Advertising | Networking



Proud to be  
**DERBYSHIRE**

**DERBYSHIRE**  
**EXPERIENCE**  
More than just Cricket



# DERBYSHIRE County Cricket Club WELCOME

**Doing great business through cricket. See what Derbyshire County Cricket Club can offer your business...**

-  Bespoke sponsorship and advertising packages, giving your business local and national exposure
-  Entertain clients with one of our matchday hospitality packages
-  Join our exclusive 1870 Business Club and network with over 100 local companies with a backdrop of elite professional sport







DERBYSHIRE County Cricket Club

# DERBY - A GREAT CITY TO INVEST

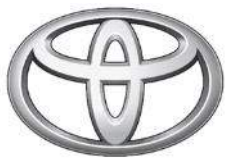
*“Derby has been an economic success story this decade.”*  
*Financial Times*

Derby is the UK Capital of Innovation, home to global brands Rolls-Royce, Toyota UK and Bombardier as well as their extensive supply chains and a vibrant business community.

The city has attracted £4.5 billion of investment in the last ten years and was recognised in 2018 for having the second fastest growing city economy in the UK.

At the heart of the UK's transport network, Derby has unrivalled connections - London St Pancras is only 89 minutes away by train and East Midlands Airport is a 20-minute drive.

The city is surrounded by the stunning countryside and impressive heritage of Derbyshire, which offers an outstanding quality of life. Employers recruit staff safe in the knowledge that they will find Derby an attractive place in which to live, work and relax.



**TOYOTA**



**BOMBARDIER**



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# DERBYSHIRE County Cricket Club BE PART OF THE CLUB

## PARTNERSHIP OPPORTUNITIES

- **Corporate Hospitality** - Spend quality time entertaining guests and watching cricket.
- **Brand Awareness** - Naming rights and advertising opportunities at The County Ground, and on kits or online at [derbyshireccc.com](http://derbyshireccc.com).
- **Matchday Sponsorship** - Make your business part of the matchday experience with crowds of up to 5,000 people - and Sky Sports television audiences - at The County Ground, Derby and Queen's Park, Chesterfield.
- **1870 Business Club** - Network with over 100 other businesses in the local Derbyshire area.

## PREMIUM FACILITIES

- Premium facilities for successful Hospitality and Events following a £3million investment
- The Pavilion is ideal for events of up to 200 people and offers a sophisticated matchday experience from the Pattonair Executive Lounge when you become a Pattonair Executive Member
- With enhanced outdoor seating and a new Business & Media Centre, The County Ground is Derbyshire's premier hub for great cricket, successful business and engaging community activity.







# DERBYSHIRE County Cricket Club BUSINESS EXPOSURE

Reach new audiences and build awareness for your business with our sponsorship and advertising

- **TV:** Over 50 hours of TV exposure in the UK each year (70 hours worldwide)
- **VISIT:** Over 70,000 people visit The County Ground each year for cricket and events
- **SOCIAL:** Over 120,000 people follow the Club across its social media channels
- **DATABASE:** Over 24,000 contacts on the Club's database
- **WEBSITE:** Over 1 million page views each year
- **LIVE STREAM:** Over 100,000 views of the Club's new matchday live stream service



**60,000 LIKES**  
December 2018



**50,000 FOLLOWERS**  
December 2018



**700 CONNECTIONS**  
December 2018



**13,000 FOLLOWERS**  
December 2018

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# BATTING ORDER

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*12 Digital Sponsorship / Advertising*

*13 Player Sponsorship*

**14 Hospitality Packages (by competition)**

*20 Gold / Premium Seating*

**22 Club Events**

**23 Pattonair Executive Membership**







# DERBYSHIRE County Cricket Club 1870 BUSINESS CLUB: B2B OPPORTUNITIES





# DERBYSHIRE County Cricket Club 1870 BUSINESS CLUB

Derbyshire County Cricket Club's 1870 Business Club is a relaxed and informal environment where local businesses can meet, create new contacts and watch first-class cricket.

The 1870 Business Club has over 100 local, regional and national businesses gaining automatic membership to the exclusive club by spending in excess of £2,000 (per annum) on either sponsorship, advertising, events and/or hospitality.

As a member, businesses can not only develop their bespoke package but there are also a range of benefits which include:

- Two complimentary places to all 1870 Business Club Lunch and Afternoon Tea events
- Opportunity to meet business contacts from over 100 companies
- 20% discount on additional VIP matchday hospitality bookings during the 2019 season
- Company logo on our dedicated 1870 Business Club web page
- Complimentary use of the Greene King IPA hospitality box in the Pavilion for one meeting during 2019
- 10% discount off room hire and day delegate rates for any conference, meetings or event bookings during 2019

## SAMPLE 1870 BUSINESS CLUB PACKAGE

### Corporate and Business Networking Events

- 8 VIP Matchday hospitality places at a Derbyshire One-Day Cup match
- 10 VIP Matchday hospitality places at a Derbyshire Falcons Vitality Blast match
- 2 places at each 1870 Business Club Afternoon Tea event
- 2 places at each 1870 Business Club Lunch event
- 10 match tickets for employees to use during the season

### Brand Awareness

- One perimeter ground advertising board (24ft x 3ft) – including production
- Link to company website from the Derbyshire CCC 1870 Business Club website page
- Company name on the electronic scoreboard at all matches at The County Ground

### Price

Rate Card Price for 2019 is £3,650 + VAT

Applying the 1870 Business Club discount gives a reduced fee of **£2,920 + VAT**







# DERBYSHIRE County Cricket Club 1870 BUSINESS CLUB

Additional places can be purchased for our 1870 Business Club events

## 1870 BUSINESS NETWORKING LUNCH 12noon - 2.30pm

- Network Lunch with more than a century of local business executives
- Two Course Lunch
- Inspirational Guest Speakers
- Stay on after the event to continue networking while you enjoy live top-class cricket action (*fixture dependent*)
- Prime View Seating Location

**£35 + VAT per person**

## 1870 BUSINESS NETWORKING AFTERNOON TEA 3pm - 6pm

- Traditional Afternoon Tea
- Inspirational Guest Speakers
- Stay on after the event to continue networking while you enjoy live top-class cricket action (*fixture dependent*)
- Prime View Seating Location

**£25 + VAT per person**

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# DERBYSHIRE County Cricket Club MATCHDAY SPONSORSHIP

## MATCH SPONSORSHIP

Sponsor a Vitality Blast (20-over match) or Royal London One-Day Cup (50-over match) fixture and receive the following:

- Full Corporate Hospitality for 20 people at the match including car parking for all of your guests.
- Revolving advert on the electronic scoreboard visible by up to 5,000 spectators - and Sky Sports television audiences.
- Article to appear on *derbyshireccc.com* announcing your sponsorship with a link through to your company website.
- Public address announcement before the match, after the match and during the innings break.
- The opportunity for a representative of your company or client to join the Captains for the toss from which we will provide a commemorative photograph in electronic format.
- The opportunity for your staff to claim up to an additional 20 free tickets and come along to enjoy the occasion with their families and friends (special offers on extra tickets available upon request).

**£2500 + VAT**

## MATCHBALL SPONSORSHIP

Sponsor the matchball at a Vitality Blast (20-over match) or Royal London One-Day Cup (50-over match) and receive the following:

- Full Corporate Hospitality for 4 people at the match including car parking for all of your guests
- Post match presentation
- Revolving advert on the electronic scoreboard visible by up to 5,000 spectators at Vitality Blast fixtures.
- Public address announcement before the match, after the match and during the innings break.
- The opportunity for your staff to claim up to an additional 10 free tickets and come along to enjoy the occasion with their families and friends (special offers on extra tickets available at request).

**£600 + VAT**







# DERBYSHIRE County Cricket Club ADVERTISING PACKAGES

## GROUND ADVERTISING SITES

Build the profile of your business with prominent branding visible to over 70,000 people, who visit The County Ground each year for cricket and non-cricket events.

### BOUNDARY ADVERTISING BOARDS

12ft / 3ft - £1,250 + VAT or 24ft / 3ft - £2,100 + VAT

Various Larger Advertising sites situated around the ground including external visibility from Pentagon Roundabout and the Derbyshire CCC, Nuffield Health Gym (Approx. 8,000 members) and Travelodge (100 rooms) service road.

### ELECTRONIC SCOREBOARD

Revolving business name on the electronic scoreboard all year round.

£275 + VAT

### MATCHDAY PROGRAMME

Advertisement in the 2019 editions of our Matchday Programmes which are for sale on the gates and complimentary to all Hospitality Guests and Executive Members.

Half page - £450 + VAT

Full page - £750 + VAT

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# DERBYSHIRE County Cricket Club DIGITAL SPONSORSHIP / ADVERTISING

## Reach wider audiences with our digital packages

### LIVE STREAM SERVICE: TITLE SPONSOR

Become Derbyshire County Cricket Club's lead digital sponsor, with wide presence across the Club's new live stream / on-demand service.

- Company logo and link on live.derbyshireccc.com web page
- 5-second intro clip with your logo on all on-demand videos
- Company logo and link to website to appear on live stream video player

**£7,500 + VAT per season**

### LIVE STREAM SERVICE: ADVERTISING

Advertise your company on our live stream / on-demand web pages, reaching over 20,000 people during the season.

- Company advert / logo to appear on video on-demand micro-site alongside content
- Link to company website

**From £500 + VAT per month** (1 month, 3 months and full season options)

### SOCIAL MEDIA ADVERTISING

Reach over 100,000 people with advertising across Derbyshire's social media accounts; includes matchday graphics, team sheet sponsor and as live video clips.

**Bespoke packages - From £500 to £4,000 + VAT per month**



Live Stream service was launched in 2018, with every home non-televised Derbyshire fixture at Derby aired live to a worldwide audience, free-to-air.

**Over 100,000 plays in 2018**

**22,000 unique visitors in the UK**

**Over 25,000 hours total viewing time**

**13 minute average viewing time per visit**





# DERBYSHIRE County Cricket Club PLAYER SPONSORSHIP

## PLAYER SPONSORSHIP

**Sponsor a player (or coach), increase the awareness of your business and join them at the annual Player of the Year Gala Dinner.**

- Company logo to sit on the Player Profiles page on *derbyshireccc.com* throughout the year with a direct link through to your company website. Player Profile pages receive over 30,000 views each year.
- Acknowledgement on the electronic scoreboard with hundreds of loops throughout the season for an aggregate seasonal attendance of around 40,000 matchday visitors.
- Listed alongside your sponsored player in all editions of the Matchday Programme which is for sale on the gates and provided free of charge to all Hospitality guests and Executive Members.
- Gift from your sponsored player at the end of the season.
- Two tickets to the 2019 Player of the Year Gala Dinner (Friday 27 September)

**From £400 + VAT per player**





# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## VITALITY BLAST AT THE COUNTY GROUND



Entertain clients with one of our Vitality Blast matchday hospitality packages while watching cricket in its most explosive form from the best seats in the house.

Hosted in the Kappture Legends Lounge on the top floor of the Air IT Elite Performance Centre or the Greene King IPA Marquee guests enjoy starter and main course before the action starts.

Enjoy dessert during the interval before returning to your seat for the second half and watching the drama of the run-chase unfold.

The package includes:

- Hospitality Matchday Tickets for you and your guests
- Exclusive Hospitality Car Parking
- Starter and Main Course served before the game
- Dessert served during the interval
- Post-match refreshments
- Access to bar facilities throughout the match
- Complimentary Matchday Programme and Scorecard

Range of  
drinks packages  
available to  
pre-order

**£95 + VAT per person**

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### FIXTURES AT THE COUNTY GROUND

**NOTTS OUTLAWS**  
Friday 26 July · 7pm

**WORCESTERSHIRE**  
Tuesday 13 August · 7pm

**LANCASHIRE LIGHTNING**  
Sunday 28 July · 2.30pm

**LEICESTERSHIRE FOXES**  
Thursday 15 Aug · 6.30pm

**DURHAM JETS**  
Friday 9 Aug · 7pm

**NORTHANTS STEELBACKS**  
FRIDAY 23 Aug · 7pm

See Chesterfield Festival for further Vitality Blast fixture







# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## AUSTRALIA TOURIST GAME

### DERBYSHIRE vs AUSTRALIA

Thursday 29 to Saturday 31 August · 11am

Derbyshire will face Australia in a three-day *Aston Lark Tourist Match* from Thursday 29 to Saturday 31 August as part of 2019 Ashes Tour.

Hosted in the Kappture Legends Lounge on the top floor of the Air IT Elite Performance Centre or the Greene King IPA Marquee.

The package includes:

- Hospitality Matchday Tickets for you and your guests
- Exclusive Hospitality Car Parking
- Refreshments on arrival pre-match
- Two-course lunch
- Cheese and Biscuits served at tea
- Access to bar facilities throughout the match
- Complimentary Matchday Programme and Scorecard

Range of  
drinks packages  
available to  
pre-order

**£95 + VAT per person**

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# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## VITALITY IT20

England vs West Indies

Tuesday 25 June · 7pm



Women's World Cup champions and World Twenty20 finalists England will return to Derby in 2019 for a Vitality Blast IT20 against West Indies on Tuesday 25 June.

Heather Knight's side, who ranked number two in the world in Twenty20 cricket, finished as runners-up in the recent ICC Women's World Twenty20 with a number of standout performances.

Hosted in the Kappture Legends Lounge on the top floor of the Air IT Elite Performance Centre or the Greene King IPA Marquee guests enjoy starter and main course before the action starts.

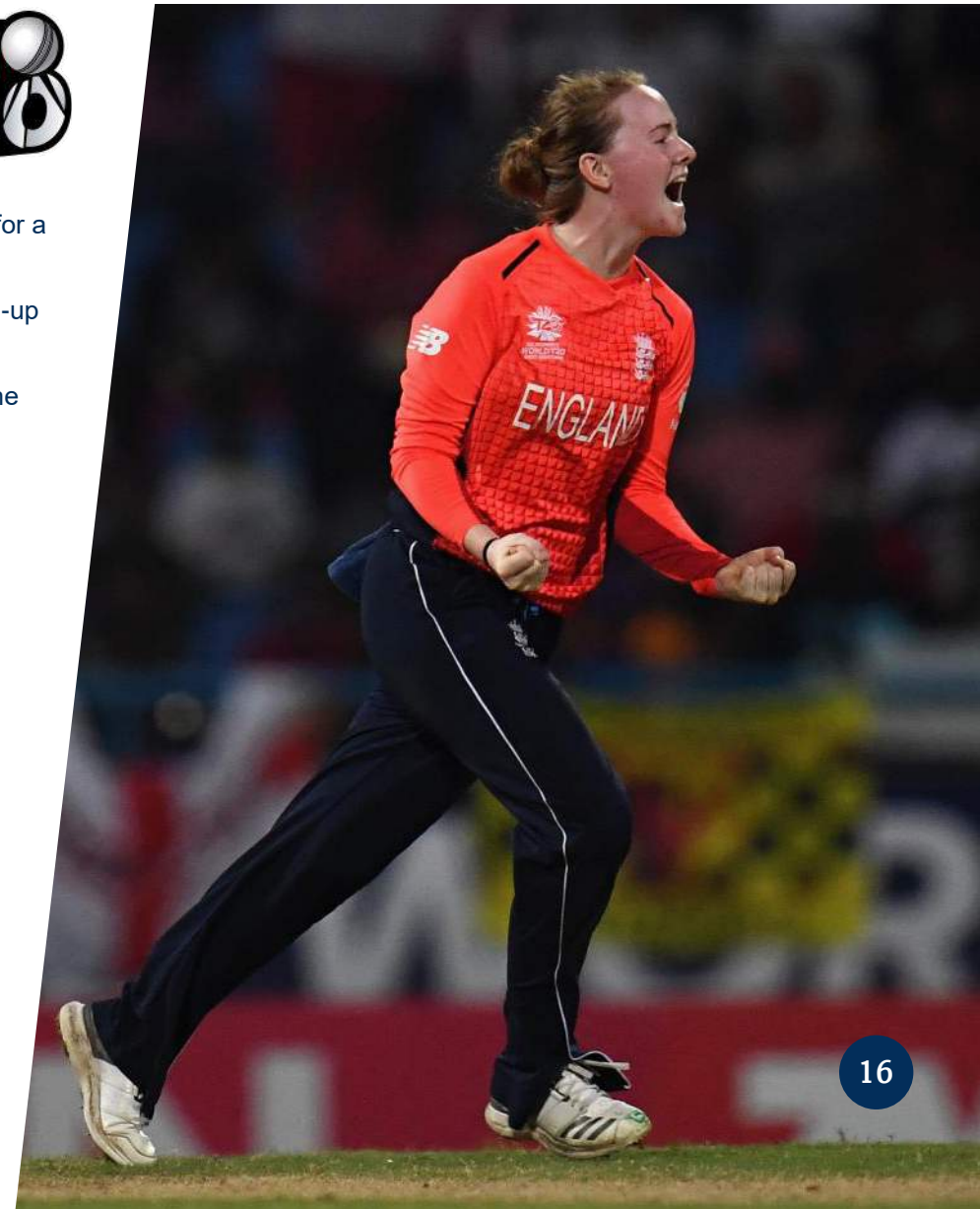
The package includes:

- Hospitality Matchday Tickets for you and your guests
- Exclusive Hospitality Car Parking
- Starter and Main Course served before the game
- Dessert served during the interval
- Post-match refreshments
- Access to bar facilities throughout the match
- Complimentary Matchday Programme and Scorecard

Range of  
drinks packages  
available to  
pre-order

**£85 + VAT per person**

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# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## CHESTERFIELD FESTIVAL OF CRICKET AT QUEEN'S PARK, CHESTERFIELD

The package includes (first three days only):

- Hospitality Matchday Tickets for you and your guests
- Car Park Pass
- Two-Course Lunch (starter and main)
- Traditional English Afternoon Tea
- Complimentary Matchday Programme and Scorecard



**£65 + VAT per person**

The package includes (VITALITY BLAST):

- Hospitality Matchday Tickets for you and your guests
- Car Park Pass
- Starter and Main Course served before the game
- Dessert served during the interval
- Cheese & Biscuits served post match
- Complimentary Matchday Programme and Scorecard



**£95 + VAT per person**

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## FIXTURES AT CHESTERFIELD

**NORTHAMPTONSHIRE**  
County Championship  
Sun 14 to Wed 17 July · 11am

**YORKSHIRE VIKINGS**  
Vitality Blast  
Saturday 20 July · 2.30pm







# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## ROYAL LONDON ONE-DAY CUP AT THE COUNTY GROUND



Spend quality time with your clients whilst taking in the drama of a run-chase and a result on the day.

Hosted in the Pattonair Executive Lounge with balcony seating and prime views of the action.

The package includes:

- Hospitality Matchday Tickets for you and your guests
- Exclusive Hospitality Car Parking
- Bacon cobs and tea and coffee served pre-match
- Two-course dinner served between innings
- Access to bar facilities throughout the match
- Complimentary Scorecard
- Prime viewing position as the action unfolds

Range of  
drinks packages  
available to  
pre-order

**£70 + VAT per person**



### **FIXTURES AT THE COUNTY GROUND**

**NORTHAMPTONSHIRE**  
Friday 19 April · 11am

**WARWICKSHIRE**  
Tuesday 30 April · 11am

**NOTTINGHAMSHIRE**  
Sunday 21 April · 11am

**WORCESTERSHIRE**  
Monday 6 May · 11am

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# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## COUNTY CHAMPIONSHIP AT THE COUNTY GROUND



Hosted in the Pattonair Executive Lounge with balcony seating and prime views of the action.

The package includes:

- Hospitality Matchday Tickets for you and your guests
- Exclusive Hospitality Car Parking
- Bacon cobs and tea and coffee served pre-match
- Two-course lunch
- Afternoon tea, comprising of sandwiches and cakes *(served at the tea interval)*
- Access to bar facilities throughout the match
- Complimentary Scorecard
- Prime viewing position as the action unfolds

Range of  
drinks packages  
available to  
pre-order

**£60 + VAT per person**



## FIXTURES AT THE COUNTY GROUND

**DURHAM**  
Fri 5 to Mon 8 April · 11am

**MIDDLESEX**  
Sun 30 June to Wed 3 July · 11am

**GLAMORGAN**  
Mon 20 to Thu 23 May · 11am

**GLOUCESTERSHIRE**  
Sun 18 to Wed 21 Aug · 11am

**LANCASHIRE**  
Mon 17 to Thu 20 June · 11am

**SUSSEX**  
Mon 16 to Thu 19 Sept · 10.30am

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# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## GOLD HOSPITALITY

### Private Boxes in The Pavilion

The Club has five private boxes located on the bottom floor of The Pavilion, each with outdoor seating where you can watch the drama unfold.

The package includes:

- Hospitality Matchday Tickets for you and your guests
- Exclusive Hospitality Car Parking
- Deluxe Buffet
- Waiter/Waitress bar service throughout the match
- Complimentary Matchday Programme and Scorecard
- Prime viewing position as the action unfolds

Range of  
drinks packages  
available to  
pre-order



**£595 + VAT**  
Capacity 8



**£480 + VAT**  
Capacity 8  
Includes refreshments on arrival

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# DERBYSHIRE County Cricket Club PREMIER SEATING

## PREMIER SEATING

### Boardroom Hospitality

Minimum booking 20 people. Capacity 30 people.

Watch the action from our newly-renovated Boardroom, containing memorabilia from Derbyshire's rich heritage.

The package includes:

- Hospitality Matchday Tickets for you and your guests
- Exclusive Hospitality Car Parking
- Exclusive entry to Boardroom hospitality facility
- Deluxe Buffet
- Waiter/Waitress bar service throughout the match
- Complimentary Matchday Programme and Scorecard
- Prime viewing position as the action unfolds



**£70 + VAT per person**



**£60 + VAT per person**

Includes refreshments on arrival

Range of  
drinks packages  
available to  
pre-order

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# DERBYSHIRE County Cricket Club CLUB EVENTS

## ANNUAL GOLF TOURNAMENT

Morley Hayes Golf Club | Wednesday 26 June

- Team of Four in Annual Golf Day Tournament
- Enjoy a round at one of Derbyshire's most picturesque and enjoyable courses alongside Derbyshire players, coaching staff and members of the local business community
- Cooked breakfast on arrival before shotgun start
- Three-course dinner with presentations
- Sponsored hole featuring your business branding

**£400 + VAT (team of four)**

## PLAYER OF THE YEAR GALA DINNER

The County Ground | Friday 27 September

The prestigious end-of-season event sells out months in advance and brings the season to a fitting end as we celebrate the summer's success stories alongside our players and their families.

- Black Tie Event
- Drinks Reception
- Four Course Dinner
- Awards Presentation and After Party
- Access to bar facilities

**£55 + VAT per person**



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DERBYSHIRE County Cricket Club

# PATTONAIR EXECUTIVE MEMBERSHIP

## EXECUTIVE MEMBERSHIP

Become a member of the Pattonair Executive Club and watch Derbyshire from some of the best seats in the house in 2019.

- Entry to exclusive Pattonair Executive Lounge.
- Car parking facilities for all matchdays (subject to availability).
- Complimentary Scorecard available at each match you attend.
- Complimentary Tea, Coffee and Biscuits.
- Waiter/Waitress table service.
- Five Executive Club complimentary guest day passes including match tickets to be used during the season (*excluding Category A matches*)
- Invitation to annual Chairman's Lunch event in 2019

### **£495 per person**

*(£525 after 1st February 2019 Early Bird deadline)*

### **£725 Partner Membership**

*(£749 after 1st February 2019 Early Bird deadline)*

*Includes two Membership Cards*







The County Ground  
Nottingham Road  
Derby  
DE21 6DA  
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