



# Doing Great Business **THROUGH CRICKET** 2021

Hospitality | Sponsorship | Advertising | Networking





## **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 80 local companies with a backdrop of elite professional sport





DERBYSHIRE County Cricket Club

# DERBY - A GREAT CITY TO INVEST IN

*"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 Alstom as well as their extensive supply chains and a vibrant business community.

The city has attracted £2.8 billion of investment in the last five years and has set out a pipeline which will deliver a further £1.2 billion of investment, creating 10,000 jobs

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.



incora™





# 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 Incora 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 audiences - at The Incora County Ground, Derby and Queen's Park, Chesterfield.
- **1870 Business Club** - Network with over 80 other businesses in the local Derbyshire area.

## PREMIUM FACILITIES

- Premium facilities for successful Hospitality and Events following a £3million investment
- The Incora Pavilion is ideal for events of up to 200 people and offers a sophisticated matchday experience from the Incora Executive Lounge when you become a Incora Executive Member
- With enhanced outdoor seating and the WDS Business & Media Centre, The Incora 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 60 hours of TV exposure in the UK each year  
(70 hours worldwide)
- **VISIT:** Over 90,000 people visit The Incora County Ground each  
year for cricket and non-Cricket events
- **SOCIAL:** Over 130,000 people follow the Club across it's  
social media channels
- **DATABASE:** Over 24,000 contacts on the Club's database
- **WEBSITE:** Over 1 million page views each year
- **LIVE STREAM:** Over 125,000 views of the Club's  
matchday live stream service across more than 130 countries



**63,000 LIKES**  
December 2020



**64,000 FOLLOWERS**  
December 2020



**1,200 CONNECTIONS**  
December 2020



**21,000 FOLLOWERS**  
December 2020

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# DERBYSHIRE County Cricket Club 1870 BUSINESS CLUB MEMBERS





# 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 80 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 (min four per year)
- Opportunity to meet business contacts from over 80 companies
- 20% discount on additional VIP matchday hospitality bookings during the 2021 season
- Company logo on our dedicated 1870 Business Club web page
- Complimentary use of the Greene King IPA hospitality box in the Incora Pavilion for one meeting during 2021
- 10% discount off room hire and day delegate rates for any conference, meetings or event bookings during 2021

## SAMPLE 1870 BUSINESS CLUB PACKAGE

### Matchday Hospitality

- 8 VIP Matchday hospitality places at a Derbyshire One-Day Cup match
- 10 VIP Matchday hospitality places at a Derbyshire Falcons Vitality Blast match
- 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 Incora County Ground

### Price

Rate Card Price for 2021 is £3,750 + VAT

Applying our 1870 Business Club discount of 20% gives a reduced fee of **£3,000 + 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

- Networking Lunch with fellow 1870 Business Club Members
- Two Course Lunch
- Glass of wine
- Inspirational Guest Speakers
- Stay on after the event to continue networking while you enjoy live top-class cricket action (*fixture dependent*), with prime viewing 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*), with prime viewing location

**£25 + VAT per person**





# 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 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).

**£2,500 + VAT** (£2,750 + VAT for Notts or Yorkshire T20).

## MATCH BALL SPONSORSHIP

Sponsor the match ball at a Vitality Blast (20-over match) or Royal London 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** (£750 + VAT for Notts or Yorkshire T20).





# DERBYSHIRE County Cricket Club ADVERTISING PACKAGES

## GROUND ADVERTISING SITES

Build the profile of your business with prominent branding visible to over 90,000 people, who visit The Incora County Ground each year for cricket and non-cricket events.

### BOUNDARY ADVERTISING BOARDS

24ft / 3ft - £2,100 + VAT

There are various larger Advertising sites situated around the ground including external visibility from Pentagon Roundabout and the Nuffield Health Gym (Approx. 8,000 members) and Travelodge (100 rooms) service road. Please get in contact to find out more.

### ELECTRONIC SCOREBOARD

Revolving business name on the electronic scoreboard all year round.

£275 + VAT

### MATCHDAY PROGRAMME

Advertisement in the 2021 Matchday Programme which is on sale online and complimentary to all Hospitality Guests and Executive Members.

Half page - £450 + VAT

Full page - £750 + VAT





# 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 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 2019, with every home non-televised Derbyshire fixture at Derby aired live to a worldwide audience, free-to-air.

**Over 120,000 plays in 2020**

**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 End of Season Player of the Year Gala Dinner

**Prices from £400 + VAT per player**





## DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

### VITALITY BLAST AT THE INCORA 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 & Car Parking for you and your guests
- Welcome drink on arrival
- Four-course deluxe meal
- Starter and Main Course served before the game
- Dessert served during the interval
- Cheese & Biscuits served in the second innings or post match
- Complimentary Matchday Programme and Scorecard

Date and opponent	Legends Lounge	Marquee
* Birmingham Bears - Sunday 13th June	N/A	£85 +vat pp
* Lancashire Lightning - Tuesday 15th June	N/A	£95 +vat pp
* Northants Steelbacks - Thursday 17th June	N/A	£85 +vat pp
Leicestershire Foxes - Tuesday 22nd June	£95 +vat pp	N/A
Notts Outlaws - Friday 25th June	£105 +vat pp	£95+ vat pp
Worcestershire Rapids - Friday 2nd July	£95 +vat pp	£85+ vat pp

Range of  
drinks packages  
available to  
pre-order



# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## BRM SOLICITORS 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 (including cakes)
- Complimentary Matchday Programme and Scorecard



**£65 + VAT per person**

The package includes (VITALITY BLAST):

- Hospitality Matchday Tickets & Car Parking for you and your guests
- Four-course deluxe meal
- Starter and Main Course served before the game
- Dessert served during the interval
- Cheese & Biscuits served second innings or post match
- Complimentary Matchday Programme and Scorecard



**£105 + VAT per person**



### **FIXTURES AT CHESTERFIELD**

Opponent	Competition	Date	Start time
Essex	County Championship	Sun 11— Wed 14 July	11.00am
Yorkshire Vikings	Vitality Blast	Sun 18 July	2.30pm





## DERBYSHIRE County Cricket Club CLUB EVENTS

### ANNUAL GOLF TOURNAMENT

#### Morley Hayes Golf Club

- 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 Incora County Ground

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, their families, key club contacts and a number of sponsors and partners of the club.

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

**£70 + VAT per person**

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# DERBYSHIRE County Cricket Club INCORA EXECUTIVE MEMBERSHIP

## EXECUTIVE MEMBERSHIP

Become a member of the Incora Executive Club and watch Derbyshire from some of the best seats in the house in 2021.

- Entry to exclusive Incora 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 2021

**£495 per person**

**£725 Partner Membership**





# DERBYSHIRE County Cricket Club BUSINESS MEMBERSHIP

## BUSINESS MEMBERSHIP

Enjoy a transferable Membership for your business, with the flexibility to offer entry to all regular-season home days of cricket as incentives or rewards for colleagues.

- Entry to the Incora Members' Lounge
- Transferable Membership across the company
- Priority car parking available (*additional £65 per Membership*)

**£450 per two Business Memberships**

*(Offers available for more than two Memberships)*



**April - September**



**June - July**



**July - August**





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