



Doing Great Business **THROUGH CRICKET** 2022

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

“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 £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.

As the city bids to become the 2025 City of Culture, celebrating Derby's rich history, sporting integrity and diversity, businesses continue to thrive in the heart of England.





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, on match and training kits or online at 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 Pavilion is ideal for events of up to 200 people and offers a sophisticated matchday experience from the Incora Executive Lounge when you become an 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 160,000 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 1,000,000 views of the Club's
matchday live stream service across more than 130 countries



70,000 LIKES
December 2021



67,800 FOLLOWERS
December 2021



1,500 CONNECTIONS
December 2021



25,000 FOLLOWERS
December 2021

Proud to be
DERBYSHIRE





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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 experience the thrill of cricket in Derbyshire.

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 a bespoke package with us, but there are also a range of benefits which include:

- Two complimentary places to all 1870 Business Club Breakfast, Lunch and Afternoon Tea events (minimum six events per year)
- Opportunity to meet business contacts from over 80 companies
- 20% discount on additional VIP matchday hospitality bookings during the 2022 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 2022
- 10% discount off room hire and day delegate rates for any conference, meetings or event bookings during 2022

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 2022 is £3,500 + VAT





DERBYSHIRE County Cricket Club **1870 BUSINESS CLUB**

1870 BUSINESS CLUB BREAKFAST EVENTS **8am - 9:30am**

- Breakfast turnovers and tea & coffee
- Inspirational Guest Speakers

£15 + VAT per person

1870 BUSINESS CLUB LUNCH EVENTS **12pm - 2.30pm**

- Networking Lunch with fellow 1870 Business Club Members
- Two Course Lunch
- 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

£40 + VAT per person

1870 BUSINESS CLUB AFTERNOON TEA EVENTS **3pm - 5pm**

- 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 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 our brand-new 80m² digital screen (in Derby), visible by up to 5,000 spectators and Sky Sports audiences.
- Article to appear on *derbyshireccc.com* announcing your match sponsorship with a personalised message from your business and 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 coin toss from which we will provide a commemorative photograph in electronic format.
- Post match presentation
- 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 rates available on any additional match tickets).

£2,750 + VAT for Vitality Blast games (£3,000 + VAT for Notts or Yorkshire T20).

£2,000 + VAT for Royal London Cup



MATCHBALL SPONSORSHIP

Sponsor the matchball 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 our brand-new 80m² digital screen (in Derby), visible by up to 5,000 spectators and Sky Sports audiences.
- 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 rates available on any additional match tickets).

£700 + VAT for Vitality Blast games (£800 + VAT for Notts or Yorkshire T20).

£500 + VAT for Royal London Cup





DERBYSHIRE County Cricket Club ADVERTISING PACKAGES

GROUND ADVERTISING OPTIONS

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, plus visibility via our online Live Stream for home fixtures.

DIGITAL SCREEN

80M² - £3,000 + VAT

New for 2022, advertise via our brand-new 80m2 digital screen, visible to those attending all home domestic fixtures at The Incora County Ground. Your ten second advert will be on a reel, with a maximum of nine other adverts, and visible before the start of play, and during any lunch, tea or change of innings breaks.

BOUNDARY ADVERTISING BOARDS

24ft / 3ft - £2,100 + VAT

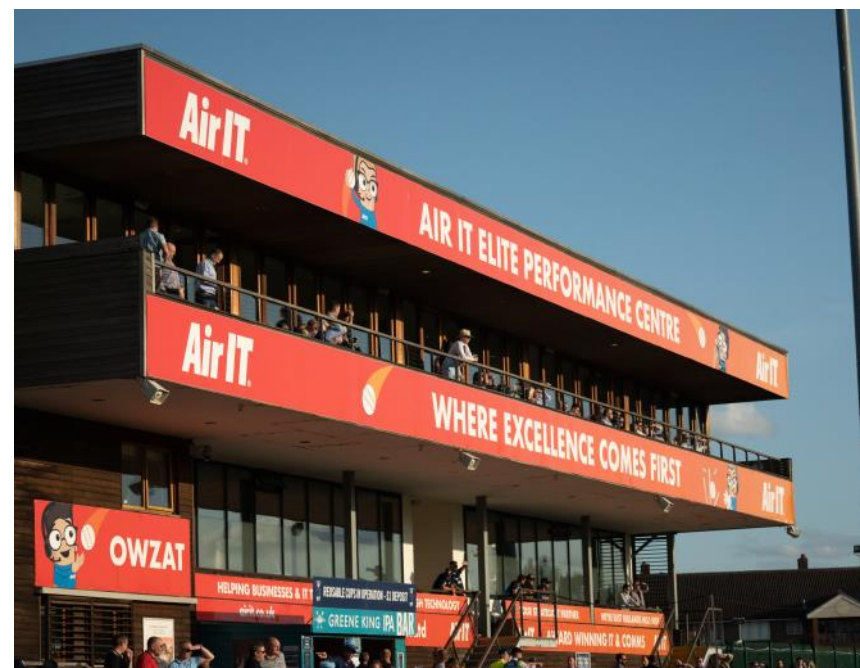
There are also various larger advertising opportunities around the ground including external visibility from Pentagon Roundabout and the Nuffield Health Gym (Approx. 8,000 members) and Travelodge (100 rooms) service road. Please get in contact to find out what availability we have and associated costs.

MATCHDAY PROGRAMME

Half page - £450 + VAT

Full page - £750 + VAT

Advertisement in the 2022 Matchday Programme which is on sale at the gates and complimentary to all Hospitality Guests and Executive Members.





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 in-house match centre
- 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 available)

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 competition



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 1,000,000 plays in 2021

Average of 8,000 unique visitors per matchday
in the UK

Over 25,000 hours total viewing time per matchday

In-ground advertising visible regularly with
multi-angle cameras.

In partnership with **PURPOSE MEDIA.**



DERBYSHIRE County Cricket Club **PLAYER SPONSORSHIP**

PLAYER SPONSORSHIP

Sponsor a player (or coach), increase the awareness of your business and join them at our 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 a welcome drink on arrival, 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 - Friday 27th May	£105 +vat pp	£95 +vat pp
Notts Outlaws - Friday 3rd June	£105 +vat pp	£95 +vat pp
Leicestershire Foxes - Thursday 9th June	£95 +vat pp	n/a
Northants Steelbacks - Tuesday 21st June	£90 +vat pp	n/a
Lancashire Lightning - Friday 24th June	£105 +vat pp	£95 +vat pp
Durham - Sunday 3rd July	£90 +vat pp	n/a

Range of
drinks packages
available to
pre-purchase



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
- Pastries and tea & coffee available on arrival
- Two-Course Lunch (starter and main)
- Afternoon tea, comprising of cakes and scones (served at the tea interval)
- Complimentary Matchday Programme and Scorecard



£70 + VAT per person

The package includes (VITALITY BLAST):

- 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 second innings
- Complimentary Matchday Programme and Scorecard



£105 + VAT per person



Range of
drinks packages
available to
pre-purchase



FIXTURES AT CHESTERFIELD

Opponent	Competition	Date	Start time
Middlesex	County Championship	Sun 12— Wed 15 June	11AM
Yorkshire Vikings	Vitality Blast	Sat 18 June	2.30PM





DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

England IT20s vs South Africa and India AT THE INCORA COUNTY GROUND

Entertain clients with world-class international cricket, as England host South Africa and India in thrilling Twenty20 action at The Incora County Ground this summer.

England have not lost in Derby since 2017, with Heather Knight's aiming to extend their unbeaten run at the ground against two more of the best sides in the world.

First, England face South Africa on Monday 25 July, before hosting India on Tuesday 13 September.

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



Fixture	Date	Legends Lounge
England Women vs South Africa Women	Monday 25 July (6.30pm start)	£95 + vat pp
England Women vs India Women	Tuesday 13 September (6.30pm start)	£95 + vat pp



DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

ROYAL LONDON CUP AT THE INCORA 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 Incora Executive Lounge with balcony seating, or in the Greene King IPA Marquee.

The package includes:

- Hospitality Matchday Tickets for you and your guests
- Exclusive Hospitality Car Parking
- Breakfast turnovers and unlimited tea & coffee
- Two-course dinner served between innings (main and desert)
- Access to bar facilities throughout the match
- Complimentary Scorecard and programme
- Prime viewing position as the action unfolds

£75 + VAT per person

Range of
drinks packages
available to
pre-order

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FIXTURES AT THE INCORA COUNTY GROUND

GLAMORGAN

Tuesday 2 August · 11am

HAMPSHIRE

Friday 12 August · 11am

KENT

Wednesday 17 August · 11am



DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

COUNTY CHAMPIONSHIP AT THE INCORA COUNTY GROUND



Hosted in the Incora 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
- Breakfast turnovers and unlimited tea & coffee
- Two-course lunch (main and dessert)
- Afternoon tea, comprising of cakes and scones *(served at the tea interval)*
- Access to bar facilities throughout the match
- Complimentary Scorecard and Programme
- Prime viewing position as the action unfolds

£70 + VAT per person

Range of
drinks packages
available to
pre-purchase

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FIXTURES

AT THE INCORA COUNTY GROUND

SUSSEX

Thu 14th - Sun 17th April
11am

NOTTINGHAMSHIRE

Tue 19th - Fri 22nd July
11am

GLAMORGAN

Thu 28th April - Sun 1st May
11am

DURHAM

Mon 5th - Thu 8th September
10.30am

WORCESTERSHIRE

Thu 12th - Sun 15th May
11am

LEICESTERSHIRE

Mon 26th - Thu 29th September
10.30am



DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

PRIVATE BOX HOSPITALITY

Exclusive Boxes in The Incora Pavilion

The Club has five private boxes located on the ground floor of The Incora Pavilion, and we can cater for group sizes ranging from six to twenty-five, or anything in between.

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-purchase

Date and opponent	Private Boxes
Birmingham Bears - Friday 27th May	£99 +vat pp
Notts Outlaws - Friday 3rd June	£99 +vat pp
Leicestershire Foxes - Thursday 9th June	£90 +vat pp
Northants Steelbacks - Tuesday 21st June	£85 +vat pp
Lancashire Lightning - Friday 24th June	£99 +vat pp
Durham - Sunday 3rd July	£85 +vat pp

*if you wish to find out about Private Box options for our non Vitality Blast fixtures, email jimmy.drew@derbyshireccc.com





DERBYSHIRE County Cricket Club **CLUB EVENTS**

ANNUAL GOLF TOURNAMENT

Tuesday 10th May - 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 followed by presentation and prize giving
- Sponsored hole featuring your business branding

£400 + VAT (team of four)

PLAYER OF THE YEAR GALA DINNER

Saturday 1st October - 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





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 2022.

- 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 2022

£525 per person

£749 Partner Membership (Includes two transferable 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 £75 per Membership*)

£450 per two Business Memberships

(Offers available for in excess of two Memberships)



April - September



May - July



August





The Incora County Ground

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Derby

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