



# Doing Great Business **THROUGH CRICKET** 2023

Hospitality | Sponsorship | Advertising | Networking



WE ARE  
**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 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.

Derby's has a rich history, sporting integrity and diversity and businesses continue to thrive here in the heart of England.



incora™



ALSTOM



UNIVERSITY OF  
DERBY





# 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](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 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 120 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 180,000 people follow the Club across it's  
social media channels
- **DATABASE:** Over 40,000 contacts on the Club's database
- **WEBSITE:** Over 1 million page views each year
- **LIVE STREAM:** Over 2 million views of the Club's  
matchday live stream service across more than 130 countries



**83,000 LIKES**  
December 2022



**75,700 FOLLOWERS**  
December 2022



**2,200 CONNECTIONS**  
December 2022



**28,500 FOLLOWERS**  
December 2022

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 (or a mix of these).

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 2023 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 2023  
10% discount off room hire and day delegate rates for any conference, meetings or event bookings during 2023







# DERBYSHIRE County Cricket Club 1870 BUSINESS CLUB

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

- Breakfast turnovers and tea & coffee
- Inspirational Guest Speakers

£20 + VAT per person (for non 1870 Members or when booking additional places)

## 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

£45 + VAT per person (for non 1870 Members or when booking additional places)

## 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

£30 + VAT per person (for non 1870 Members or when booking additional places)





# 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 80m<sup>2</sup> 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).

**£2,850 + VAT for Vitality Blast games** (£3,200 + 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 80m<sup>2</sup> 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).

**£750 + VAT for Vitality Blast games** (£850 + VAT for Notts or Yorkshire T20).

**£550 + 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

80m<sup>2</sup> - £3,000 + VAT (or £5,000 + VAT for 2 years)

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

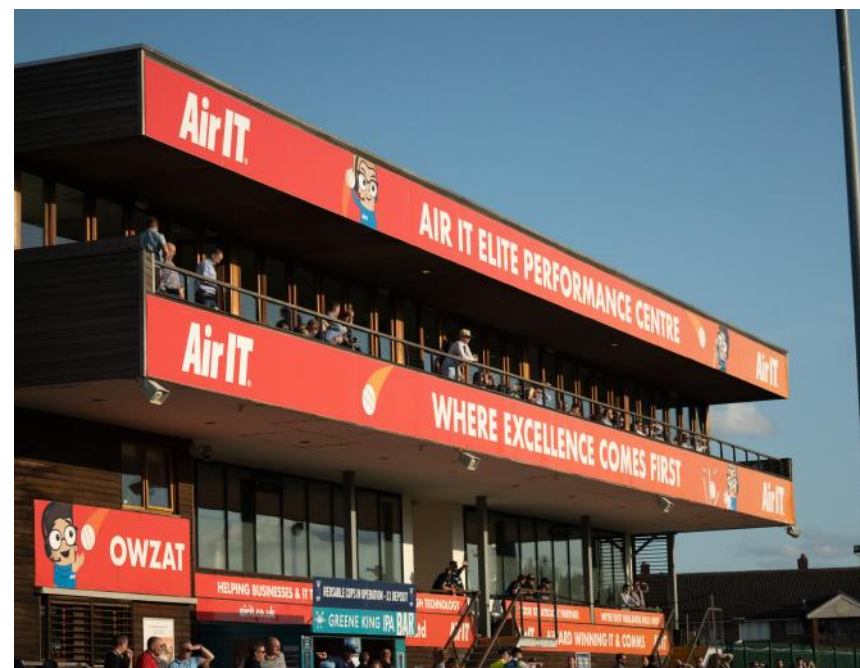
24ft / 3ft - £2,200 + VAT

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

Full page - £800 + VAT

Advertisement in the 2023 Matchday Programme which is on sale at the gates and complimentary to all Hospitality Guests and Executive Members.







# DERBYSHIRE County Cricket Club ADVERTISING PACKAGES

## SOCIAL MEDIA ADVERTISING

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.

### 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 £5,000 + VAT per competition**

### LIVE STREAM SOCIAL CLIP

Company logo to appear on all match footage clips.

**Bespoke packages - From £2,500+ VAT per competition**

Bespoke packages available, such as team sheet sponsor, interval sponsor and more. Contact us to find out more.





# DERBYSHIRE County Cricket Club DIGITAL SPONSORSHIP / ADVERTISING

## Reach a new audience with digital advertising

### 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

**Bespoke packages - per competition**

### LIVE STREAM SERVICE: PRE-ROLL

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

- Five second intro clip with your logo—played once per session and during intervals
- Link to company website

**From £750 + VAT per competition**

### LIVE STREAM SERVICE: WEB ADVERTISING

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

**Bespoke packages - From £300 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 2,000,000 plays in 2022**

**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](http://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 (date for 2023 is Saturday 30th September)

**Prices from £450 + 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
Northants Steelbacks - Monday 29th May	£95 +vat pp	n/a
Birmingham Bears - Friday 2nd June	£115 +vat pp	£105 +vat pp
Notts Outlaws - Friday 9th June	£115 +vat pp	£105 +vat pp
Leicestershire Foxes - Friday 30th June	£110 +vat pp	n/a
Worcestershire Rapids - Sunday 2nd July	£95 +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 available 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



### £75 + 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



### £110 + VAT per person



Range of  
drinks packages  
available to  
pre-purchase



### FIXTURES AT CHESTERFIELD

Opponent	Competition	Date	Start time
Yorkshire	County Championship	Sun 11— Wed 14 June	11AM
Yorkshire Vikings	Vitality Blast	Sun 18 June	2.30PM





# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## England Vitality IT20 vs Sri Lanka AT THE INCORA COUNTY GROUND

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

England have only lost once in Derby since 2017, with Heather Knight's team aiming to extend their good form at the ground against world class opposition.

Range of  
drinks packages  
available to  
pre-purchase

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 Sri Lanka Women	Wednesday 6 September (6.30pm start)	£95 + vat pp





# DERBYSHIRE County Cricket Club HOSPITALITY PACKAGES

## ONE-DAY 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

**£80 + VAT per person**

Range of  
drinks packages  
available to  
pre-order



### FIXTURES AT THE INCORA COUNTY GROUND

**GLAMORGAN**

**Sunday 6 August · 11am**

**SUSSEX SHARKS**

**Wednesday 9 August · 11am**

**WORCESTERSHIRE RAPIDS**

**Friday 18 August · 11am**

**SOMERSET**

**Tuesday 22 August · 11am**

Proud to be  
**DERBYSHIRE**



# 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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DERBYSHIRE**



### FIXTURES

#### AT THE INCORA COUNTY GROUND

##### WORCESTERSHIRE

Thu 6th - Sun 9th April  
11am

##### DURHAM

Wed 19th - Sat 22nd July  
11am - VENUE TBC

##### LEICESTERSHIRE

Thu 4th - Sun 7th May  
11am

##### GLAMORGAN

Tue 25th - Fri 28th July  
11am

##### GLOUCESTERSHIRE

Thu 11th - Sun 14th May  
11am

##### SUSSEX

Tue 19th - Fri 22nd 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
Northants Steelbacks - Monday 29th May	£95 +vat pp
Birmingham Bears - Friday 2nd June	£105 +vat pp
Notts Outlaws - Friday 9th June	£110 +vat pp
Leicestershire Foxes - Friday 30th June	£105 +vat pp
Worcestershire Rapids - Sunday 2nd July	£95 +vat pp

\*if you wish to find out about Private Box options for our non Vitality Blast fixtures, email; [Hospitality@derbyshireccc.com](mailto:Hospitality@derbyshireccc.com)







## DERBYSHIRE County Cricket Club CLUB EVENTS

### ANNUAL GOLF TOURNAMENT

**Tuesday 23rd May 2023 - 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 at 11am
- 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 30th September 2023 - 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

**£75 + VAT per person**





DERBYSHIRE County Cricket Club

# ANNUAL FIREWORKS NIGHT & FUN FAIR

Derby's biggest fireworks display returns to The Incora County Ground in 2023, with the popular event regularly attracting more than 8,000 people at The Incora County Ground.

We have a range of packages available, to help your brand reach this wide audience, who travel from all over Derby and the surrounding area to enjoy the Fireworks Night & Fun Fair.

## Annual Fireworks & Fun Fair event (2023 date – TBC)

- Derby's biggest and best Fireworks display
- 2022 was the 6th iteration of this event, with circa 9,000 attending
- Branding and promotional opportunities available in the event build-up and on the night itself. This includes print and digital, and on our 80 sq m2 screen (visible to all those attending the event)
- Premier upgrade – watch the fireworks in style with your guests whilst enjoying a delicious two-course meal beforehand

**Headline and Associate Sponsorship opportunities  
available, starting from £3,000 +vat**





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 2023.

- 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.
- Six (6) 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 2023

**£525 per person**

### **£749 Partner Membership**

(Includes two transferable Membership cards under your company name)







# 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 £99 per Membership*)

**£450 per two Business Memberships**  
(Offers available for in excess of two Memberships)



April - September



May - July



August





**The Incora County Ground**

**Nottingham Road**

**Derby, DE21 6DA**

**Tel: 01332 388101 [Cricket.Derbyshire.com](http://Cricket.Derbyshire.com)**



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