



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



**WE ARE
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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.





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 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 its 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 in 2022 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

WE ARE
DERBYSHIRE





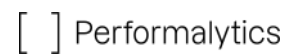
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DERBYSHIRE County Cricket Club 1870 BUSINESS CLUB MEMBERS





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)



WE ARE
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DERBYSHIRE County Cricket Club MATCHDAY SPONSORSHIP

MATCH SPONSORSHIP

Sponsor a Vitality Blast (20-over match) or 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 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 and after the match as well as 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 above 20).

£2,850 + VAT for Vitality Blast games (£3,200 + VAT for Notts or Yorkshire T20).

£2,000 + VAT for One-Day Cup

MATCHBALL SPONSORSHIP

Sponsor the matchball at a Vitality Blast (20-over match) or 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
- 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 and after the match as well as during the innings break.
- Post match presentation
- 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 above 10).

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

£550 + VAT for One-Day 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 (or £5,000 + VAT for 2 years)

Advertise via our 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 (Prominent visibility for your business around the field of play)

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. If interested, please get in contact to find out what available options we have..

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 throughout the season.





DERBYSHIRE County Cricket Club ADVERTISING PACKAGES

SOCIAL MEDIA ADVERTISING

Expand your business' profile and engage with a passionate fanbase, which spans multiple continents, through our social media channels, which attract more than 180,000 followers and 3,000,000 impressions a year.

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 available from £500 to £5,000 + VAT per competition

LIVE STREAM SOCIAL CLIP

Company logo to appear on all in-play match footage clips.

Bespoke packages available from £2,500+ VAT per competition

Bespoke packages available. 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
- Company tagged on social media for all posts relating to the match centre
- Five second intro clip with your logo—played once per session and during intervals

LIVE STREAM SERVICE: PRE-ROLL

Advertise your company on our Live Stream via bespoke video clips, with an audience reach of over 2,000,000 (2022 viewing figures)

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

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.

- Company logo and link on in-house match centre

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 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 throughout the season.
- 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, with Cheese & Biscuits served after the game

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 dessert)
- 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

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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



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

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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 our Private Box options for our non Vitality Blast fixtures, please email; Hospitality@derbyshireccc.com





DERBYSHIRE County Cricket Club CLUB EVENTS

ANNUAL GOLF TOURNAMENT

Tuesday 23rd May 2023 - Morley Hayes Golf Club

- Team of Four in our 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
- 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



WE ARE
DERBYSHIRE



The Incora County Ground

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