



WE ARE
DERBYSHIRE



DOING GREAT BUSINESS THROUGH CRICKET

2024

Sponsorship | Advertising | Business Networking | Hospitality



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.

Join our exclusive 1870 Business Club and network with over 60 local companies with a backdrop of elite professional sport.

Entertain clients with one of our hospitality packages available in our Matchday Hospitality brochure.



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WE ARE
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DERBY - A HI-TECH CITY FOR 300 YEARS

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

Financial Times

Located at the heart of the UK, Derby leads in advanced manufacturing and hi-tech employment and is home to global names Rolls-Royce, Toyota UK and Alstom together with their supply chains, including Europe's largest cluster of rail companies.

Businesses based here have easy access to an extensive talent pool and an outstanding quality of life, with Derbyshire's stunning countryside and the Peak District National Park, plus thriving market towns and villages, on their doorstep.

The city has unrivalled air, road and rail infrastructure (only 89 minutes by train to London St Pancras) and access to 80% of the county's population within four hours.

£3.8bn has been invested in the city between 2011 and 2023 and the immediate pipeline includes 4,000 new city homes, a 3,500 capacity performance venue and a new £70m university business school.

Derby is ambitious and confident about the future. In choosing to invest in Derby, businesses and investors recognise the city's unique strengths and the opportunities of locating in the UK's Capital for Innovation.

**WE ARE
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ALSTOM

incora™

TOYOTA
MANUFACTURING UK



DERBY college

**UNIVERSITY OF
DERBY**

DERBION





BE PART OF THE CLUB



PREMIUM FACILITIES

- Experience our 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 Executive Lounge when you become an Executive Corporate Member
- With the WDS Business & Media Centre and Ryley Wealth Elite Performance Centre, The County Ground is Derbyshire's premier hub for great cricket, successful business and engaging community activity.

PARTNERSHIP OPPORTUNITIES

- **Brand Awareness** - Naming rights and advertising opportunities at The County Ground, as well as 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 County Ground, Derby and at Queen's Park, Chesterfield.
- **1870 Business Club** - Network with over 60 other businesses from the local Derbyshire area.
- **Corporate Hospitality** - Spend quality time entertaining guests and watching cricket. Please see our 'Matchday Hospitality' brochure for fixture information and prices.



BUSINESS EXPOSURE

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

- **TV:** Over 90 hours of TV exposure worldwide
- **VISIT:** Over 90,000 people visit The County Ground each year for cricket and non-cricket events
- **SOCIAL:** Over 200,000 people follow the Club across it's social media channels
- **DATABASE:** Over 40,000 contacts on the Club's database
- **WEBSITE:** Over 1.5 million page views each year
- **LIVE STREAM:** Over 3 million views of the Club's matchday live stream service across the past two seasons, reaching more than 130 countries

**WE ARE
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78,000 FOLLOWERS
November 2023



96,000 LIKES
November 2023



2,500 CONNECTIONS
November 2023



31,300 FOLLOWERS
November 2023



1870 BUSINESS CLUB MEMBERS





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 60 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).

When you become an 1870 Business Club member, you will receive the following additional benefits:

- Two complimentary places to all 1870 Business Club Breakfast, Lunch and Afternoon Tea events (8 events were hosted in 2023)
- Opportunity to meet business contacts from over 60 companies
- 20% discount on additional Matchday Hospitality bookings during the 2024 season
- Your company logo on our dedicated 1870 Business Club web page
- Complimentary use of our ground floor meeting room in the Incora Pavilion for one meeting during 2024. An ideal space for 10 people or less.
- 10% discount off room hire and day delegate rates for any conference, meetings or event bookings during 2024





1870 BUSINESS CLUB



**WE ARE
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1870 BUSINESS CLUB - BREAKFAST 8am - 9.30am

- Breakfast cobs and tea & coffee
- Inspirational Guest Speakers

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

1870 BUSINESS CLUB - LUNCH 12pm - 2.00pm

- 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 additional places)

1870 BUSINESS CLUB - AFTERNOON TEA 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 additional places)

All event dates for 2024 will soon be confirmed.
Please keep in touch for updates, or head to the Commercial
tab on our website to check the 2024 Events Schedule.



MATCHDAY SPONSORSHIP

MATCH SPONSOR

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, including car parking for all of your guests, 1:4
- Revolving advert on our 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, a personalised message from your business, and link through to your company website.
- Public address announcement before and after the match, and during the innings break.
- The opportunity to join the Captains on the pitch for the coin toss.
- A commemorative digital photograph.
- Post match presentation.
- An additional 20 general admission tickets. (Special rates available on any additional match tickets above 20).

£3,000 + VAT for Vitality Blast games

(£3,400 + VAT for Notts or Yorkshire T20)

£2,000 + VAT for One Day Cup games





MATCHDAY SPONSORSHIP

MATCHBALL SPONSOR

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, including car parking for all of your guests, 1:4
- Revolving advert on our 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, and during the innings break.
- Post match presentation.
- An additional 10 general admission tickets. (Special rates available on any additional match tickets above 10).

£800 + VAT for Vitality Blast games

(£900 + VAT for Notts or Yorkshire T20)

£600 + VAT for One-Day Cup





GROUND ADVERTISING

Build the profile of your business with prominent branding visible to over 90,000 people, who visit The County Ground each year for cricket and non-cricket events, plus visibility via our online Live Stream for home fixtures.



BOUNDARY ADVERTISING BOARDS

24ft / 3ft - £2,200 + VAT

There are also various larger advertising opportunities around the ground including externally facing 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.



80M² DIGITAL SCREEN

From £1,500 - £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 County Ground. Your ten second advert will be on a show reel, with a maximum of nine other sponsor adverts, and visible before the start of play, and during any lunch, tea or change of innings breaks.



GROUND ADVERTISING

Build the profile of your business with prominent branding visible to over 90,000 people, who visit The County Ground each year for cricket and non-cricket events, plus visibility via our online Live Stream for home fixtures.



MATCHDAY PROGRAMME

Full page - £800 + VAT

Advertise in our 2024 Matchday Programme which is on sale in the club shop, and given to all Hospitality Guests and Executive Members throughout the season. 2023 saw over 2,000 Hospitality Guests attend home matches across the season.



PRODUCT PLACEMENT

Prices on request

Matchdays are a perfect opportunity for you to come and reach out to a brand new audience. If you have a product or service to promote, why not bring it into the ground? This is a great way for people to learn more about your business face to face.



DIGITAL ADVERTISING

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

SQUAD ANNOUNCEMENT BRANDING

Company logo featured on squad and team announcement graphics, across social media.

Bespoke packages available from £1,250+ VAT per competition

LIVE STREAM SOCIAL CLIP

Company logo to appear on all match footage clips shared on DCCC's social media channels.

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

WEBSITE FEATURE ARTICLE

Dedicated news article for your business at derbyshireccc.com with link to your website.

Bespoke packages available from £500+ VAT





DIGITAL ADVERTISING

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

MATCH CENTRE ADVERTS

Visible to all supporters watching the live footage at derbyshireccc.com

- Horizontal Banner
- 4x3 Advert

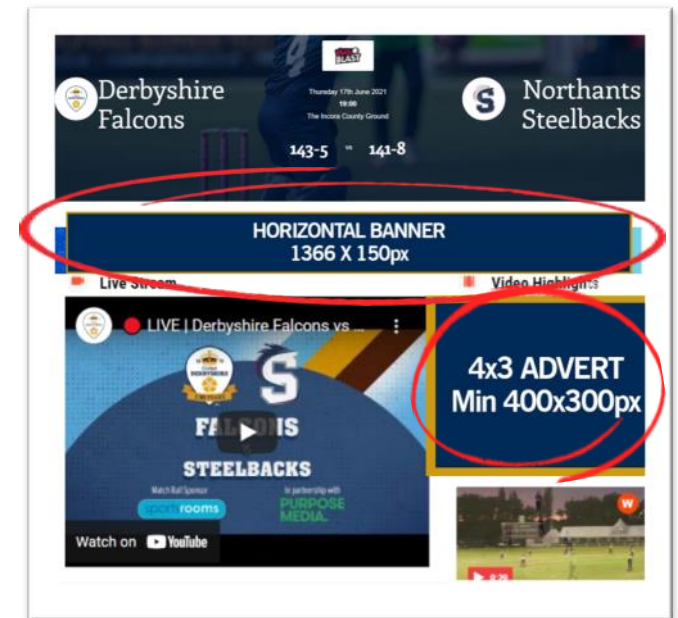
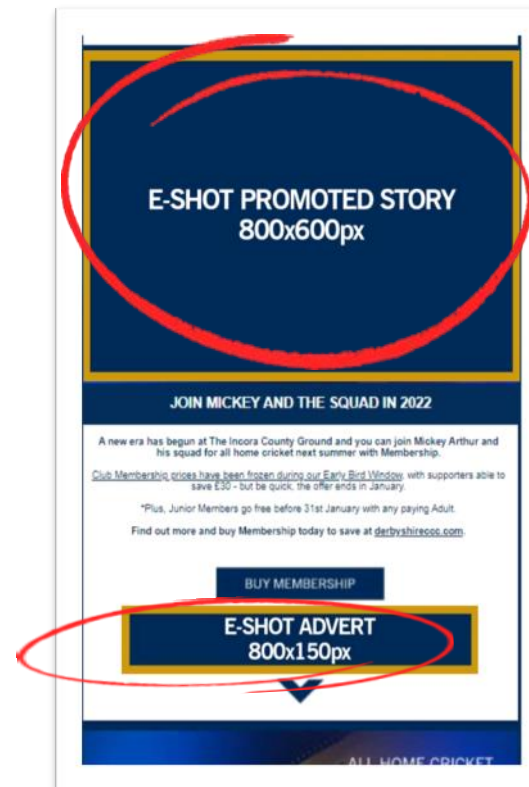
Bespoke packages available from £300 to £2,000+ VAT per competition

E-SHOT ADVERTS

Flexible email campaign options, to include adverts in club newsletters, or targeted solus campaigns

- E-Shot advert
- Promoted Story e-shot graphic

Bespoke packages available from £250+ VAT per competition





LIVE STREAM ADVERTISING

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 with multi-angle cameras

TITLE SPONSOR

- 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

Bespoke packages available per competition

IN-STREAM ADVERT

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

From £750 + VAT per competition

Bespoke packages available per season



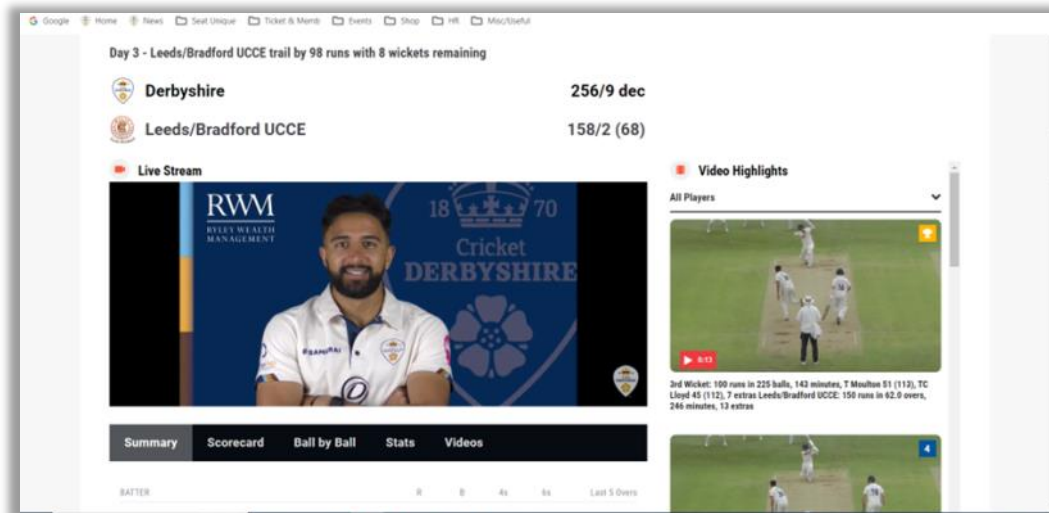
PLAYER SPONSORSHIP

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. **(over 30,000 visits a year)**
- A direct link through to your company website.
- Logo to appear on your player's entrance graphic during matches, on our 80m2 Digital Screen and Live Stream.
- Logo to appear on your player's milestone graphics across social media.
- Acknowledgement on the electronic scoreboard. **(around 40,000 matchday visitors in 2023)**
- Listed alongside your sponsored player in all editions of the Matchday Programme **(over 1000 in 2023)**
- 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 2024 is tbc)



**Prices from
£450 + VAT
per player**





CLUB EVENTS



FIREWORKS & FUN FAIR EVENT

DATE TBC - THE COUNTY GROUND

Regularly attracting more than 8,000 people, Derby's biggest fireworks display returns for 2024.

We have a range of opportunities that can help your brand reach a large audience, filled with people who travel from all over Derby and the surrounding areas. Whether you choose one or all of the options below, you can carefully create your bespoke advertising package perfect for you and your business.

- Logo to appear on all printed promotional material, including flyers, posters, and the advertising board on Pentagon Roundabout
- Logo to appear on all digital promotional material, on our website and socials in the event build-up and on the night itself
- Advert on our 80 sq m2 screen in the ground
- 'Premier Upgrade' hospitality places for staff, clients, friends, or family



CLUB EVENTS



PLAYER OF THE YEAR AWARDS

DATE TBC - THE 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



ANNUAL GOLF TOURNAMENT

WEDNESDAY 8 MAY - MORLEY HAYES GOLF CLUB

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.

- Team of Four in our Annual Golf Day Tournament
- Cooked breakfast on arrival before shotgun start at 11am
- Three-course dinner, presentation and prize giving, charity auction
- Sponsored hole featuring your business branding

£400 + VAT (team of four)

Don't play golf? Extend the invite to staff or clients who would just like to join us for an afternoon of networking, three-course dinner, presentation, and auction. Contact us for more information.



CORPORATE MEMBERSHIP

Enjoy 2 transferable Membership cards 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 Members Lounge
- Two (2) Transferable Memberships for your company
- Five (5) complimentary Member Guest Day Passes for home matchdays across season (*T&Cs apply*)
- Season long Car Park Pass available to add on for priority parking (*additional £109 per Membership*)

£599 Corporate Membership

(Includes two transferable Membership cards under your company name)



For information on other Membership types available, including the T20 Blast Passes, contact

commercial@derbyshireccc.com

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EXECUTIVE CORPORATE MEMBERSHIP

Become a member of the Executive Club and watch Derbyshire from some of the best seats in the house in 2024.

- Entry to exclusive Executive Lounge
- Two (2) Transferable Executive Memberships for your company
- Season long Car Park Pass included for on-site parking on all matchdays (priority spaces subject to availability)
- Complimentary Scorecard available at each match you attend
- Complimentary Tea, Coffee and Biscuits
- Waiter/Waitress table service
- Six (6) complimentary Executive Member Guest Day Passes for home matchdays across season (*T&Cs apply*)
- Invitation to annual Chair's Lunch event in 2024

£949 Executive Corporate Membership

(Includes two transferable Membership cards under your company name)



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For information on other Membership types available, including the T20 Blast Passes, contact

commercial@derbyshireccc.com





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