



2025

DERBYSHIRE COUNTY CRICKET CLUB  
COMMERCIAL BROCHURE



WE ARE **DERBYSHIRE**





# Why Derbyshire?

## We're at the Heart



Derby - London 1hr 30 mins

Derby - Sheffield 27 mins



Derby - Nottingham 22 mins

Derby - Manchester 1hr 35 mins

### LOCATION

Located centrally with unrivalled air, road and rail infrastructure and **access to 80% of the country's population within 4 hours.**

### HOME FOR BUSINESS

Global names such as **Alstom, JCB, Nestlé, Rolls-Royce** and **Toyota Manufacturing UK** have chosen our location which provides a solid economic base for business growth.

### THE PEOPLE

At the heart of the country, over **6 million people live within an hour of Derby,**

### CITY & COUNTY

We offer an unrivalled quality of life; with **Britain's first National Park**, an abundance of outdoor leisure activities, a **UNESCO World Heritage Site** and iconic historical attractions alongside quintessential market towns.



# WHY CRICKET



## GROWTH

The continuing growth of women and girls cricket at a recreational level saw a 22% increase in the number of teams, while the number of junior teams is up by 21%.

## OPPORTUNITY

With more people playing and watching cricket, the future of the game is exciting with opportunities and interest in the game at an all-time high around the world.

## TV COVERAGE

In 2024, 10.8m people watched cricket at least twice on TV in the UK, with additional international fixtures and the prominence of The Hundred on free-to-air TV.

## INVESTMENT

The ECB's turnover continues to grow, enabling additional investment into both the professional and recreational games, as cricket continues its ambition to be the most inclusive sport in the UK.



# WHY DERBYSHIRE CRICKET



**TV:** Over 90 hours of TV exposure worldwide.

**VISIT:** Over 85,000 people visit The County Ground each year for cricket and non-cricket events.

**SOCIAL:** Over 285,000 people follow the Club across its social media channels.

**DATABASE:** Over 40,000 contacts on the Club's database.

**WEBSITE:** Over 1.2 million page views each year.

**LIVE STREAM:** Over 2.5 million views of the Club's matchday live stream service across the past two seasons, reaching more than 130 countries.



**78,000 FOLLOWERS**  
November 2024



**103,000 FOLLOWERS**  
November 2024



**3,200 CONNECTIONS**  
November 2024



**33,000 FOLLOWERS**  
November 2024



# BATTING ORDER

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# OFFICIAL & PREFERRED PARTNERS



## OFFICIAL PARTNERS

- Brand prominence. Logo to appear on:
  - Official Partner page on DCCC website, with a link through to your website
  - DCCC website homepage footer
  - All email and letter footers sent from DCCC
  - All e-shot footers sent to DCCC database
  - All home matchday scorecards
- Automatic Membership for the 1870 Business Club
- Invitation to pre-season Media Day
- Invitation to exclusive sponsor event with Coaches and Players
- Team of 4 in our Annual Golf Day
- Invitation to the end of season Player of the Year Awards
- Reciprocal arrangement based on your business's services and products

Other bespoke benefits can be included upon discussion.



## PREFERRED PARTNERS

- Logo to appear on:
  - Preferred Partner page on DCCC website, with a link through to your website
- Automatic Membership for the 1870 Business Club
- Invitation to exclusive sponsor event with Coaches and Players
- Reciprocal arrangement based on your business's services and products



## BREAKFAST 8am - 9.30am

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

- Breakfast cobs, tea & coffee
- Inspirational Guest Speakers



## LUNCH 12pm - 2.00pm

£45 +VAT per person for non 1870 Members or additional places

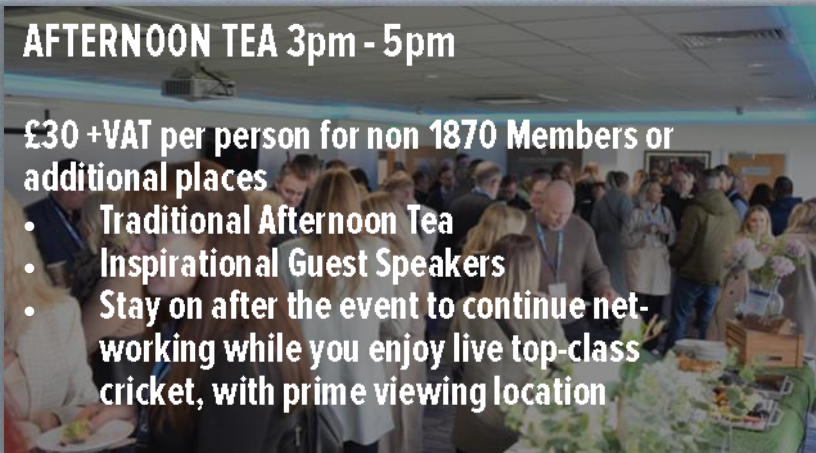
- Two Course Lunch
- Inspirational Guest Speakers
- Stay on after the event to continue networking while you enjoy live top-class cricket, with prime viewing location



## AFTERNOON TEA 3pm - 5pm

£30 +VAT per person for non 1870 Members or additional places

- Traditional Afternoon Tea
- Inspirational Guest Speakers
- Stay on after the event to continue networking while you enjoy live top-class cricket, with prime viewing location



# 1870 BUSINESS CLUB

Join our network of local, regional and national businesses. Gain automatic membership by spending in excess of £2,000 (per annum) on either sponsorship, advertising, events and/or hospitality (or a mix of these).

## Business Club Benefits:

Two complimentary places to all 1870 Business Club Breakfast, Lunch and Afternoon Tea events (Eight events held in 2024).

A relaxed and informal environment, with the opportunity to meet business contacts from across the city, county and wider region.

Your company logo on our dedicated 1870 Business Club web page.

20% discount on additional Matchday Hospitality bookings during the 2025 season.

The '1870 Boardroom Day Package'. A discounted meeting room package, consisting of: All day room hire of the Boardroom, unlimited tea and coffee, lunch, private facilities. £40pp for bookings of 10+. Bookings under 10 will be a £360 flat rate.

10% discount off food and room hire for conferences and events.



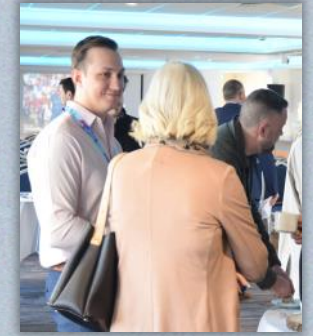
# MEMBERS

# 1870 BUSINESS CLUB





# 1870 BUSINESS CLUB





# MATCHDAY SPONSORSHIP

## MATCH SPONSOR

- Full Corporate Hospitality for 20 people, including car parking for all of your guests, issued 1:4.
- Revolving advert on our 80m<sup>2</sup> digital screen (in Derby), visible by up to 5,000 in-ground spectators and live stream viewers.
- Article to appear on *derbyshireccc.com* announcing your match sponsorship, a personalised message from your business, and link through to your company website.
- Frequent public address announcements throughout the match
- The opportunity to join the Captains on the pitch for the coin toss.
- A commemorative digital photograph.
- Pre-match presentation.
- An additional 20 general admission tickets, issued upon request

£3,000 + VAT for Vitality Blast games  
(£3,400 + VAT for Notts or Yorkshire T20)  
£2,000 + VAT for One Day Cup games

Any additional hospitality places required  
can be booked and charged pro-rata





# MATCHDAY SPONSORSHIP



## ASSOCIATE SPONSOR

- Full Corporate Hospitality for 10 people, including car parking for all of your guests, issued 1:4.
- Revolving advert on our 80m<sup>2</sup> digital screen (in Derby), visible by up to 5,000 in-ground spectators and live stream viewers.
- Frequent public address announcements throughout the match
- The opportunity to join the Captains on the pitch for the coin toss.
- A commemorative digital photograph.
- Pre-match presentation.
- An additional 10 general admission tickets, issued upon request

**£1,750 + VAT for Vitality Blast games**  
(£2,000 + VAT for Notts or Yorkshire T20)  
**£1,200 + VAT for One Day Cup games**

## MATCHBALL SPONSOR

- Full Corporate Hospitality for 4 people, including car parking for all of your guests, 1:4
- Revolving advert on our 80m<sup>2</sup> digital screen (in Derby), visible by up to 5,000 in-ground spectators and live stream viewers.
- Frequent public address announcements throughout the match
- Pre-match presentation.
- An additional 10 general admission tickets, issued upon request

**£800 + VAT for Vitality Blast games**  
(£900 + VAT for Notts or Yorkshire T20)  
**£600 + VAT for One-Day Cup**

Any additional hospitality places required  
can be booked and charged pro-rata



# KIT SPONSORSHIP



- Television and Live Stream coverage, on average 185,000 people watch each Vitality Blast game in the UK
- In-ground and Live Stream exposure at all home matches, and away matches at major first-class cricket venues across the country
- Exposure through the DCCC official kit launch and promotional images
- Photos used across the DCCC official website, including the Club Shop
- Photos used across DCCC official social media channels with over 285,000 followers
- Additional social media coverage through images shared by coaches, players, journalists and supporters
- Exposure within local and national press

Mens and Womens Team opportunities available for 2025. Available options and prices upon request.



# GROUND SPONSORSHIP

Available options and prices upon request.



- Ground naming rights
- Name to feature across all broadcast, print, digital and social media plus website and marketing material
- Name to be included in any reference to the ground for all major events at the ground; international cricket, home cricket matches, conferences, music events and concerts, and Derby's biggest Fireworks event
- Name to feature on The Pavilion, Elite Performance Centre, as well as multiple advertising boards around the ground

## OFFICIAL GROUND SPONSOR

### STAND SPONSOR

In addition to brand visibility on matchdays, your business name will appear on all ground maps and wayfinding signage, plus we will publish a dedicated press release to announce your association.



Your name will be visible to hospitality guests, events, meetings, and conference attendees. You will also appear on all ground maps and wayfinding signage, plus we will publish a dedicated press release to announce your association.

### ROOM SPONSOR



# IN-GROUND ADVERTISING

Over 85,000 visitors to The County Ground in 2024,  
20,000 non-cricket fans for events, concerts and functions.

- Pitch-facing boundary boards
- Elevated pitch-facing boards
- External boards facing the Nuffield Health Gym (Approx.8,000 members), Travelodge (100 rooms), two car parks and through-road

Sizes from 24 x 3 feet. Contact us for available spaces.

**ADVERTISING BOARDS** from £2,200 + VAT





# IN-GROUND ADVERTISING



Advertise via our 80m<sup>2</sup> digital screen, visible to all those attending home domestic fixtures, and major non-cricket events and concerts at The County Ground. Your 10 second advert will be on a show reel, with a maximum of nine other sponsor adverts.

**80M<sup>2</sup> DIGITAL SCREEN £1,500 to £2,000 + VAT**

## MATCHDAY PROGRAMME £800 + VAT

Your full-page advert will be seen by over 2,000 Hospitality Guests and Executive Members throughout the season, and by all customers who purchase the programme in our Club Shop.



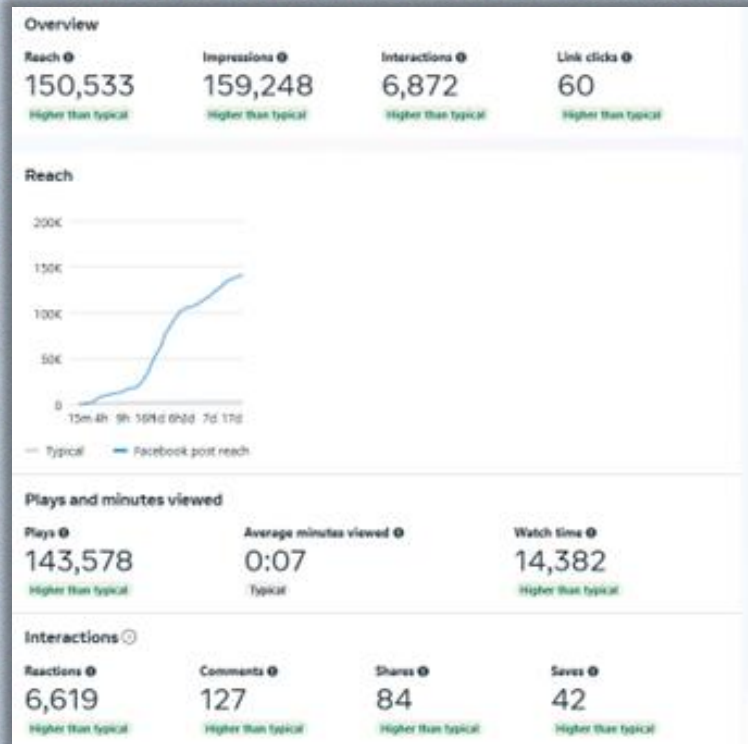
Matchdays are a perfect opportunity for you to come and reach out to a captive audience face to face. If you have a product or service to promote, why not bring it into the ground?

**PRODUCT PLACEMENT** Prices available on request.



# DIGITAL ADVERTISING

3.5m social media impressions a month across all channels, with over 70% of content accessed through mobile devices.



## SOCIAL MEDIA POSTS: LIVE STREAM CLIPS

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

From £2,500 + VAT per competition



## SQUAD ANNOUNCEMENT BRANDING

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

From £1,250 + VAT per competition



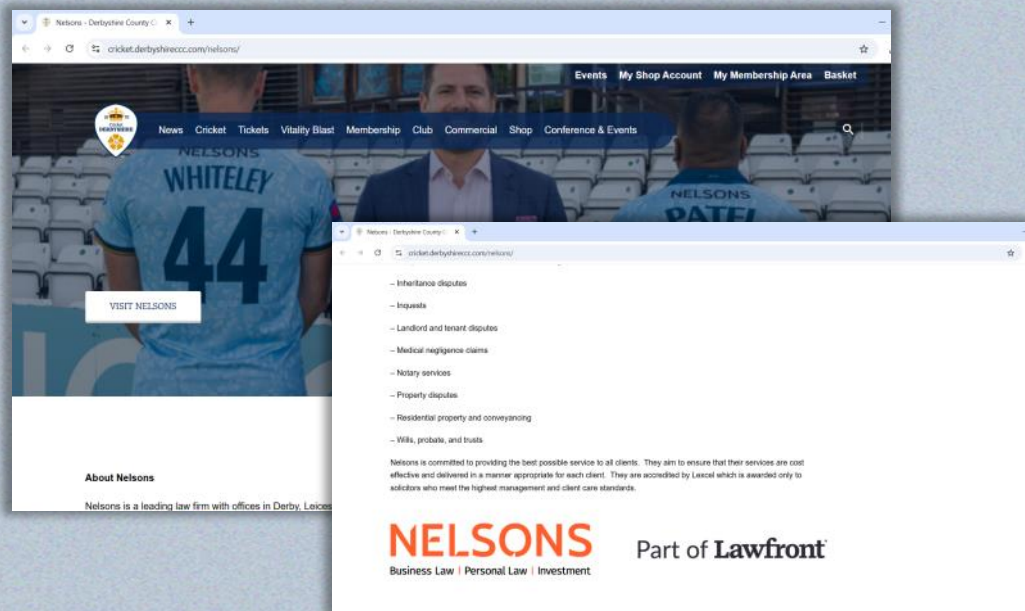


# DIGITAL ADVERTISING

1.2m website views throughout the season, 235k new visitors with an average of three minutes per session visit.

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

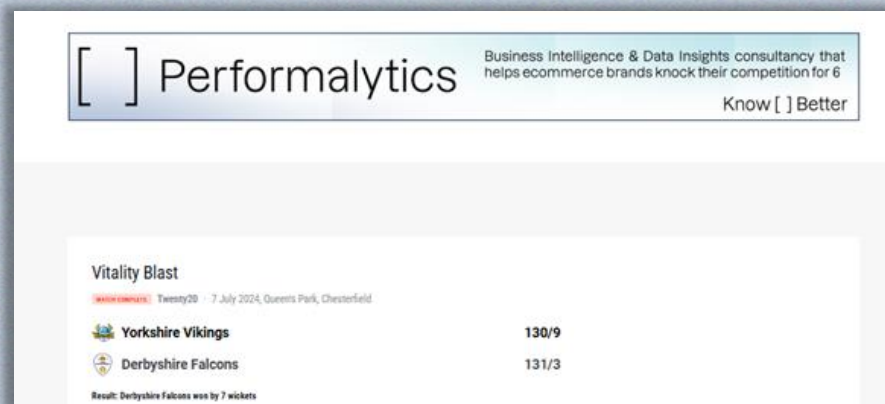
**WEBSITE FEATURE ARTICLE From £500 + VAT**



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

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

**E-SHOT ADVERTS**  
**From £250 + VAT**



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

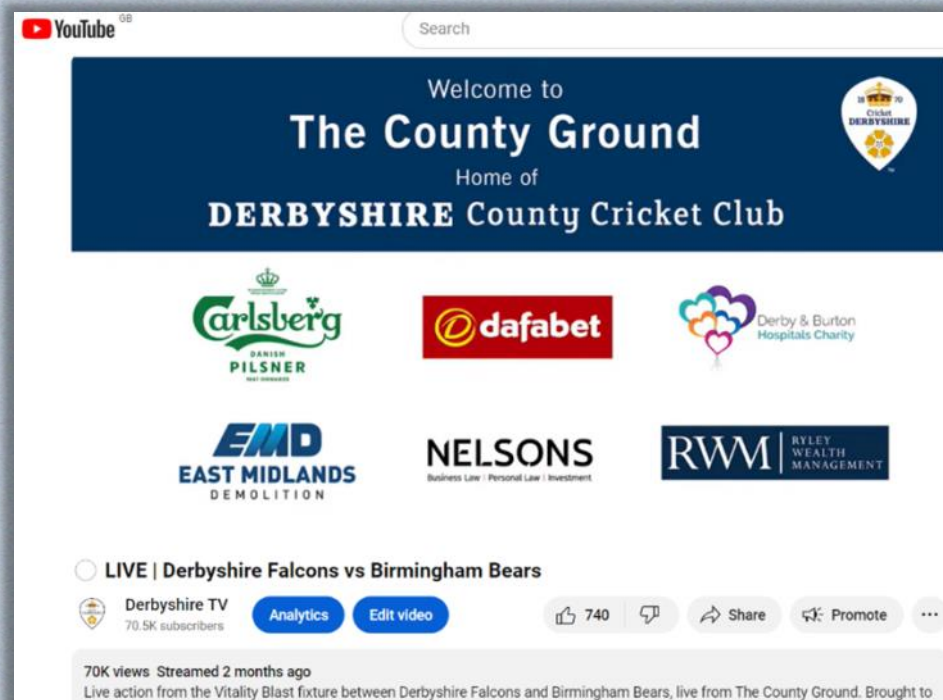
- Horizontal Banner
- 4x3 Advert

**MATCH CENTRE ADVERTS From £300 + VAT**



# LIVE STREAM ADVERTISING

An average of 34,000 viewers each Matchday, across all formats in 2024.



## 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

From £7,500 + VAT per season



## 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



# PLAYER SPONSORSHIP



- Company logo to sit next to your player on the Playing Staff web page throughout the year, on [derbyshireccc.com](http://derbyshireccc.com)
- A direct link through to your company website
- Logo to appear on your player's entrance graphic during all home matches, on our 80m<sup>2</sup> Digital Screen and Live Stream
- Logo to appear on your player's milestone graphics across social media
- Listed alongside your sponsored player in the season's Matchday Programme (Men's sponsor only)
- Gift from your sponsored player at the end of the season
- Two tickets to the end of season Player of the Year Gala Dinner

From £450 + VAT per player

Contact us for availability

**New for 2025!**

## WOMEN'S PLAYER SPONSORSHIP

From £250 + VAT per player

Contact us for availability



# CLUB EVENTS

Regularly attracting more than 8,000 people, Derby's biggest fireworks display returns for 2025. 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 package perfect for you and your business.



## FIREWORKS & FUN FAIR

Individual advertising opportunities, from £250 + VAT

Headline and Associate Sponsorship, from £3,000 + VAT

- Logo to appear on all printed promotional material, including flyers, posters, and the 16 x 6ft advertising board facing 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
- 10 second advert on our 80m2 digital screen, shown a minimum of 30 times throughout the night
- 'Premier Upgrade' hospitality or 'General Admission' tickets for staff, clients, friends, or family



# CLUB EVENTS



Enjoy a round at one of Derbyshire's most picturesque courses, Morley Hayes. Play alongside Derbyshire players, coaching staff and members of the local business community.

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

## ANNUAL GOLF DAY

Team of Four: £400 + VAT

## PLAYER OF THE YEAR AWARDS

£75 + VAT per person

The prestigious end-of-season event celebrates the summer's success stories with our Mens and Womens players, families, staff, and a number of Sponsors and Partners of the Club.

- Black Tie Event
- Welcome Drink Reception
- Four Course Dinner
- Awards Presentation





# CORPORATE AWAY DAYS

Whether you are looking for team building day with your staff, entertainment for your clients, or an office day out; Derbyshire County Cricket Club is the perfect venue for a wide range of corporate activities. Contact us to discuss your ideal corporate event and add it to your bespoke commercial package.



## CRICKET FACILITIES

Hire our indoor nets, or book exclusive use of The County Ground pitch and changing rooms. Ideal for charity matches or company competitions.

Contact us for options and prices



## CONFERENCES & TEAM BUILDING

With three buildings, seven event rooms, spaces that can hold 20 to 300 people and ample free parking onsite, The County Ground is the ideal venue for any events, conferences, parties, or team building days.

Contact us for options and prices



## GROUP TICKETS

Enjoy a night out at the cricket at a discounted rate, with options to include food and drink vouchers.

See our Fixtures online at [derbyshireccc.com](http://derbyshireccc.com)



## MATCHDAY HOSPITALITY

An exclusive experience with live first-class cricket. Watch from the best seats in the house, with a 4-course meal, welcome drink, and private bar.

See our Hospitality Brochure or Website for prices



# CRICKET MEMBERSHIPS



## CORPORATE MEMBERSHIP

- Entry to all home matchdays
- Access to the Members Lounge & Bar
- Two (2) Transferable Membership cards in the name of your company
- Season long Car Park Pass included for on-site parking on all matchdays (Pavilion spaces subject to availability)
- Five (5) complimentary Member Guest Day Passes for home matchdays across season (T&Cs apply)

£619 inc VAT



## EXECUTIVE CORPORATE MEMBERSHIP

- Entry to all home matchdays
- Access to the Executive Lounge
- Two (2) Transferable Executive Membership cards in the name of your company
- Season long Car Park Pass included for on-site parking on all matchdays (Pavilion spaces subject to availability)
- Complimentary Scorecard
- 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 2025

£969 inc VAT





**Derbyshire County Cricket Club**

**The County Ground, Nottingham Road**

**Derby, DE21 6DA**

**Tel: 01332 388101**

**[derbyshireccc.com](http://derbyshireccc.com)**



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