

A cricket scoreboard and a BMW advertisement are visible in the background. The scoreboard displays the following information:

No. 5	TOTAL	No. 4
78	218	106
15 WNS	FOR 3 WKS	RUNS ROD
	OVERS	
	45	

Below the scoreboard is a white advertisement for BMW. It features the BMW logo on the left and the text "SPECIALIST CARS STEVENAGE." followed by the website "www.specialistcarsbmwstevenage.co.uk". The ESU logo is visible in the bottom right corner of the scoreboard area.

2020 Sponsorship Opportunities



KNEBWORTH PARK
CRICKET CLUB



Raja

FRANK COO



KNEBWORTH PARK
CRICKET CLUB

A Proud History

Sponsorship of Knebworth Park Cricket Club provides a great opportunity for a partnership that benefits both parties.

The cricket club occupies one of the county's premier locations with the majestic backdrop of Knebworth House and the surrounding deer park. It is an extremely popular and well visited location where literally thousands come to play and watch cricket in the picturesque setting.

Sponsors can benefit by promoting their products and services and in certain instances using the club's facilities.

Our sponsorship offering includes perimeter signage around the ground, links on our website and social media interaction. As the club was awarded Charitable Status in 2019 there

may also be tax efficiencies for your company. Contributions from our sponsors play a valuable part in helping our community cricket club to thrive.

The club is run on a voluntary basis, but the overheads in maintaining an excellent ground and running a youth development programme is only made possible through the generous support of our sponsors.

We have four senior teams with the first eleven playing in the Saracens Herts League Division One as well as a thriving youth development programme. Most of the senior players are products of the juniors' section which has produced numerous county players.

With two pitches in use every weekend this

means a captive audience for at least 7 hours of advertising exposure. In addition the ground is used extensively during the week by Hertfordshire Cricket's youth development squads and this year will also be used by Hertfordshire Over 60's as their home venue.

All this means that during the course of the Summer the club hosts cricket on an average of five days a week, to give sponsors first-class exposure to many visitors, players and spectators.

If you wish to discuss any of our sponsorship packages or suggest a bespoke package why not get in touch with **Bret:**

bret@kpcc.org.uk / 07799790518



Ground hire partners:

60

additional days of cricket

Kingshott



Hertfordshire Cricket

BRINGING CRICKET TO LIFE

Offline

Visitors **7,500**

Visiting teams **300**

Members **200**

Website

Page views pa. **13,000**

Unique users **3,500**

Social

Twitter followers **1,155**

Facebook followers **420**

Audience numbers & participation



KNEBWORTH PARK
CRICKET CLUB

Sponsorship opportunities

We have an excellent digital media profile, with our Facebook posts regularly reaching hundreds of users, twitter followers and a bespoke website which has healthy traffic.

If you wish to discuss any of our sponsorship packages or suggest a bespoke package why not get in touch:

The opportunities for sponsorship:

GROUND ADVERTISING

An 8 x 2 ft banner mounted on an A-frame structure:

£500

WEBSITE ADVERTISING

Direct links to your own website placement in footer of all pages and below slideshow on home page:

£250

SHIRT SPONSORSHIP

All playing shirts for the season, logo positions on the front of shirt or sleeves. Main shirt sponsor includes ground and website advertising:

£3,000 - (*main sponsor*)

£300 - (*per sleeve position*)

In addition, sponsors are offered the opportunity to:

- **2 hires of the ground or pavilion free of charge**
- **Products or services through the club's website**
- **Guest invitation to our blue ribbon events**



KNEBWORTH PARK
CRICKET CLUB



Thriving Junior Section



KNEBWORTH PARK
CRICKET CLUB