

UNDERCLIFFE CRICKET CLUB

SPONSORSHIP PACKAGES 2024





INTRODUCTION

2024 promises to be an exciting year for Undercliffe Cricket Club. Our 1st XI achieved promotion back to the ECB Bradford Premier League and are excited to be back amongst the elite of club cricket. Behind the scenes we have been working hard to improve the squad of players for the challenge that lays ahead. Bailey Worcester will continue to lead the 1st XI in 2024 and we have made 3 additions to the side that achieved promotion. We are excited to have secured the services of Sharoon Siraj as our Overseas Professional in 2024, an exciting prospect from Pakistan where he plays First Class cricket for the Multan Region. Sharoon is an extremely talented allrounder who bats in the top order but also offers some very useful right arm offspin. We have also secured some younger talent into our squad with the signings of opening bowler Calum Fletcher (20) and allrounder Tom Starkey (21). Calum joins us from North-East side South Northumberland through his move to university in Leeds and Tom joins us from Olicanians in the nearby Airewharfe League.

Our 2nd XI consolidated their position in Division 1 in 2023 following promotion the previous season , will again be led by Nick Sugden. 2023 witnessed the emergence of a number of our junior players into the 2nd XI which is testament to the hardwork of Dax Sowrey, who heads up the junior cricket program. We look forward to their continued development alongside a couple of promising teenagers in Sam Carroll (19) and Harry Pickney (18) that have joined us for 2024, as we seek to develop 1st XI players of the future.

Our junior cricket program continues to grow from strength to strength with teams now running at Under 9s, Under 11s, Under 13s and Under 15s age groups. All teams play in the Bradford Junior Cricket League (BJCL) with a number of our players achieving selection for both BJCL and Yorkshire Regional Representative sides in 2023.



SPONSORSHIP

The club are offering a variety of Sponsorship packages, starting from as little as £25:

- Match Ball Sponsorship
- Individual Player Sponsorship
- Match Day Sponsorship
- Kit Sponsorship
- Advertising Banner at the ground
- Live Match Streaming Partner Sponsorship

Each option provides various levels of benefits:

- ✓ Advertising across our Social Media Channels & Club Website
- ✓ Clubhouse Advertising on our in-house TV screens
- ✓ Ground Advertising in the form of large banners around the ground.
- ✓ Advertising across our Live Match Streaming Service (subject to purchase)
- ✓ Deals on room hire for sponsors and club membership options.

Each level of sponsorship is explained in the booklet. For any queries or expressions of interest please direct enquiries to **Louise Sowrey** (Sponsorship Coordinator) on **07873106107** or email **undercliffecc1875@yahoo.com**

Thank You For Considering Sponsoring UCC

UNDERCLIFFE CRICKET CLUB



Senior Match Ball Sponsorship (x46)

1st XI or 2nd XI Match Ball sponsorship,
Match Ball Sponsors Name displayed on
weekly Team sheet displayed on Social
Media Channels **£20/£25**

Senior Player Sponsorship

Individual sponsorship of a UCC player
of choice with promotion via Social
Media Channels throughout the season
£125

Boundary Advertising Banner

Professionally designed & printed
advertising banner displayed at the
ground **£200**

Senior Match Day Sponsorship (x22)

1st & 2nd XI Full Match Day Sponsorship:
Includes Boundary Banner, Social Media
Advertising, Sponsors Match Day
hospitality & networking event **£250**

Senior Main Playing Kit Sponsor (x1)

Front Main Sponsors logo branded on
matchday playing shirts & jumpers plus
sponsor logo all Match Day Team sheets
POA

Senior Playing Kit Sponsor (x5)

Shoulder/Sleeve/Back Sponsors logo
branded on matchday shirts & jumpers
plus sponsorsr logo on all Match Day
Team sheets **£500 -£750**

T20 Kit Sponsor (x1)

Sponsors logo branded on 1st XI T20
matchday kit plus sponsor logo on all
Match Day Team sheets **£1500**



Live Streaming Partner (x1)

Includes Main Sponsors logo used on all
match day streaming activity with clips
used across our Social Media Channels
£1150 + £250 subscription

SPONSORSHIP OPPORTUNITIES 2024 (At a glance)

MATCH BALL

WHAT'S INCLUDED:

SPONSOR



**PURCHASE OF NEW
MATCH BALL FOR EACH
1ST & 2ND XI FIXTURE
(46 GAMES)**



**MATCH BALL SPONSORS
NAME/LOGO DISPLAYED
ON WEEKLY TEAMSHEET
POSTED ACROSS UCC
SOCIAL MEDIA CHANNELS**

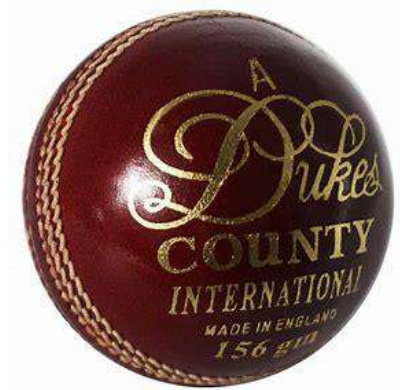
**Please direct enquiries to
Louise Sowrey on 07873106107
or email undercliffecc1875@yahoo.com**

COST:
£25 – 1st XI
£20 – 2nd XI

Match Ball Sponsors Name/Logo is displayed on Weekly Match Day Team sheet for the fixture purchased, these are posted across UCC Social Media Channels

UNDERCLIFFE 1ST XI MATCH BALL SPONSORS (2024)

DATE	FIXTURE	SPONSOR
20.04	OSSETT (A)	
27.04	BFD & BINGLEY (A)	
04.05	METHLEY (H)	
11.05	WOODLANDS (A)	
18.05	CLECKHEATON (H)	
19.05	BANKFOOT (H) 🏆	
25.05	TOWNVILLE (A)	
27.05	PUDSEY SL (H)	
01.06	PUDSEY CONGS (A)	
08.06	NEW FARNLEY (H)	
15.06	JER LANE (A)	
22.06	FARSLEY (H)	
29.06	OSSETT (H)	
06.07	BFD & BINGLEY (H)	
13.07	METHLEY (A)	
20.07	WOODLANDS (H)	
27.07	CLECKHEATON (A)	
03.08	TOWNVILLE (H)	
10.08	PUDSEY SL (A)	
17.08	PUDSEY CONGS (H)	
24.08	NEW FARNLEY (A)	
31.08	JER LANE (H)	
07.09	FARSLEY (A)	



1st XI: ECB BRADFORD PREMIER LEAGUE
PUDSEY CONGS CC
UNDERCLIFFE CC
 SATURDAY 2nd SEPTEMBER 2023 | 12:00PM

1. OLLIE HARDAKER VEHICLE
2. DANISH HUSSAIN flying futures
3. KYLE WELSH MAYFAIR WORKTOPS
4. SHAROON SIRAJ MEDIA & MGMT
5. GEORGE MYERS Taylor Pro Decorating
6. BAILEY WORCESTER PRO COACH
7. TOM STARKEY Bradford Cat Watch Rescue & Sanctuary
8. JUDE ROBERTS PRO COACH
9. ZEESHAN QASIM VEHICLE
10. SUNNY MATHARU VEHICLE
11. CALUM FLETCHER DSS COACHING

SCORER: MATT REYNOLDS

MATCH BALL: PAUL WORCESTER



Lorimers

YF YORKSHIRE FITNESS CLUB

Napoleons





UNDERCLIFFE CRICKET CLUB

SEASON 2024

PLAYER SPONSORSHIP PACKAGES

WHAT'S INCLUDED:



**LOGO PLACEMENT
ON UNDERCLIFFE CC
WEBSITE &
INTERNAL TV
SCREENS**



SOCIAL MEDIA ADVERTISING:

- INITIAL SOCIAL MEDIA POST OF SPONSORED PLAYER WITH SPONSORS NAME/LOGO TO PROMOTE YOUR BUSINESS/SPONSORSHIP**
- SOCIAL MEDIA POST EACH TIME THE SPONSORED PLAYER ACHIEVES A MILESTONE (E.G. 50/100 RUNS, 5 WICKETS, PLAYER OF THE MATCH, 1ST XI DEBUT ETC)**



**SPONSORS NAME/LOGO
ON A WEEKLY TEAM
SHEET POSTED ACROSS
OUR SOCIAL MEDIA
CHANNELS**

**Please direct enquiries to
Louise Sowrey on 07873106107
or email undercliffecc1875@yahoo.com**

COST: £125





PLAYER SPONSOR

Milestone



OLLIE HARDAKER

PROUDLY SPONSORED BY



SOCIAL MEDIA ADVERTISING



PLAYER SPONSOR

Milestone

5-45

ZEESHAN QASIM

PROUDLY SPONSORED BY



SOCIAL MEDIA ADVERTISING

www.undercliffcricketclub.co.uk

MATCH DAY TEAMSHEETS

Weekly Match Day Team sheets posted across UCC
Social Media Channels



- Players Name & Player Sponsor Logo/Name
- Match Day Sponsorship
- Match Ball Sponsor
- Kit Sponsors Logos

SAMPLE

1st XI: ECB BRADFORD PREMIER LEAGUE
PUDSEY CONGS CC
v
UNDERCLIFFE CC
SATURDAY 2nd SEPTEMBER 2023 | 12:00PM



- 1. OLLIE HARDAKER** 
- 2. DANISH HUSSAIN** 
- 3. KYLE WELSH** 
- 4. SHAROON SIRAJ** 
- 5. GEORGE MYERS** 
- 6. BAILEY WORCESTER** 
- 7. TOM STARKEY** 
- 8. JUDE ROBERTS** 
- 9. ZEESHAN QASIM** 
- 10. SUNNY MATHARU** 
- 11. CALUM FLETCHER** 

SCORER: MATT REYNOLDS



MATCH BALL: PAUL WORCESTER



MATCH DAY SPONSORSHIP

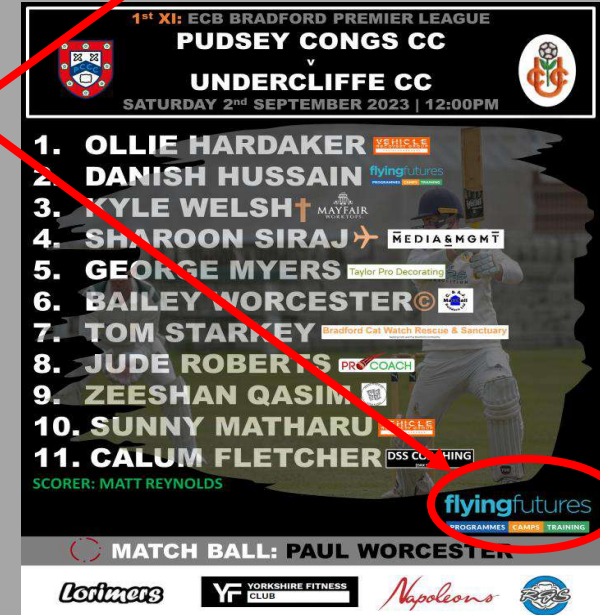
WHAT'S INCLUDED:

- Cover the costs towards all Match Day Officials fees needed to put the games on i.e. Umpires & Scorers
- Club website exposure - Company logo with link to your website where applicable
- Your Company logo advertised in our 1st XI home match programmes
- Social Media Advertising - Company logo will form part of our Online Match Day Pack
- Advertising Space provided within the club grounds for a banner paid for by the club
- Invitation to watch a 1st XI Team Home game midway through the season with three of your friends. An afternoon buffet tea and complimentary drinks will be provided.
- Your business will be advertised on the club TV screens

**Please direct enquiries to
Louise Sowrey on 07873106107
or email undercliffecc1875@yahoo.com**

COST: £250

ONLINE MATCH DAY PACK



**Includes Advertising Banner displayed at the ground –
Also available via our Boundary Advertising Banner Sponsorship Package**

MATCH KIT SPONSORSHIP

OPTIONS AVAILABLE:

Senior **Main** Playing Kit Sponsor (x1) **SOLD**

Front Sponsors logo branded on matchday playing shirts & jumpers plus sponsor logo all Match Day Team sheets

POA

Senior **Sleeve** Playing Kit Sponsor (x2)

Sleeve Sponsors logo branded on matchday shirts & jumpers plus sponsor logo on all Match Day Team sheets

£500

Senior **Shoulder** Playing Kit Sponsor (x2)

Sleeve Sponsors logo branded on matchday shirts & jumpers plus sponsor logo on all Match Day Team sheets

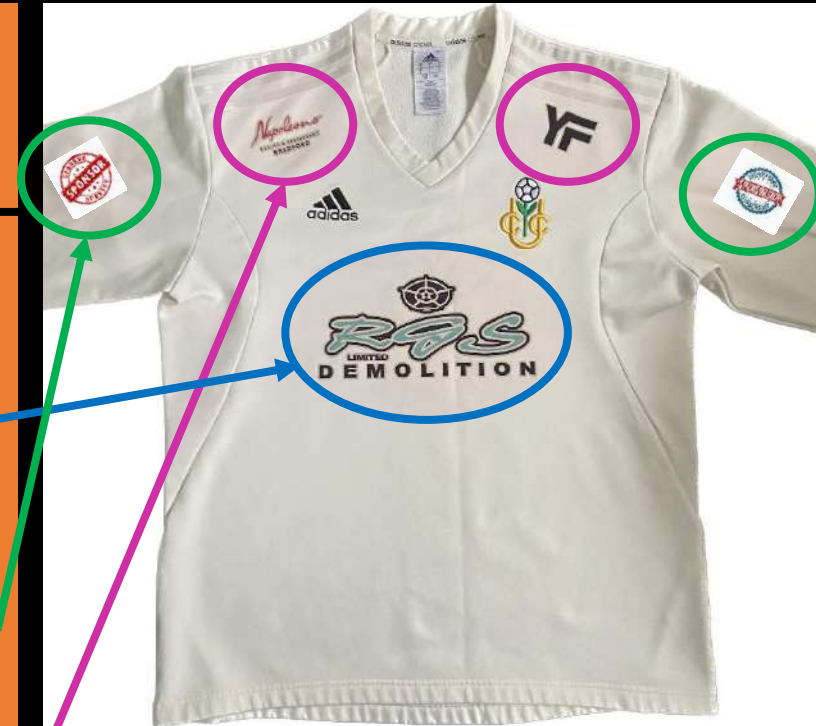
£600

Senior **Back** Playing Kit Sponsor (x1)

Reverse/Back Sponsors logo branded on matchday shirts & jumpers plus sponsor logo on all Match Day Team sheets

£750

**Please direct enquiries to
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or email undercliffecc1875@yahoo.com**



T20 COLOURED KIT SPONSORSHIP

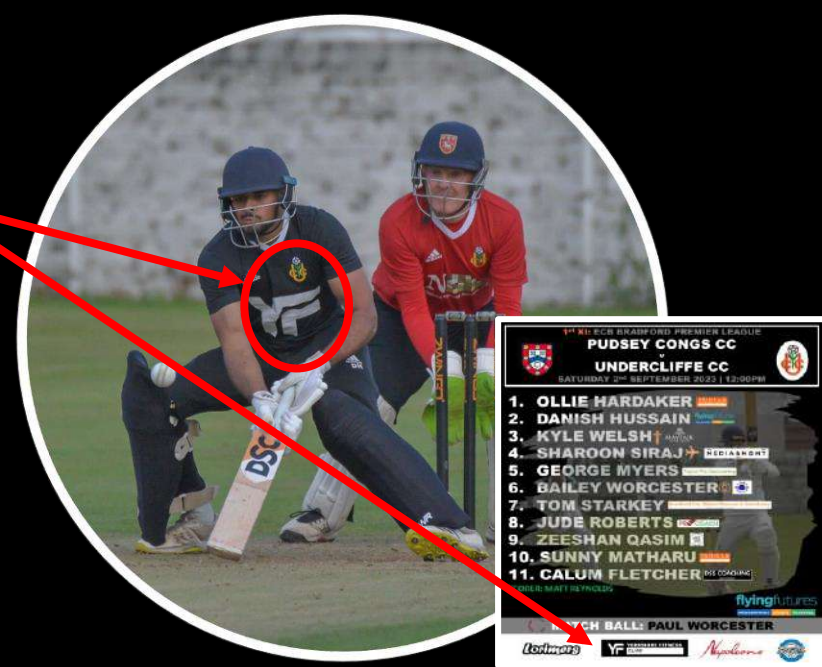
WHAT'S INCLUDED:

£1500

Senior T20/Coloured Kit Sponsorship

Front Sponsors logo branded on all T20 Coloured Playing Kit that will be worn in all BCL T20 & Cup Competitions plus sponsor logo all weekly Match Day Team sheets posted across Social Media Channels

**Please direct enquiries to Louise Sowrey on 07873106107
or email undercliffecc1875@yahoo.com**





LIVE STREAMING PARTNER

WHAT'S INCLUDED:



**PURCHASE OF LIVE
STREAMING EQUIPMENT
(FROGBOX) PLUS 1 YEAR
PLAY-CRICKET SUBSCRIPTION**



**SOCIAL MEDIA ADVERTISEMENT:
SPONSORS LOGO USED ON ALL MATCH
DAY STREAMING ACTIVITY (TOP
RIGHT) WITH CLIPS USED ACROSS OUR
SOCIAL MEDIA CHANNELS**



**SPONSORS NAME/LOGO
ON ALL WEEKLY TEAM
SHEETS POSTED ACROSS
OUR SOCIAL MEDIA
CHANNELS**

**Please direct enquiries to
Louise Sowrey on 07873106107
or email undercliffecc1875@yahoo.com**

COST: £1150 + £250

SPONSOR WATERMARK



INTEGRATED WITH PLAY-CRICKET SCORER FOR REAL TIME GRAPHICS UPDATES



**K COATES
M EVASON**

**16 37
0 0**

WCC v WBCC 83/4 (23.5)
Run Rate: 3.48

A HOLLAND
●●●●●○

0-21 3.5





CLUB OR SPONSOR WATERMARK



INTEGRATED WITH PLAY-CRICKET SCORER FOR REAL TIME GRAPHICS UPDATES



K COATES
M EVASON

16 37
0 0

WCC v WBCC 83/4 (23.5)
Run Rate: 3.48

A HOLLAND



0-21 3.5





SURREY HILLS

TOM NEWTON

JAMES TROTMAN

CHRISTOPHER TSATAS

C JESSE DINNIE

Wk RYAN EATON

BAILEY JONES

NATHAN WHELAN

ALBIE WILMORE

VARUN GANESHAN

MORNE O'DONOGHUE

OLIVER WILMORE

SPONSORS

FLETCHERS

Bendigo Bank

Proudly supported by
Community Bank
Surrey Hills

COGNITION CYCLES



**CLUB AND SPONSOR BOARD APPEARS
DURING PRE-MATCH AND INNINGS BREAKS**





Insurance for Territorians. We're here when you need us most.



MR GILKES
R HACKNEY

72 68
11 22

FrogBox

TIDE v BLAZE 1/124 (23)
Run Rate: 5.39

CJ ROCCHICCIOLI
● 1 1 1 1 1 4

1-42 6





GET IN TOUCH...

If you are able to help or have any further questions, please direct enquiries to our Sponsorship Co-Ordinator Louise Sowrey on 07873106107 or email undercliffecc1875@yahoo.com

----- Any support is very gratefully received -----



<http://www.undercliffecricketclub.co.uk>



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