



# **SPONSORSHIP OPPORTUNITIES 2024**

# INTRODUCTION

Mersey Rose Recreational Cricket Club was founded in 2023 to provide an inclusive approach to the game. We are looking to build a community in which everyone can enjoy cricket, whether as a player, a volunteer or a spectator.

We're a club that understands there have often been barriers to participation in sport. That's why we're proudly LGBTQ+ inclusive. It's why we're inclusive in other areas too, such as disability, age, ethnicity, social background and neurodiversity. It is clear to us that the "traditional" models for sports clubs are failing a lot of people.

Mersey Rose Recreations is "the friendly team" - we're not primarily about competitive cricket but providing opportunities. We only play friendly games against teams with a similar ethos to our own. We have two teams—a Sunday hardball team and a midweek softball team.

In order to continue to achieve our goals, Mersey Rose Recreational CC is dependent on the support sponsors. Without them, the club will be unable to its vision to serve future generations. Quite simply, our sponsors will be a major part of our club.

We'd like to invite you to be part of our future success. Within this brochure you will find information relating to various sponsorship opportunities. All sponsorship packages run for one year, although longer-term deals can be negotiated. While we have developed a range of packages for all budgets, we are happy to develop custom sponsorship packages and listen to any new ideas that will best suit your business model.

We hope that we can develop a mutually beneficial partnership with you.

*Joe Crossley*

Chairman, MRRCC



# LOOKING FORWARD TO 2024

There is so much to look forward to in 2024!

In April, when the new cricket season begins, Mersey Rose Recreationals will be starting out on a new adventure.

It's taken a lot of effort to get to this point, but when we take to the field for our first ever game we will be breaking new ground and making history.

And that is what we're about: doing things differently and breaking the traditional moulds. When you sponsor us, you are making an investment that helps us to build, develop and grow our club, ensuring that we achieve our inclusive goals and that we will be able to serve future generations of cricketers.

We're very optimistic about the new season. We have been training over the winter and we have several new players, some of whom will be playing cricket for the first time. We are hopeful that we will become recognised as an innovative club and that working positively with our partners will drive our vision forward.

In particular, we are pleased to be pioneering our mixed-gender softball team. The vast majority of clubs use softball exclusively for women's development cricket but we see opportunities to extend that to all entry level players and especially disabled people, for whom hardball is often a step too far.

Whatever your level of investment, the club is grateful for your support, without which none of what we do would be possible.



**Anna Page**  
**Softball captain**

**“...WE WILL BE  
WORKING  
POSITIVELY WITH  
OUR PARTNERS  
TO DRIVE OUR  
INCLUSIVE VISION  
FORWARD.”**



# SPONSORSHIP PACKAGES

Below is an overview of our most popular packages. Further information about these packages and other sponsorships for smaller budgets can be found on subsequent pages.

	<b>MAIN PACKAGE</b>	<b>PLATINUM PACKAGE</b>	<b>GOLD PACKAGE</b>	<b>SILVER PACKAGE</b>	<b>BRONZE PACKAGE</b>
Price	<b>£2000</b>	<b>£1000</b>	<b>£750</b>	<b>£500</b>	<b>£250</b>
Logo on kit / training kit	✓	✓	✓		
Team photo	✓	✓	✓	✓	✓
Ball sponsorship	✓	✓	✓	✓	✓
Player sponsorship	✓	✓	✓	✓	
Website logo	<b>On home page</b>			<b>Logo on sponsors' page with link to business website</b>	
Featured website article	✓	✓	✓		
Club magazine	<b>Full page advert</b>	<b>Pull page advert</b>	<b>Half page advert</b>	<b>1/4 page advert</b>	<b>1/4 page advert</b>
Free MRRCC memberships	<b>4</b>	<b>4</b>	<b>2</b>	<b>1</b>	

Interested in a **bespoke sponsorship package**? We're happy to help!  
Contact us at [merseyroserecs@gmail.com](mailto:merseyroserecs@gmail.com)

## **Main sponsor's package**

### ***What do I get as a main sponsor?***

If you buy this package you will be entitled to the following:

- \* Your logo featured prominently on club kit.
- \* A photo with the either the hardball or softball team
- \* One free ball sponsorship
- \* One free player sponsorship
- \* Your logo featured prominently on the main page of the club's website, with a link to your business website.
- \* Your logo featured in official club video productions
- \* Social media posts showing your support for the club
- \* A featured website article about your business
- \* A full-page advert in the club magazine
- \* 4 free memberships

## **Platinum package**

### ***What do I get as a platinum sponsor?***

If you buy this package you will be entitled to the following:

- \* Your logo featured prominently on club kit.
- \* A photo with the either the hardball or softball team
- \* One free ball sponsorship
- \* One free player sponsorship
- \* Your logo featured prominently on the sponsor's page of the club's website, with a link to your business website.
- \* Social media posts showing your support for the club
- \* A featured website article about your business
- \* A half-page advert in the club magazine
- \* 4 free memberships

## Gold package

### ***What do I get as a gold sponsor?***

If you buy this package you will be entitled to the following:

- \* Your logo featured prominently on club kit—shirt sleeves or shorts
- \* A photo with either the hardball or softball team
- \* One free ball sponsorship
- \* One free player sponsorship
- \* Your logo featured on the sponsors' page of the website, with a link to your business website.
- \* Social media posts showing your support for the club
- \* A featured website article about your business
- \* A half-page advert in the club magazine
- \* 2 free memberships

## Silver package

### ***What do I get as a silver sponsor?***

If you buy this package you will be entitled to the following:

- \* A photo with either the hardball or softball team
- \* One free ball sponsorship
- \* One free player sponsorship
- \* Your logo featured on the sponsors' page of the website, with a link to your business website.
- \* Social media posts showing your support for the club
- \* A quarter-page advert in the club magazine
- \* 1 free membership

## Bronze package

### ***What do I get as a bronze sponsor?***

If you buy this package you will be entitled to the following:

The same benefits as a silver sponsorship, but without the free player sponsorship or free membership.

# MATCH BALL SPONSORSHIP

A less expensive way of sponsoring the club is through match ball sponsorship.

Available for all home and away matches, match ball sponsorship is perfect for those with a smaller budget.

## ***What do I get as a match ball sponsor?***

Match ball sponsors will be entitled to the following:

- \* Social media posts prior to the match showing your support for the club, giving you great brand exposure
- \* Business logo featured on match day graphics
- \* Mention within match reports, where you will be listed alongside umpires and scorers
- \* Quarter-page advert in the club magazine

## ***How much will it cost?***

Match ball sponsorship is available for all hardball and softball matches, both home and away. The amount it costs depends on the game format. Prices are as listed below. Discounts can be applied to businesses or individuals who wish to take out multiple match ball sponsorships—contact the club for further information.

<b>Sunday Hardball</b>	<b>Hardball T20</b>	<b>Midweek Softball</b>
<b>£30</b>	<b>£20</b>	<b>£20</b>

# PLAYER SPONSORSHIP

Another highly popular way of sponsoring the club has been through individual player sponsorship. This gives businesses and individuals the opportunity to be associated with a particular player for the duration of the season.

This is available for **all senior** players with the club (i.e. aged 18 or over).

## ***What do I get as a player sponsor?***

Player sponsors will be entitled to the following:

- \* Social media posts thanking you for your support for the club, giving you great brand exposure
- \* Business logo featured on the player's profile page on the club website, with a link to your own website.
- \* Listing in the club magazine beside a profile picture of your sponsored player
- \* Logo on any social media posts associated with your sponsored player
- \* The opportunity to have a photograph taken with your sponsored player

## ***How much will it cost?***

Player sponsorship is available for all senior players.

To sponsor a player the cost is £50 for the season. Discounts can be considered for business and individuals who wish to take out multiple player sponsorships.







MERSEY ROSE RECREATIONALS CRICKET CLUB

[merseyroserecs@gmail.com](mailto:merseyroserecs@gmail.com)

[www.merseyrose.com](http://www.merseyrose.com)