



ICKENHAM CRICKET CLUB

Sponsorship Package

2025



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AN INTRODUCTION TO ICKENHAM CC

Ickenham Cricket Club was founded in 1851 and is a welcoming family club in North West London. It was widely held amongst many of the older members, now sadly no longer with us, that Brigadier Flavell was largely instrumental in obtaining permission for us to move to the Oak Avenue ground in 1928.

After the war club cricket all over the country flourished, Ickenham was no exception, the main ground known as Ickenham Green. The Club made a giant step forward and purchased the ground in the late 1950s.

In 1979 the Club joined the Thames Valley Cricket League and throughout the 1980s and 1990s, Ickenham was consistently successful in the Thames Valley League. Ickenham also won numerous local and regional limited over competitions during this period including the Bertie Joel Cup in 1983 and the Middlesex 20 over competition in 1995.

In 1999, Ickenham decided to leave the Thames Valley League and join the Middlesex County League. The Club enjoyed various degrees of success during our period in the MCL, the highlight of which was undoubtedly the 1st XI's promotion to the Premier Division in 2004.

In 2004, Nicky Sims, an associate member of the Club, got together a group of women to form 'Ickenham Belles', a women's cricket team to play friendlies with other women teams in the area. This was the platform that led to the 'Ickenham Women' team being formed in 2009 as they entered the North London Women's Cricket League. In their inaugural season they took a credible 2nd place.

Now, Ickenham have five Saturday and two Sunday senior men's sides. Our Saturday XI's all play in the Thames Valley Cricket League. The Sunday XI's play in the Chess Valley Sunday league as well as the Middlesex Development League.

We field two sides on a weekly basis. The 1st XI competes in the Women's Southern Premier League and the 2nd XI competes in the Derek Morgan T20 League.

Our Junior section is thriving, with sides competing from Under 10s up to Under 19s. Children under the age of ten can attend our weekly Foundation training to welcome them to cricket.



WHY SPONSOR US

Ickenham Cricket Club is a growing community with over 300 members ranging from playing members to social members. On Saturday's during the cricket season, the club frequently has three home games which captures a large and inviting audience of over 100 members and guests which is perfect for advertising. This makes Ickenham Cricket Club a fantastic and unique club to establish a sponsorship partnership with. The prime benefits of this partnership will include:

- 300+ Club Members
- 100+ members and guests at every matchday
- Monthly events to advertise to a wider audience
- Friendly and welcoming atmosphere
- Links with the local community, allowing your advertising to reach audiences beyond cricket



Our U21 winning the Middlesex Development League in 2019

The Club is purely a non-profit organization and is seeking sponsorship revenue to reinvest into club facilities to improve the standard of cricket and develop the friendly atmosphere at Ickenham. Sponsorship revenue is typically spent on:

- Funding for improved facilities
- New equipment for Junior and Senior cricketers
- Investment into the club pavilion
- Ground maintenance

In recent years, we have been able to use sponsorship funding efficiently which has resulted in:

- A new astro-turf training facility
- New covers for the main ground
- Upgraded furniture around the club

We hope to be able to use future funding to develop various parts of our beautiful ground such as renovating our sightscreens and improving our ground maintenance equipment.

OUR EVENTS

Ickenham has a warm, friendly atmosphere and our social & fundraising events are at the core of this. We hold our annual Ickenham Fun Day which is our prime fundraising day occurring on the August Bank Holiday.

During the off-season (October to March), we host monthly events to keep the club members connected in the absence of cricket and to raise money for future club projects. When Spring arrives and the cricket commences, Ickenham hosts matches every week from April to September which sees around 100 members and guests visit the club across a given weekend.

Some of our typical events include:

- Quiz Night
- Bingo Night
- Christmas Parties
- Summer Parties
- Karaoke Night
- End of Season Awards Dinner

Our events are a fantastic way for your business to advertise as they present the following unique opportunities:

- The opportunity of marketing your business to 75+ people at each event
- Social media promotion (e.g., logo on event poster)
- Promotional stalls allowing you to promote your business
- Distribution of promotional material, e.g., leaflets, banners & posters
- Opportunities to provide catering



Quiz Night



Bingo Night



End of Season Awards Dinner

ICKENHAM CRICKET CLUB FUN DAY

Ickenham hosts an annual 'Fun Day' which is a large fundraising project led by the club to raise funds for various club projects. This day is usually hosted on the August Bank Holiday each year. The day sees hundreds of people from the local community come down to The Club and engage with various events, stalls and games set up on the outfield.



Over 1000 members and guests visit Ickenham Cricket Club on this engaging in the wide variety of stalls, inflatables, food, games and other festivities that the club has on offer. With such a high number of people coming through the gates, sponsoring this event gives your business the best opportunity yet for growth and advertising.

The advantages of sponsoring the Fun Day include:

- Advertising, networking and marketing with 1000+ throughout the day
- Promotional stall at the event
- Promotional material at the event
- Social media promotion of your business
- Potential opportunities for catering sponsorship



SHAKESPEARE ROADSHOW



The Club has recently partnered with a local production company that performs plays at our ground. In recent years, they have performed Twelfth Night and Much Ado About Nothing from the works of William Shakespeare. With an attendance of over 70 people from the local community, this event provides a unique opportunity to advertise to the wider community and our members beyond cricket. This event is an evening performance performed on the outfield in the glorious sunshine. Benefits of this event include:

- 100+ people attending the event
- Promotional stall at the event
- Social media promotion of your business
- Potential catering sponsor for the event
- Partnership and promotion opportunities from the external company that puts on the performance



THE ACADEMY

Ickenham launched its Academy in the Summer of 2020. This is an ongoing initiative set up by a group of our senior cricketers that offers specialist coaching to club members and cricket-based summer camps to children in the local community. Ickenham's Academy has gone from strength to strength, which has resulted in Junior cricketers breaking into the Senior teams and strengthening the club's performances.



The Academy primarily focuses on developing the technical skills of a player and the coaches will work with the players to improve their overall cricketing ability. The Summer Camps occur during the school holidays and are targeted to younger children to introduce them to cricket and develop an enjoyment for the game.

Developing a sponsorship partnership with the Ickenham Academy can give you the following opportunities for your business:

- Become an exclusive sponsor of the Ickenham Cricket Club Academy
- Promotional material to be displayed throughout the duration of the Academy
- Social media promotion of your business
- Logo on posters and other Academy promotional material
- Networking and marketing opportunities to members of the local community

ICKENHAM CRICKET CLUB

ICC ACADEMY SUMMER CAMP

ENJOY YOUR SUMMER HOLIDAY AT ICKENHAM CRICKET CLUB!

GET IN TOUCH TO BOOK YOUR PLACE NOW!

WEEK 1: 25th - 28th July
WEEK 2: 8th - 11th August
WEEK 3: 15th - 18th August

CAMP DAY
10am - 3pm

AM Club from 9am
PM Club pick up 4pm

£35 Per Day
£120 Week Booking
Half-Price Sibling Discount

For more information please contact the ICC Academy Team

0757660195 | iccacademy21@gmail.com | ICC, Oak Avenue, UB10 8UT

The Summer Camp Poster

SPONSORSHIP PACKAGES

Ickenham has a variety of sponsorship packages on offer that can be tailored to the needs of your business.



You can become a valued and integral sponsor to the cricket club through one of our three sponsorship packages. They are annual packages which include:

- Gold Package (from £1500)
- Silver Package (from £1000)
- Bronze Package (from £750)

If the annual packages are not the right fit for your business, we would love to welcome you to our community with some of our other sponsorship opportunities:

- Player of the Week Sponsor (from £600)
- Social Media Sponsorship (from £400)
- Banner Sponsorship (from £300)

GOLD PACKAGE

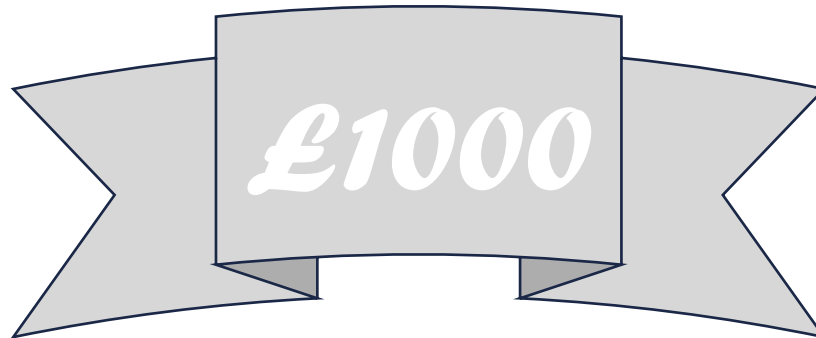


The gold package offers many opportunities to enhance the awareness of your business. For £1500 over a 12 month period, you will become the exclusive sponsor of Ickenham Cricket Club. Becoming our primary sponsor would entail:

- Principal sponsorship of Ickenham Cricket Club, with exclusive privileges and opportunities
- An advertising banner on our home ground*
- 4x Match Sponsorships to a game of your choice
- Advertisement in the annual fixture card
- First opportunity to advertise at any club event to promote your business
- The opportunity to host events using our clubhouse as a host
- Set up of promotional material within the clubhouse
- Promotional material made available at all our future events
- Extensive promotion via our social media accounts: Facebook, X and Instagram
- Logo on the teamsheets which are posted weekly during the Summer
- A dedicated page on our club website
- 4x Social memberships

*denotes that banner will be at sponsor's own cost

SILVER PACKAGE



The silver package offers many opportunities to enhance the awareness of your business. For £1000 over a 12 month period, you will become a cherished club sponsor of Ickenham Cricket Club. Becoming our silver sponsor would entail:

- An advertising banner on our home ground*
- Advertisement in the annual fixture card
- Opportunities to advertise at any club event to promote your business
- Promotional material made available at all our future events
- Extensive promotion via our social media accounts: Facebook, X and Instagram
- A dedicated page on our club website
- 2x Social memberships

*denotes that banner will be at sponsor's own cost

BRONZE PACKAGE



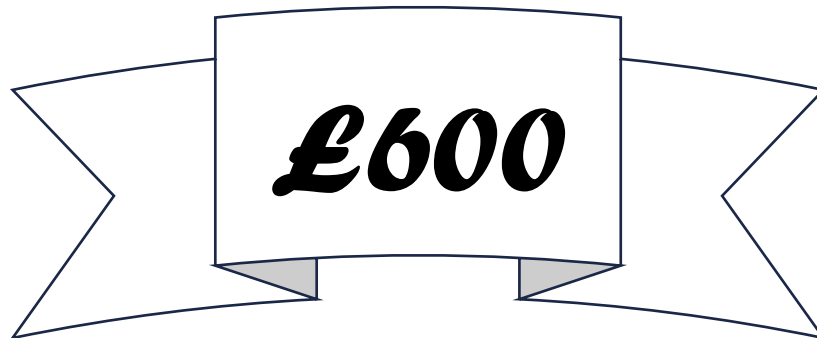
The bronze package offers many opportunities to enhance the awareness of your business. For £750 over a 12 month period, you will become a valued sponsor of Ickenham Cricket Club. Becoming our bronze sponsor would entail:

- An advertising banner on our home ground*
- Advertisement in the annual fixture card
- Opportunities to advertise at specific club events to promote your business
- Extensive promotion via our social media accounts: Facebook, X and Instagram
- Promotion on club website
- 1x Social membership



*denotes that banner will be at sponsor's own cost

PLAYER OF THE WEEK SPONSORSHIP



The player of the week sponsorship offers a unique and creative method to sponsor Ickenham Cricket Club through our player of the week campaign. The sponsor will donate a voucher to the club, and we will present the voucher to our nominated player of the week. Further benefits include:

- An advertising banner on our home ground*
- Opportunities to advertise at specific club events to promote your business
- Promotion via our social media accounts: Facebook, X and Instagram
- Promotion on club website



*denotes that banner will be at sponsor's own cost

WOMEN'S CRICKET

Since forming in 2005, our Women's section has gone from strength to strength. We have grown to over 30 players with two distinct playing sides and 27 fixtures in the 2024 season alone. We currently have seven players involved in county or franchise pathways playing alongside experienced Middlesex, Berkshire & Sunrisers players.



In 2024, our Women's 1st XI team won the Esme Irwin Middlesex Premier League, then defeated county winners from neighboring counties to secure promotion to the Women's Southern Cricket Premier League for the 2025 season! Our Women's 2nd XI completed its third full season in the Middlesex Derick Morgan T20 League, finishing as runners-up. This team is full of new players, young players and social players alike!

You can become an exclusive sponsor of the Women's team through a five-year package which includes:

- A five-year guarantee shirt sponsor on coloured clothing
- Feature in the annual fixture card
- Promotion via our social media accounts: Facebook, X and Instagram
- Promotion on club website
- An advertising banner on our home ground*

The cost of this sponsorship is a total of £3000 which is spread across the five years:

- £1000 in the first year
- £500 per year for the following four years

*denotes that banner will be at sponsor's own cost

SIXES TOURNAMENT

Additionally, the Women's section hosts an annual indoor and outdoor 6-aside tournament. Indoor Sixes involves six teams competing across six weeks from November to December. Outdoor Sixes is a one-day event taking place in May, hosting 6-10 teams from the area. Our Indoor Sixes 2023 social media gathered over 14,000 impressions across 67 posts!



The event attracts over 100 players, spectators and guests, making this a flagship event to sponsor with the following benefits:

- Extensive promotion via our social media accounts: Facebook, X and Instagram
- Promotion on club website
- Hospitality at outdoor sixes
- Advertising opportunities at the outdoor sixes event
- An advertising banner on our home ground*



*denotes that banner will be at sponsor's own cost

ADDITIONAL SPONSORSHIP

Social Media Sponsorship (£400)

Ickenham's popularity has seen the club amass nearly 5000 followers across Facebook, X and Instagram. The club posts actively and there are several benefits that social media promotion can have for your business:

- Welcome post across all platforms
- Logo on every teamsheet, results and social event posts across Facebook, X and Instagram (approx. 50 per season)



Banner Sponsorship (£300)

Ickenham's beautiful ground provides the prime location for your business to place a banner on our ground. Advantages of this to your business include:

- 100+ players and members visiting the club every weekend during the season giving maximum exposure
- Exposure during the week for training sessions, midweek matches and events

Website Sponsorship (£200)

Ickenham's vast reach ensures significant web traffic. Advantages of this to your business include:

- Page on club website
- Logo on home screen with link to your business website

ADDITIONAL SPONSORSHIP

Match Sponsorship (£100)

Ickenham's match day sponsorship invites up to four members of your business to come down to a match day at our ground and soak up the warm atmosphere. These are on offer on select Saturday's during the cricket season. Partnering us through match day sponsorships will benefit your business in the following ways:

- Up to 4 people invited to a home match which includes a complimentary drink and seating area
- Matchday photo with the home team
- Networking opportunities with 80+ members and guests
- Opportunity to distribute promotional material
- Social media promotion



Player Sponsorship (£80)

Ickenham's player sponsorship provides you with the opportunity to sponsor one of our players and in return your business will benefit from the following opportunities:

- Logo and business description on website
- Business name on teamsheets, posted weekly on social media
- Social media promotion

CONTACT US

Club Chairman:

Steve Room

chairman@ickenhamcc.co.uk

07818 458809

Club Secretary:

Peter Brandreth

secretary@ickenhamcc.co.uk

07947 063159

Sponsorship Secretary:

Neerav Trivedi

sponsorship@ickenhamcc.co.uk

+61 473 387 931 (Currently overseas, WhatsApp only)

Address

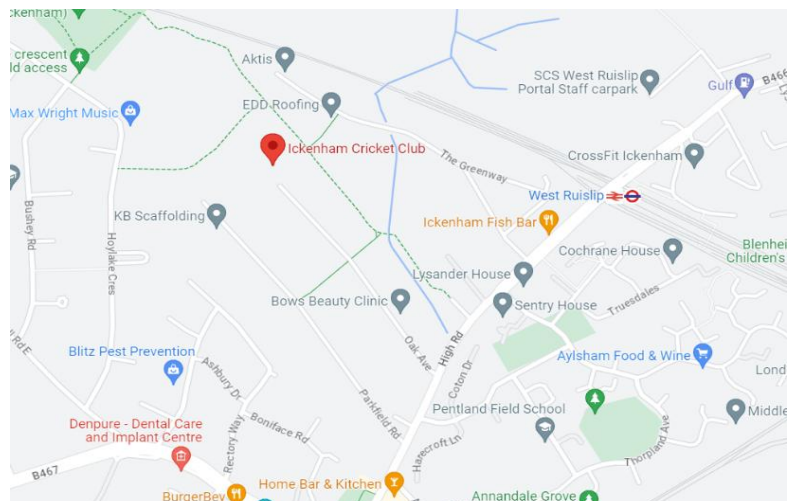
Ickenham Cricket Club

Oak Avenue

Ickenham, Middlesex

UB10 8UT

01895 639366



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www.ickenhamcc.co.uk