



# SHEFFIELD UNITED CRICKET CLUB



SPONSORSHIP & ADVERTISING

## Sheffield United Cricket Club

developing cricketing talent in our region



### SPONSORSHIP & ADVERTISING PACKAGES 2012 SEASON

#### CLUB HISTORY

Sheffield United Cricket Club was established in 1892 and were originally based at Bramall Lane. The aims of the club were certainly noble ones and still hold true today,

*"...to develop cricketing talent in Sheffield and the surrounding districts"*

It only took four years before the first trophy was won, the Sheffield Challenge Cup against Kilnhurst. In 1900, SUCC were founder members of the Yorkshire League, and were regularly at the successful end of the table, collecting the Council Championship eight times!

The return to playing following WWII heralded the arrival of some of the biggest names in the club's history.

*"Fred Trueman appeared and made his debut in the third team"*

By July he was in the first team and not long after he was with Yorkshire. The immediate post war period also saw Eric Burgin, Bill Cummins, Frank Melling and Bruce Oakes start a long association with the club.

In 1953 SUCC returned to the Yorkshire League and under the leadership of Melling, they finished out of the top three just three times in 13 years; being champions three times and runners-up five times.

1973 saw SUCC leave Bramall Lane to allow Sheffield United Football Club to build their football stadium. The mid 70s saw a depressive air sweep through the club as a battle to find a suitable new ground continued, and eventually the club moved to the present Bawtry Road site.



Since then SUCC has won the Yorkshire league six times including consecutive wins in 1985, 1986 and 1987 and close to 40 Sheffield United players have played county cricket and several have represented England. Most notably, Fred Trueman who, as an 18 year old burst into top league cricket before taking over 300 Test wickets and Devon Malcolm who spent four years at Bawtry Road in the mid eighties terrorising Yorkshire League batsmen with the pace of his bowling and his own wicket keepers who were put in mortal danger from his bullet like, albeit erratic throw ins.

SUCC's tradition for developing junior players continues with several youngsters now playing for the first team in the Yorkshire League and we have seven junior players representing counties and many more who play for Sheffield & District sides.

Currently two county cricketers, Tom Knight (Derbyshire CC) and Shaq Choudry (Worcestershire CC), have played at SUCC progressing through our junior structure and Alex Blake (Kent CC) played for our first team in 2009 whilst he was at university.

*"The club now boasts four senior teams, one mid-week team, eight junior teams, one Ladies team and two Disability teams"*

We are also proud to be a Disability Cricket centre and of our community links through initiatives such as Chance to Shine, Holiday Schemes and being the South Yorkshire Twenty/20 competition organisers.

Sheffield Hallam University have recently announced that they will investing in the development of Bawtry Road and with the club assuming the role of primary tenants we are looking forward to working with SHU on these developments and the signs for the future are excellent with a fresh attitude sweeping through the club.

With a fine batch of young players and senior players throughout, the challenge for SUCC is to develop year on year both as a sustainable business and a steady improvement on results and performances on the field, while at the same time allowing young cricketers to develop their own games to achieve success in their careers.



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### SENIOR TEAM – KIT SPONSOR

- Company logo on the senior team shirts (4 x Senior teams)
- ½ page advert in the Match Day Programme
- Pitcheside board
- Website Link to company website



### PITCH SPONSOR

For the first time, the club are offering the chance to become the sponsor of the main cricket pitch at Bawtry Road, with the pitch being named after your company for the coming season.

- Pitcheside board
- ½ page advert in the Match Day Programme
- Website Link to company website



### HOLIDAY SCHEME SPONSOR

- Company logo on all holiday scheme publicity
- ½ page advert in the Match Day Programme
- Website Link to company website



### MATCH DAY SPONSOR

This is available for 1st and 2nd team home games and all sponsors will receive 2 x complimentary cricket teas and match day programme.

### PLAYER SPONSOR

Why not sponsor one of the senior players, this will be included on the player profiles and you will receive a signed photo of the player you sponsor!



### PITCHSIDE BOARD ADVERTISING

These are available on a season long agreement and will be placed around the pitch where the 1st, 2nd, Ladies and Junior sides play. SUCC will coordinate the design of the board on your behalf.

- Website Link to company website
- ½ page advert in the Match Day Programme



### CRICKET SCHOOL ADVERTISING

These are available on a season long agreement and will be placed within the Indoor Cricket School. SUCC will coordinate the design of the banner on your behalf.

- Website Link to company website
- ½ page advert in the Match Day Programme



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### ADVERTISING

Why not have a web link to your company website? With our website having 10,000 hits a year it's a great promotional tool for businesses.



### MATCH DAY PROGRAMME ADVERTISING

Whatever you want to advertise the match day programme is an excellent way to do this and with a variety of options available for a season long agreement it's an opportunity not to be missed!



### CLUB TV ADVERTISING

Sports Media Advertising have a 22" High Definition Screen within the Bawtry Road Pavillion and all the adverts shown are displayed a minimum of 3-4 times every hour. All the graphics will be provided by Sports Media to your specifications. The system gives local businesses the opportunity to be seen by many local people at a cost of less than £1 per week whilst helping to raise funds for Sheffield United Cricket Club.

The costs, including initial graphics, are as below:

- One advert per system: **£50** per annum
- One advert on two systems: **£75** per annum
- One advert on three systems: **£100** per annum
- One advert on 5 systems or more: **£25** per system per annum
- One advert on 10 or more systems: **£20** per system per annum

Advertisements can be tailored to suit your requirements and can be readily changed or updated throughout the year to reflect any 'special offers' or changes to your business for an additional fee of £10 per amendment.

### BESPOKE PACKAGES

We are happy to offer bespoke packages, please feel free to contact us to discuss your ideas.



### CLUB CONTACT DETAILS

If you are interested in any of the sponsorship or advertising packages or would like to know more about our club please contact:

**Debra France-Sargeant**  
General Secretary

Tel: **01226 361 043 / 07979 227700**

Email: **debrafs21@gmail.com**

Web: **www.sheffieldunitedcc.co.uk** and  
**www.succ.play-cricket.com**



Sheffield United Cricket Club  
Graham Solley Sports Centre,  
Bawtry Road, Tinsley,  
Sheffield, S9 1UA

[www.sheffieldunitedcc.co.uk](http://www.sheffieldunitedcc.co.uk)

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looking beyond print

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