



# Partner Opportunities



Sponsor Pack



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About Us  
Who we are  
What we do

# About Us

Who we are and what we do

- Founded in 1888.
- One of the oldest cricket clubs in Middlesex, with one of the best facilities.
- Moved to our current site “Payne’s Folly” in 1960.
- We are a not-for-profit CASC (Community Amateur Sports Club) .
- We exist to provide sport and social development for the people of Harrow and surrounding areas.



# About Us

## Who we are and what we do

- We have ECB Clubmark accreditation.
- Clubmark means that we are recognized as a very well run, safe, rewarding and fulfilling place for participants of all ages.
- Our membership consists of 260 junior playing members, 500+ junior parent & family members, 100 adult cricket playing members, 30 social members.
- We have programmes and teams for men, women, boys & girls.
- The overwhelming majority of our members live in and around the Harrow / Sudbury Hill / Wembley areas.



# About Us

## Demographics of adult cricket & colts parent membership

- ABC1 Membership : 68%
- Student Membership : 17%
- Others : 15%
- By Postcode : HA1: 18%, HA2: 28%, HA0/9: 18%, HA5: 16%, Others: 20%



# Why Get Involved

## Large local community interaction

- We have a very busy schedule of sport at the club which ensures many people from the local community visit & use our facilities.
- 160 matches are played at our ground every summer. Including away fixtures, we play 290 matches each season across our 17 x junior teams, 2 x U19 teams, and 9 x adult teams. This includes a women & girl section with 7 teams.
- We host private functions at the club throughout the year with numbers ranging from 40 people to 150 people at a time.
- Our junior section is one of the most established and successful in the county.
- As a local community sports club, we offer you the opportunity to create strong links with the local community raise awareness and sales of your services or products to the local community.



# Why Get Involved

Throughput at Payne's Folly, home of Harrow CC

## THROUGHPUT AT HARROW CRICKET CLUB

Event Type	Visitor Group	No. of Players & Officials	No. of Spectators	Total No. of People	Frequency of Event	Total No. of Visits to our Club
Adult Cricket	1 <sup>st</sup> XI, 2 <sup>nd</sup> XI, 3 <sup>rd</sup> XI & 4 <sup>th</sup> XI	24	15	39	40 Matches	1560
	Sunday XI	24	15	39	5 Matches	195
	Womens XI	24	15	39	4 matches	156
U19-U21	HCC (U19, U21)	24	15	39	11 Matches	429
Junior Cricket	HCC Junior Teams (U8 to U17)	24	35	59	100 Matches	5900
	Junior Training Sessions Saturdays	25	80	105	15 Weeks	1575
	Junior Training Sessions Sundays	70	110	180	15 Weeks	2700
	Junior Training Sessions Mondays	40	25	65	15 Weeks	975
	Junior Training Sessions Tuesdays	45	10	55	15 Weeks	825
	Junior Training Sessions Fridays	80	50	130	15 Weeks	1950
	Private Functions	n/a	n/a	80	Once a month	960
					Total	17225



# Recent Honours

33 Junior trophies won since 2015

**2023**

- U17 Div 1 League Winners
- U11B Div 3 League Winners

**2022**

- U17 Div 1 League Winners
- U17 Girls Youth Cup Shield Winners

**2021**

- U14 Div 1 League Winners
- U15 Div 1 League Winners
- U17 Div 1 League Winners
- U17 County Cup Winners
- U17 Middx Youth Cup Winners
- U17 Area Cup Winners
- U12 Girls League Winners
- U12 Girls County Shield Winners

**2020**

- Covid season – all friendlies

**2019**

- U10 Div 1 League Winners
- U11 Div 1 League Winners
- U15 Div 1 League Winners
- U15B Div 3 League Winners

- U17 Div 1 League Winners

- U17 Area Cup Winners

- U17 Middx Youth Shield Winners

**2018**

- U10 Div 1 League Winners
- U12 County Champions
- U15 Div 1 League Winners
- U15 Area Cup Winners
- U17 Middx Youth Cup Winners

**2017**

- U11 County Champions
- U11 Div 1 League Winners
- U13 Div 1 League Winners

**2016**

- U11 Div 2 League Winners
- U14 Div 1 League Winners
- U14 County Champions

**2015**

- U12 Div 1 League Winners
- U13 Div 2 League Winners
- U13B Div 4 League Winners

## Recent Junior Honours





# Sponsorship Assets

Branding on playing kit



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# Sponsorship Assets

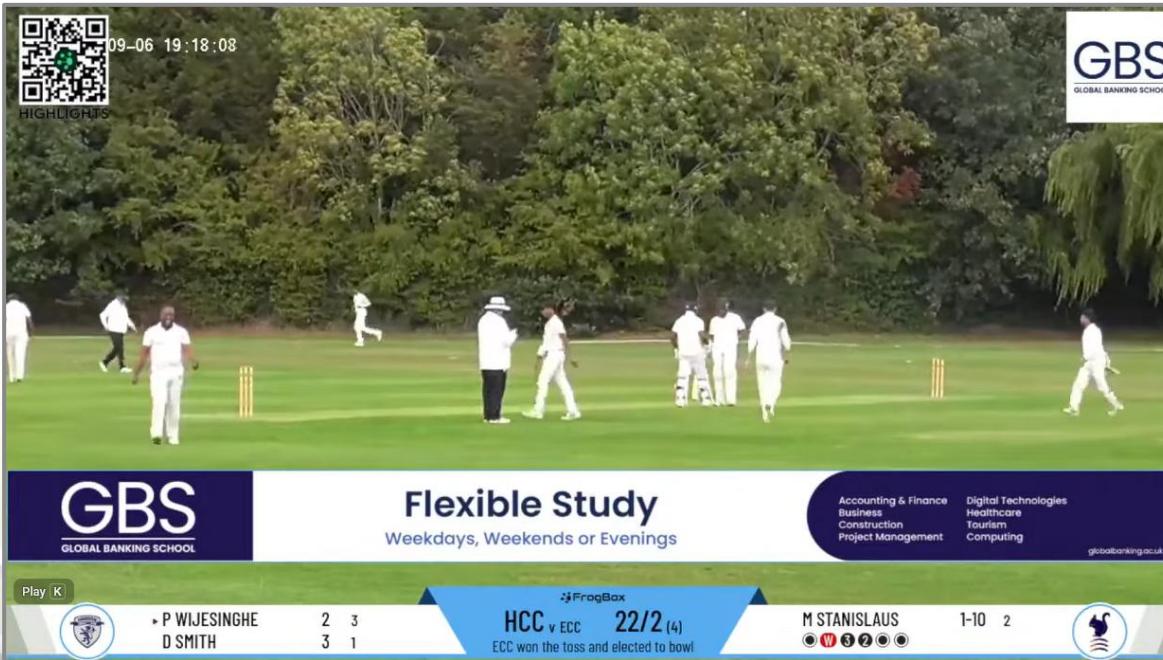
## Advertising Boards at Ground



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# Sponsorship Assets

Advertising on our You Tube live match stream



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# Sponsorship Assets

## Social Media - Branded Posts



- Our Social Media posts amassed over 480k views in 2025



# Corporate matches and family days

Great summer setting to entertain or have fun



- Ours is one of the best club cricket grounds in Middlesex
- Our sponsors get to use the ground for corporate matches
- The ground can also be used for employee family fun days



# Use of bar, hall & BBQ

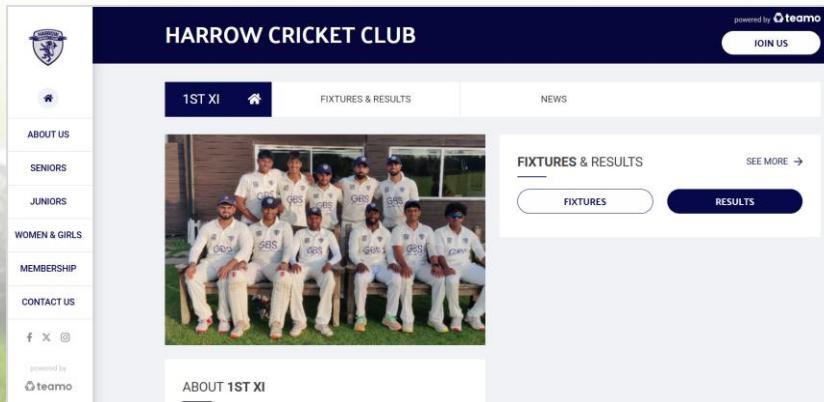
For summer & festive parties and other events

- Our facility also caters for entertainment through summer parties, festive parties and networking events.
- We have a fully licensed bar & hall with capacity for 150 people. We also have additional outdoor seating and BBQ area for the summer events.
- Our sponsors get use of the facilities in this way for a set number of days as part of their package.



# Website & Newsletters

Prominent promotion on our website & newsletters



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- Our website receives 100,000 visitors per year.
- Prominent sponsor branding will be included on the site & newsletters, including a full write up of your services on our partner page with links through to your site.
- Additional sponsor material can also be attached with newsletter emails.
- As an official club sponsor, you will be promoted to all our members, and visible to anyone visiting our website.



# Sponsorship Opportunities



# Sponsor Fees

## How we use the money

- We are a not-for-profit organisation.
- Every penny generated from sponsorship is invested back into maintaining and improving our cricket playing facilities, to ensure that we can continue to provide excellent facilities for the local community.



# Primary Sponsor

(Available from end of 2026 season)



- Main front of shirt sponsor logo position
- Boundary advertising board
- Scorebox advertising board
- Advertising on YouTube live streams
- Use of ground for corporate match
- Clubhouse use for events
- Branding on social media posts, website, and member communications
- Annual awards event sponsor

Price (Per Year): **£10,000\*** (2 Year Minimum)

\*Includes production costs for all artwork, advertising boards, and sponsor branded team clothing.

All Prices exclude VAT



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# Secondary Sponsor

(Available from end of 2026 season)



- Second front of shirt sponsor logo position (available when primary sponsor changes)
- Boundary advertising board
- Scorebox advertising board
- Advertising on YouTube live streams
- Use of ground for corporate match
- Clubhouse use for events
- Branding on social media posts, website, and member communications

Price (Per Year): **£5,000\*** (2 Year Minimum)

\*Includes production costs for all artwork, advertising boards, and sponsor branded team clothing.

All Prices exclude VAT



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# Advertising Combo Pack

## Boards / YouTube Live Stream / Event / Social Media



- Advertising board on the boundary
- Advertising on YouTube Live Streams
- Clubhouse use for company social event
- Branding on social media posts and website.

Pricing (Per Year): **£750\***  
(2 Year Minimum)

\*Excludes one off production costs  
for physical advertising board  
All Prices ex VAT



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# Other Options:

## Pitch Covers

- Sponsor branding printed on the 3 Covers used on the main ground to cover our pitches
- Covers design can be completely customised (colours & branding) depending on the needs of the sponsor

Pricing (Per Year): **£1000**  
(5 Year Minimum)



## Stump Sponsors

- Sponsor design wrapped on stumps to be used in all games at the club
- 12 Stumps required (6 for the main ground, 6 for the top ground)

Pricing (Per Year): **£400**  
(2 Year Minimum)



All Prices ex VAT



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# Other Options:

## Match Ball

- Sponsor a senior team's match balls for a single game or the whole season. (1XI, 2XI, 3XI, 4XI, 5XI, CVL, U19)
- Match ball sponsor branding on all social media posts related to team sheets and fixtures for that specific team.

## Pricing:

£50 a Game or  
£450 per Season  
(Per Team)



## Player Sponsor (16+)

- Sponsor a player and get your name/ company logo on the player's picture on our notice board. A great option for family and friends.

## Pricing:

£50 per player (or any amount higher)

All Prices ex VAT



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# Packages Summary

Options available

Items	Primary Sponsor	Secondary Sponsor	Advertising Combo Pack
<b>Sponsor Branding on Shirt</b> Main Position Second Position	✓	✓	
<b>Advertising Boards</b> Scorebox Boundary	✓ ✓	✓ ✓	✓
<b>Advertising on Live Stream</b> You Tube	✓	✓	✓
<b>Facilities Use</b> Corporate Match Social Event	✓ ✓	✓ ✓	✓
<b>Awards Evening</b> Event Sponsor	✓		
<b>Branding on Club Comms</b> Social Media Posts Website Member Comms	✓ ✓ ✓	✓ ✓	✓
<b>Total (ex VAT) Per Year</b>	£10,000	£5,000	£750*

All packages are for a minimum of two years.

\* Combo Pack excludes one-off production costs for advertising boards



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# Single Items Summary

Options available

Other Items	Amount Per Year	Details
<b>Pitch Covers</b> Per Year (minimum 5 years)	£1,000	Your company branding on all three roll on covers, fully customisable branding
<b>Stumps Sponsor</b> Per Season (minimum 2 years)	£400	Your company branding wrapped on all sets of stumps used for matches
<b>Match Balls</b> Per Season Per Team Per Game Per Team	£450 £50	Match ball sponsorship includes your branding on our match day social media posts
<b>Sponsor a Player</b> Per Season	£50	Your name/company logo on the player's picture on our notice board. A great option for family and friends.

All Prices ex VAT



Thank You  
For your consideration



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