



Sponsorship Opportunities

Directors: David Smith / Michael Barber / Mike Webb

Company Address: 42 Frant Road, Tunbridge Wells, Kent TN2 5LJ

Telephone: 07867 493026, 07971 059611 or 07852 326334

E Mail info@invictacricketcoaching.co.uk

Website www.invictacricketcoaching.co.uk



Intro

Invicta cricket have a number of sponsorship opportunities that can be tailored to maximize exposure for our partners. Over the past 4 years, Invicta cricket have built strong relationships with local schools (Preparatory, Independent and State Secondary), local cricket clubs and Kent County Cricket Club.

Invicta Cricket could give your company maximum exposure within the local area through its connections with schools, local leagues, or the Kent County Cricket Club's elite performance program.

Package 1 – Northern Warriors or Western Rhinos Area Cricket POA

Since 2016, the old 'District' system was replaced by the Area programme which essentially merged many of the old districts into a smaller number of, more competitive Areas. Invicta were awarded the rights to manage two of the 8 Area programmes and have been doing this since 2016 with a significant degree of success.

The **Northern Warriors** are made up of **Sevenoaks, Dartford & Gravesham** districts.

The **Western Rhinos** are made up of **Tunbridge Wells and Tonbridge & Malling** districts.

These areas both have eight squads of approximately 20 players, six for boys and two girls only squads. All require a main shirt and training kit sponsor.

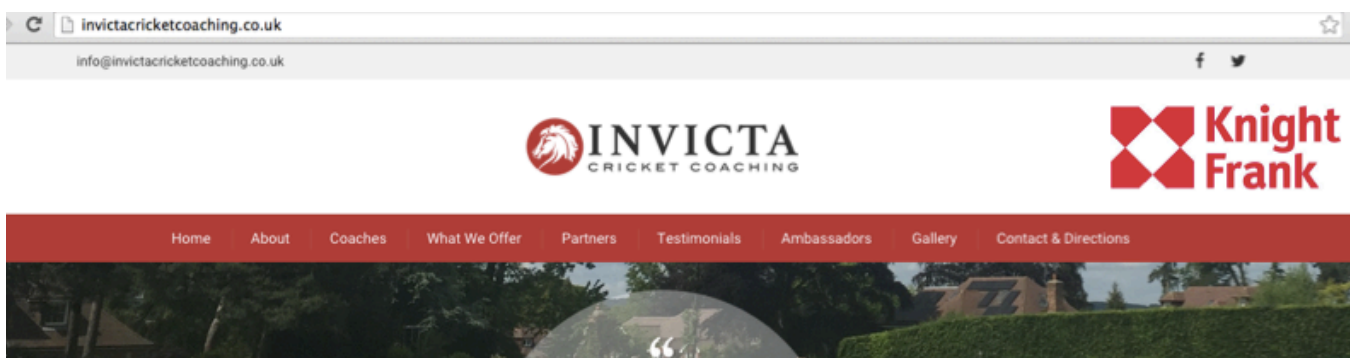
- The company logo would be printed on all **320** members' playing and training shirts in a prominent position across the front of the garment.
- The company logo would also be incorporated in all **social media platforms** with hyperlinks directing traffic to your website.
- All Area related parent emails would have the company logo
- All Area team photos would contain the company logo and be sent to local papers.
- Area parents would be invited to exclusive kit testing, discount buying opportunities either at the shop or at our training venues
- The company would be welcome to set up a concession at an Invicta festival and/or training days



Package 2 - Invicta company sponsor POA

The company sponsor would give your company the local exposure it requires through the following: -

- Welcome E-mail advertising your company as a new partner to the entire contact database of Invicta Crickets members. As at October 2018 this numbers just over 1,000 members.
- The company logo would be printed on all **36 Academy** pupils training shirts in a premier position.
- The company logo would also be printed on all **200 Holiday Course T-shirts** once again in the front premier position.
- Any promotional banners and flags would include the logo.
- Any promotional flyers or leaflets would have space for the company to market its services and showcase any upcoming events.
- Invicta Cricket's e-mail and e-bulletin would have a Hyperlinked logo in the footer section with a reach of over **300 parents, 30 clubs and 16 schools.**
- The Invicta Cricket website would have a hyperlinked logo in the header. See example.





Package 3 – Invicta Junior Cricket League Sponsor POA

In 2015, Invicta took over the running of the Border League and took this opportunity to merge this with the West Malling League to create more competitive Premier Divisions in each age group. In 2016 an indoor version of the league was introduced resulting in competitive junior cricket all year-round. The league has gone from strength to strength and as at October 2018 we have 15 summer league divisions and 3 indoor divisions comprising roughly 30 clubs. Sponsorship of these leagues would offer the following opportunities:

- Naming rights for the leagues, meaning the leagues would be known as 'The XXXX Junior Cricket League' or 'The Invicta Junior Cricket League sponsored by XXXX'
- The company logo would appear on the league website
- League related communications would feature the company logo
- The company would be invited to attend league gatherings (pre-season meeting, end of season awards evening) as an opportunity to promote goods and services
- We could invite league players and parents to attend exclusive kit testing sessions at the shop or at a venue of our choosing
- The company could have their logo added to the match balls
- If the company is involved in cricket kit distribution it would be able to manage the league match ball purchase and distribution process



Package 4 – Packages 1,2, & 3 combined.

- **Invicta company sponsor**
- **Northern Warriors sponsor**
- **Western Rhinos Area sponsor**
- **Invicta League Sponsor**

Total - POA

Other Opportunities

Indoor Cricket League (2 age groups, 24 teams, September to March)

May Bank Holiday 6-a-side tournament (4 groups, 16 teams, full day at Sevenoaks School with refreshments, etc.)

Overseas tours (Dubai, Caribbean, Sri Lanka, South Africa, others TBC)