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NORTHAMPTONSHIRE
COUNTY CRICKET CLUB

**PRINCIPAL
PARTNER
OPPORTUNITIES
2022**



NatWest
BLAST
T20

NatWest
BLAST

NatWest
BLAST
T20

NatWest
BLAST

NatWest
BLAST

est.com/cricket

NatWest



WELCOME

A cricketing hub for the East of England, providing a pathway to elite cricket, whilst inspiring new generations of cricket fans, players, officials, and volunteers. A nationally recognised brand built on history and heritage.

A commercial centrepiece for local business, working tirelessly to engage and develop relationships within the county and beyond.

A 365-day a year events space; an international concert venue for up to 20,000 people.





OUR HOME

THE CLUB

Northamptonshire County Cricket Club's long and successful history dates back to 1878 with its home ground set in the heart of Northampton. Its support and brand extend well beyond the county boundaries, across the UK and internationally.

One of the few counties to win the T20 Blast more than once, the club also returned to the first division of first-class cricket in the UK in 2019. A real success story of white ball cricket, the Northamptonshire Steelbacks mix it with the best and the club welcomes international stars to the squad each year.

The club's commercial presence has continued to grow in recent years, providing a business hub for the eastern region, whilst continually developing its home at The County Ground and supporting those

most local. Developing successful and innovative partnerships has been at the core of this growth. In the last few years, the club has been proud to host numerous international fixtures, alongside the full county cricket calendar and local grassroots fixtures. These international fixtures and growth across Northamptonshire fixtures are a true demonstration of the off-field success and development the club has been able to achieve.

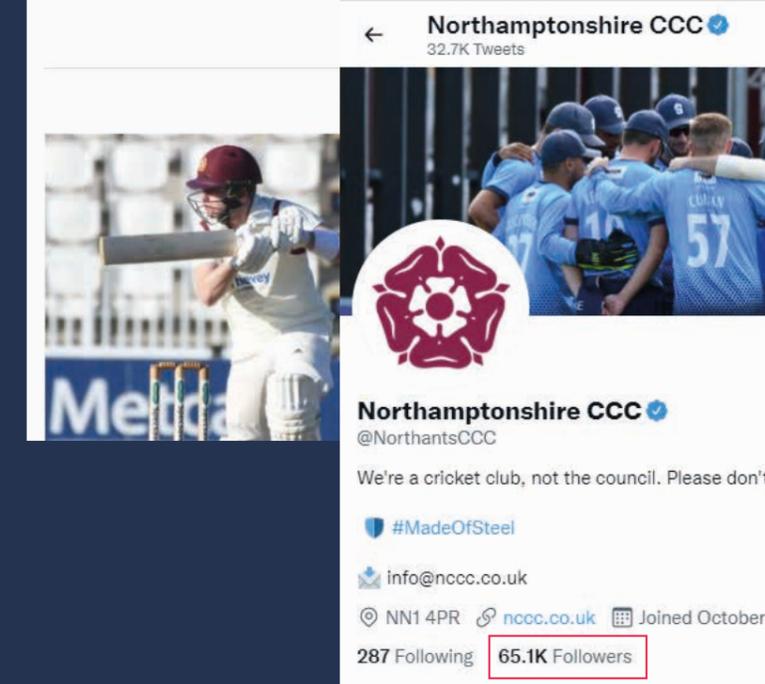
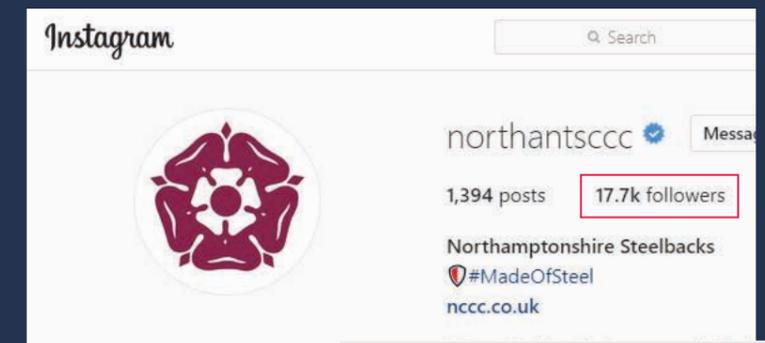
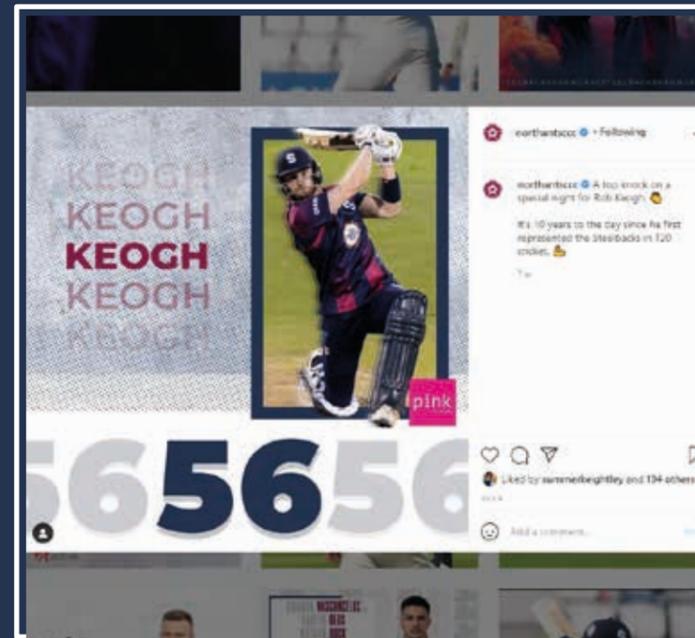
Throw into the mix a vast array of concert events from Elton John to Craig David and Rita Ora, the club now proudly sits as an international music venue and 365-day a year events business.

We'd love to welcome you to join our journey and see how both brands can support each other.

EXPOSURE

The club has a wealth of innovative and exciting partnership opportunities, to maximise your brand's exposure and goals, helping you to reach new and engaged audiences. Creating bespoke packages that cater for your needs, the club's partnership team will work with you every step of the way to ensure every partnership is right for you and your brand.

YOUTUBE | INSTAGRAM | TWITTER | FACEBOOK

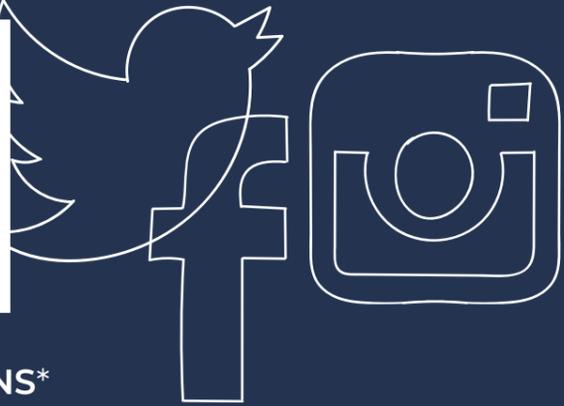


EXPOSURE STATS

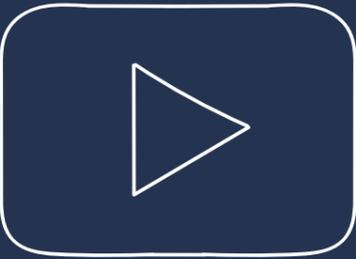
136,342

FOLLOWERS ACROSS
TWITTER, FACEBOOK,
INSTAGRAM & LINKEDIN

18.61M



SOCIAL MEDIA IMPRESSIONS*



7.3M

LIVESTREAM VIEWS

1.04M

NCCC.CO.UK
MONTHLY WEBSITE VISITS
2021 TO DATE

***IMPRESSIONS:**
The number of times your pages post entered a persons screen. Posts include statuses, photos, links, videos and more.

1878 BUSINESS CLUB



Our all new 1878 Business Club is designed with the club's heritage at its heart. Named after the year in which the club was formed, its main purpose is to harness connectivity between all our partners through exclusive networking events and brand awareness.

A typical year sees a minimum of five, 1878 Business Club networking events across the calendar year, partner this with the opportunity to converse with other 1878 Business Club members in corporate hospitality, business to business relations is at the core. Monthly updates including specific focuses on 1878 Business Club members enable you to showcase your businesses services across the local business community.

Whether the 1878 Business Club is your entry point into a partnership with Northamptonshire County Cricket Club or simply part of your bespoke package, it will undoubtedly help increase your presence within The county and provide exciting opportunities for the future.



PLAYER SPONSORSHIP

Company logo and link on the NCCC website

Brand placement next player on their player profile page

PA Announcement as your sponsored player walks onto the field

Hevey Suite hospitality for 2 to a T20 match and joined by player after the match to meet you and your guest

Matchday tickets as requested (Max 4 per match)

2 x Complementary tickets to the End of Season Dinner

Presentation of players signed playing shirt at the End of Season Dinner

Priority access to all hospitality & concerts held at The County Ground

Access to our 1878 business club, including all club networking events

£2,500 +VAT

MATCH SPONSORSHIP

Sponsor a Vitality Blast (20-over match)
or Royal London Cup (50-over match)
and receive the following:

Table of 10 in the Hevey Suite hospitality
at your sponsored fixture

Advert displayed on the LED scoreboard

LinkedIn post announcing your sponsorship
of the match along with entry into the 1878
Business Club.

Access to all club networking events
and the 1878 business club

Announced by the PA your sponsorship
of the fixture (minimum 5 times)

The opportunity for a representative of your
company or client to join the Captains for
the toss from which you will be presented
with a framed shirt

20 x complimentary tickets for the fixture

£2,750 +VAT





MATCHBALL SPONSORSHIP

Sponsor the matchball at a Vitality Blast (20-over match) or Royal London Cup (50-over match) and receive the following:

Table of 4 in Hevey Suite hospitality at your sponsored fixture

Presentation of mounted matchball at the toss

Advert on the LED scoreboard

Announced as match ball sponsor over PA (minimum 3 times)

10 x complimentary tickets at your sponsored fixture

£700 +VAT



CONTACT US

To find out more about sponsoring
Northamptonshire County Cricket
Club in 2022, please contact;

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