



# East Ardsley United Cricket & Athletic Club

Jeffrey Field, off Bradford Road, East Ardsley, Wakefield, WF3 2HB.

Tel/Fax: 01924 822207

Email: [info@eaucc.co.uk](mailto:info@eaucc.co.uk)

Internet: [www.eaucc.com](http://www.eaucc.com)



## Sponsorship Opportunities 2021

*Cricket has been played at Jeffrey Field since 1877 and the current club was formed in 1882 following the merging of the two clubs in the village at that time to form one 'united' team. The club has made fantastic developments in recent years and we are looking to improve the facilities further to engage the local community in healthy activities and social events.*

The Club has a thriving junior section and our dedicated team of qualified coaches and volunteers encourage young children from the age of 5 to learn the game and compete against their peers. We have junior teams playing competitive cricket at U9, U11, U13 and U15 levels in the Heavy Woollen District Junior Cricket League and we are incredibly proud to have a large number of juniors' graduate to play senior cricket at the club to further their progression.

We were recently reaccredited with Sport England "Clubmark" status – confirming the Club as being a beacon for junior cricket development with an excellent standard of administration, organisation and child welfare. The club is also involved in the ECB 'All Stars' programme to introduce 5 to 8-year-olds to the game of cricket and the 'Last Man Stands' initiative to attract ex-players and social teams to a shorter form of the game.

On the field, we have three senior teams – two playing in the Bradford Premier League (1st & 2nd teams) and one in the Mid-Yorkshire Sunday League covering West Yorkshire. We also reached the last 16 in the National Village Cup in 2018, which saw us travel up to Scotland where our run sadly ended. We are a club run entirely by volunteers and any sponsor money the club receives goes directly into the development and improving our facilities for our teams and for the wider community. Last year, our third Beer Festival was again a huge success and – along with our annual Bonfire and Firework Night – we saw lots of new faces down at the club.

Our facilities are available to hire either for social events or to hold an inter-company match. Please come down to the club and have a look, have a drink and/or watch some cricket.

We are looking for local businesses and individuals to sponsor or advertise at the club to help us raise funds to meet the increasing costs of participating in the sport and to develop the facilities whilst keeping subscriptions at an affordable level to encourage more people to participate.

- Please find overleaf our various sponsorship options, including our **'Match Ball Sponsors Grand Draw'**.
- All sponsors will be publicised around the club, on club publications, on our website ([www.eaucc.co.uk](http://www.eaucc.co.uk)) and on our social media platforms – Facebook and Twitter. For kit and event sponsorship, we also aim to promote our sponsors in the local media.
- If you are unable to sponsor us but can help the club by other means (such as club maintenance, promotion, provision of equipment or donation of raffle prizes) then we would be happy to hear to from you.

If you have any questions or would like to discuss any aspect of sponsorship, please do not hesitate to contact:

**Dan McTernan** on **07821 536147** (email: [danny\\_mac\\_86@hotmail.com](mailto:danny_mac_86@hotmail.com)) or

**Mick Pearson** on **07725 609418** (email: [mickdp189@hotmail.co.uk](mailto:mickdp189@hotmail.co.uk))

<b>PRESIDENT:</b>	<b>Mr. T Longfield</b>	15 Lingwell Court, Lofthouse, Wakefield WF3 2HR	
<b>CHAIRMAN:</b>	<b>Mr. M D Pearson</b>	25 Alnwick View, West Park, Leeds LS16 5RP	Tel: 07725 609418
<b>SECRETARY:</b>	<b>Mr. A Battye</b>	23 Walton Station Lane, Wakefield WF2 6HP	Tel: 07734 808115
<b>TREASURER:</b>	<b>Mr. A Pearson</b>	25 Alnwick View, West Park, Leeds LS16 5RP	Tel: 07894 967606
<b>CRICKET SECRETARY:</b>	<b>Mr. D Battye</b>	24 Standbridge Lane, Sandal, Wakefield WF2 7DY	Tel: 07876 682813
<b>DIRECTOR OF CRICKET:</b>			

# HOW CAN YOUR BUSINESS GET INVOLVED?

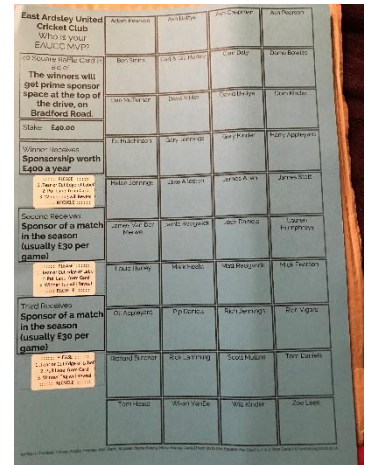
## ❑ 'MATCH BALL SPONSORS GRAND DRAW'!

In 2021, we will reward three of our match ball sponsors with a prime advertising spot at the top of our drive

- a 6ft x 2ft advertising board visible to traffic on the A650  
(in previous years, this board has cost £400 for a 12-month contract)

**Enter our Sponsors' Grand Draw for just £40!**

- Pick a club member from the Raffle Card (see picture) – squares are £40 each and there is no restriction as to how many you can buy.
- Once the card is full, three winners will be revealed, and each company/individual will receive an advertising board
- Thirty-seven runners-up will automatically receive a match ball sponsor for the 2021 season, worth £30
  - name included on all match advertising – displayed in and around the clubhouse, as well as social media platforms.
  - free drink or cricket tea for you and a guest.
  - advert displayed on our clubhouse monitor throughout the season



## ❖ Advertising banner - £350 (2-years) / £250 (1-year)

- 10ft x 3ft banner displayed at the side of the pitch (including design & printing)
- free drink or cricket tea for you and 3 guests at a match of your choice.

## ❖ Sponsor a Social/Community event - £POA (Bonfire, Beer Festival, Summer Camp, Race Night)

- We have various sponsorship offers available for our annual Beer Festival and can also offer sponsorship for our Bonfire & Fireworks Display which regularly attracts over 1,000 people.
- If you want to help towards a successful event, please contact us for a discussion.

## ❖ Any other suggestions that will benefit yourself and the club are welcome

- If you have any specific requirements for advertising or sponsorship, please contact us for a discussion and we will do our best to help.

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**Mick Pearson** on **07725 609418** (email: [mickdp189@hotmail.co.uk](mailto:mickdp189@hotmail.co.uk))