

Sponsorship Proposal 2012

WINCHMORE HILL SPORTS CLUB (WHSC)

The Paulin Ground, Ford's Grove, Winchmore Hill, N21 3ER

WHSC is one of the largest and vibrant clubs in the South East of England with nearly 1000 active members with a rich history dating back to 1880

- Senior and junior sections for the following sports
 - Cricket
 - Football
 - Tennis
 - Hockey
 - Table Tennis
 - Non-playing section
- Picturesque ground in the heart of leafy Winchmore Hill
 - 3 magnificent cricket pitches
 - 4 football pitches
 - 6 grass and 4 hard court tennis courts
 - Top-class net facilities
 - Multiuse Games Area (MUGA) for football and hockey
- Used by thousands of visitors per year
 - Local schools
 - London universities
 - Sri Lankan Festival of Cricket
 - FA led Football Camps & Tournaments
 - ECB Accredited Cricket Camps
 - Social events throughout the year
 - Home to Kindergartencricket Nursery
 - The Physio Room @ WHSC – offering NHS qualified physiotherapy treatment for all sports injuries

WINCHMORE HILL CRICKET CLUB (WHCC)

- ECB Clubmark Accredited
- Cricket section is largest cricket club in Enfield
- 4 Saturday Cricket Teams with 1st XI challenging in Middlesex Premier League, the strongest in south-east of England
- Compete in MCCL, Kingfisher National Cup and Cockspur Rum National T20 Competition
- A thriving Colts section coaching some 160 members from the ages of 7 to 17
- Proven track record of producing first-class cricketers through the system
- Dedicated Cricket Development Officer (CDO) in place who has represented Middlesex and Nottinghamshire
- 5 Year Club Development Plan in place
- Colts Academy and Cricket Camps
- Links to registered charities such as
 - Chance to Shine
 - Grass Roots Cricket Academy
- Historic club house dating back to WW1
- Friendly and sociable clubhouse with dedicated membership



WINCHMORE HILL CRICKET CLUB

THE PAULIN GROUND, FORD'S GROVE,
WINCHMORE HILL, LONDON, N21 2NG
T: 020 8360 1271

E: WHCRICKETCOMMS@GMAIL.COM

FACEBOOK.COM/WINCHMORE.HILL.CC

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HISTORY - *per amicitia ludos...friendship through sport*

Established in 1880, Winchmore Hill Sports Club has been a bastion of the community for over 130 years.

Through generations upon generations, it has promoted the core principles of team sport – team ethos, strength of character and mind, fitness and values for fair play within a supportive and competitive environment – all encapsulated under the club motto of '*per amicitia ludos*' - 'Friendship through Sport'.

The Club has seen some of the games greats play on its hallowed turf including among others Andrew Strauss, Waqar Younis, Mustaq Ahmed, Phil Tufnell, Mike Gatting, Andrew Caddick, Angus Fraser, Everton Weekes, Leary Constantine and Allan Rae, as well as also having produced several through the colts section who have gone onto to play First Class cricket – Graham Rose (Middlesex & Somerset), Colin Metson (Middlesex & Glamorgan), Aaron Laraman (Middlesex & Somerset) as well as current CDO David Alleyne (Middlesex & Nottinghamshire).

THE PAULIN GROUND – *top class facilities for a modern day sports club*

WHSC boasts arguably the most unique and idyllic environment for cricket in the South of England.

A fusion of history and modernity, the Club has three magnificent cricket pitches, hard to match to so many clubs around the country who may only have just the one pitch, and is certainly the only club in the borough of Enfield to have such extensive and modern playing facilities. Standing proud at the centre is the old traditional clubhouse which was originally built as a soldiers' barrack back in the 19th century and deemed so emblematic of the gentlemen's game that it currently features prominently in "118-118" television advertising.

CRICKET – *competing for honours at the top level of amateur sport*

WHSC boasts 4 Saturday Senior men's cricket sides. The 1st XI has been competing regularly in the elite Middlesex Premier League since its inception in 1998, regularly amongst the top 4 sides in the county and very nearly won the coveted title last season when it came 3rd in 2011. The club also competes in the Kingfisher National Club 50-over Competition and the Cockspur Rum National Twenty20 Cup.

The senior men's teams and Colts at the club are coached by Dave Alleyne as the club's CDO, who also went through the club's colt system and also played first class cricket and represented Middlesex and Nottingham on the county circuit.

COLTS SECTION – *producing the next generation of top class cricketers*

WHSC has a proven track record as an excellent nurturing ground for the development of very fine players from within the borough through our Colts section, which is both the largest, with over 160 children attending coaching and matches during the summer months, and most successful in the area, having achieved numerous county league and cup final victories.

We field 7 junior boys teams from the age 8 up to 17 years of age who train mid week and also have cup and league matches during the summer term times, as well as providing indoor nets for the Colts during the winter.



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Alongside the work of our CDO, the core strength of this section come from the dedication of our plethora of volunteer ECB accredited cricket coaches. Many are either past players or parents and all give up an immense amount of time to develop the young cricketers and organise games against other teams.

We have teams that are involved with the highest cricket body being Middlesex County cricket as well as the community through coaching both at club and primary school level, as well as summer camps, and this gives our club a wide range of exposure for all of our sponsors.

WINCHMORE HILL SPORTS CLUB – *multi-faceted, multi-talented*

The cricket section is part of Winchmore Hill Sports Club, which boasts a large football section (10 adult Saturday teams) as well as tennis, hockey, table tennis and an active non-player section who contribute to the fabric of this local club.

All in all, there are over 950 active members of the club with the vast majority residing in close proximity, and this does not take into account the parents of Colts, opposing teams & their supporters and also the many visitors from local schools and events we hold. As a result WHSC is the largest amateur sports club in Enfield and one of the largest in the south of England.

As you can see, it is a very vibrant sports club and at the very heart of the local community with a significant reach available for the promotion of your brand:

- Approx 35,000 people visit the club with a 105,000 person footfall per annum
- Vast majority of these visits are from people living within a close vicinity of the club
- Huge variation in age, due to the extensive Colts set-up, and the support by their parents, and the varying competitive sports being played in the club during the course of the whole year

HOW YOU CAN SPONSOR – *help us build for the future*

Your investment can take many forms but to ensure the continued long-term success for the club, we need financial backing and this is where you can truly make a difference. You can either sponsor one-off events, which aligns you to specific club events or you can choose to be a longer-term sponsor, thereby granting you wider exposure of your brand and support to the club. The “main” pitch is primarily used in the warmer months, whilst pitches 2 & 3 are used all year round, therefore giving the sponsor greater exposure.

PACKAGE	PRICE						
	Advertising on Main pitch	Advertising on 2 nd Pitch	Advertising on 3 rd Pitch & Clubhouse	Business logo on Club website etc	Tickets to Annual Cricket Dinner	Reduction on hiring of club facilities or event	
BRONZE	✓			✓			£250 pa
SILVER	✓	✓		✓	One ticket		£500 pa
GOLD	✓	✓	✓	✓	Two tickets	✓	£1000 pa



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Your sponsorship helps provide pathways for cricketers to work towards their ambition of playing for the Senior 1st XI team at WHSC, then hopefully to represent the County teams and then the ultimate dream, to play cricket for England.

Whatever your choice, we as a club are committed to ensure that you receive real value for your investment.

In addition, we as a club will endeavour not to promote another sponsor who has a similar business interest as your own to protect your investment and loyalty to WHSC.

LENGTH OF SPONSORSHIP

Our sponsorship packs run for 12 months from May 1st each year even though the cricket season runs for 6 months. Our season officially starts in mid April so to get the best value from your package we need your support and commitment as soon as possible.

SIGNAGE AND COMPANY PROMOTION ON THE GROUND & IN THE CLUBHOUSE

The size of the signage in our clubrooms and playing area varies with the level of sponsorship with the Gold being given the most prominence. We will need your Company Logo and depending on the level of sponsorship between 50 and 200 words about your company for our website and other marketing activities.

It is also our intention to have either a board and/or banner around the 1st XI playing area advertising and promoting your company but at your expense if required approx cost £140 per banner. Depending on your level of sponsorship, further banners can go around the other playing areas.

If you are already a sponsor please email through if there is any change to your artwork from last year. All artwork needs to be received before April 25th 2012 to ensure that we have it ready for the start of the season.

ONLINE PLATFORMS

As a modern day sports club, we have all bases covered for online marketing to maximise exposure for your company brand;

1. Two websites to promote on - www.wearewhcc.com and main club website www.winchmorehill.org
2. Regularly updated Facebook Fan Page – some 150 members
3. Regularly updated Twitter Feed – linked into our club website
4. Regular Mailout list to the whole cricket membership – over 200 members, past, present and future
5. Coverage for 365 days of the year, as sport is played all year round

This means that year round there is always excellent exposure to you as a sponsor. As a club we have lots of activities taking place during the off season with selection trials for teams, pre season training, functions held at our clubrooms for special events and business functions and our monthly newsletters are a potential usage for you as an advertising vehicle with marketing ideas and offers.



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RAFFLE PRIZES

We have an annual raffle draw that takes place during our Cricket Week in July and we are always looking for prizes to offer lucky winners and thereby raise more money for the club. I am happy as well to discuss any of these ideas with you at any time on 07831 873179 or guywsaunders@hotmail.co.uk

PAYMENT OPTIONS

We have three ways for you pay for your investment;

1. Direct Debit - spreading the load over the season
2. Cheque - cheques made payable to "WHSC".
3. BACS Transfer - details to be supplied as and when sponsorship agreed between the two parties

Any prospective sponsor must fill out the Sponsorship Agreement Form when committing to their investment, while a tax invoice can be supplied for you if required.

Sponsorship Contact

Guy Saunders, Sponsorship Coordinator

m. 07831 873179 e. guywsaunders@hotmail.co.uk

Postal address -Windmill House, 46 Vicars Moor Lane, Winchmore Hill, N21 2QH



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