



# London Cricket Club

April 04, 2016

Dear: Potential Sponsor,

London Cricket Club has been in existence for over 150 years and provides a means in London for anyone to play cricket either for fun or competitively across southwestern Ontario. We are proud of our heritage, with LCC's roots in the British Garrison stationed in London starting in 1838, and look to continue the tradition into the future with a young and diverse generation.

This makes LCC arguably the longest running sports club in London and in fact one of the oldest cricket clubs in the country. As the premiere cricketing club in the area, we have consistently attracted new members, from novice to experienced, and supporters from all over the London area. Last year we held our second exhibition match, with invitations to the public to spectate and try out the game, and were fortunate enough to have both Mayor Brown and councillors Usher and Squire in attendance along with other honoured guests and sponsors. The event was a wonderful success and did much to raise the profile of the game locally in our City.

For the last few years, LCC has participated in a regional cricket league, United Friendly Cricket League (UFCL), and won the championship last year. To facilitate even more competitive cricket and provide further opportunities for our members, LCC is also joining the Hamilton District Cricket League with a premier division team and will continue to play in UFCL with our second team.

In 2014, the London cricketing community received a new ground from the city. This year the city is working on constructing an artificial playing surface on this ground. As such, we have incurred some extra costs (rent/insurance) for utilizing the ground this year and which will further escalate thereafter.



To cover our rising costs as a club, we are hoping to raise some much needed sponsor funding to facilitate playing cricket in both leagues. Our membership includes many students, and we also aim to introduce a junior program to further develop the game of cricket in London.

To accomplish this, we are kindly seeking partnership with sponsors like you who can help us achieve these goals. The extra funds raised would enable us to raise the level of cricket played, improve equipment for members and newcomers, and promote LCC as well as our sponsors. Our goal is to provide our youngsters an opportunity to play a high standard of cricket and grow them into exciting cricketers who could one day represent Canada on the world stage.

In return for your generous sponsorship, we offer several advertising options for the promotion of your business. Our tiered packages have been designed to provide a flexible means for you to partner with LCC and the local cricketing community, which we hope will fit your budget and advertising goals. We would be happy to create a customized advertising package for you, if required.

Thank you very much for considering this proposal. We welcome the opportunity to discuss partnering with you in this community initiative, and look forward to a mutually rewarding business relationship.

Yours sincerely,

Hareen Seneviratne

Vice-President

London Cricket Club

