



# Winsley Cricket Club

Est. 1926

*Celebrating 100 years at the heart of the community*

## Centenary Year Sponsor & Partnership Opportunities

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# A Word From Our President

**2026 marks the centenary of Winsley Cricket Club – 100 years of cricket, community and inclusivity at the heart of the village.**

For a century, the club has brought people together across generations, providing cricket for all ages and abilities, a welcoming and inclusive environment, and a focal point for village life. As we celebrate this milestone year, we are looking to partner with local businesses who want to support our commitment to the local community as we celebrate our heritage and plan for our future.

For 2026 we have **revamped our partnership offering to increase the range and diversity of packages available to our sponsors**, as well as providing the opportunity to get involved with the extensive programme of centenary events that we have planned throughout the year.

By supporting the club in its 100th year, you will be helping us to:

- ✓ Protect and enhance a historic village institution
- ✓ Invest in junior cricket and future generations
- ✓ Maintain our ground and facilities for years to come
- ✓ Engage with local families and community groups
- ✓ Keep cricket accessible and affordable for all

If you'd like to support Winsley Cricket Club in this landmark year – or simply explore how a partnership could work – we would love to hear from you. To do so, please get in touch with our Partnerships Officer using the contact details above.

Thank you for helping us celebrate 100 years of village cricket and build the next chapter in our club's history.

Kind regards,

**Nick Swinburne** (President, Winsley Cricket Club)



## Contact

**Chris Mann (Partnerships Officer)**

Email: christophermann89@gmail.com

Phone: 07794733530



# Winsley CC Partnerships: Our Structure & Reach



## A New Partnerships Structure for 2026

Our partnership model has been revamped for 2026 and is deliberately structured to be flexible, accessible and value-led. Rather than a one-size fits all approach, we offer a broad range of options – from title sponsorships and team partnerships, through to individual player sponsorships and event partnerships.

Pricing reflects the scale of exposure and the nature of engagement. Higher-level partnerships deliver greater visibility and deeper integration into clubs communications and events, while lower-cost options provide focused, high-impact touchpoints around specific teams, matches, and players. Importantly, each package combines a physical presence with digital reach, ensuring partners benefit from repeated and varied brand exposure rather than a single moment of visibility.

Crucially, these partnerships are designed to deliver value on both sides. For partners, they offer trusted local reach, positive brand association and opportunities for direct engagement with the community. For the club, partnership income supports junior cricket, facilities, inclusivity and the long-term sustainability of local sport.

By structuring partnerships in this flexible, transparent and impact-driven way, we want to ensure that every partnership feels purposeful, measurable and aligned with shared values. Thank you for considering partnering with Winsley Cricket Club in its centenary year.

Kind regards,

**Chris Mann** (Partnerships Officer)  
*christophermann89@gmail.com*



**300+ Members**



**100+ Local Families**



**800+**



**250+**

# 2026: A Landmark Year

Winsley Cricket Club's centenary year is more than just a birthday for the club, it's a celebration of the continuity, community and local heritage that the organisation represents.

Explain importance of year  
and outline special events  
planned

**April 2026**  
Preseason Games

**May/June**  
All Stars Programme

**TBD**  
TBD

**TBD**  
TBD

**May - September 2026**  
WEPL/Wiltshire League Season

**TBD**  
TBD

**TBD**  
TBD

**November 2026**  
Annual Awards Dinner



# Partnership Opportunities: Pricing

<div>Title Sponsor (Season)</div> <div>£4,000</div>			
<div>1st XI Sponsor (Season)</div> <div>£1,000</div>	<div>Ladies' Hard Ball XI Sponsor (Season)</div> <div>£1,000</div>	<div>All Stars &amp; Dynamos Sponsor (Season)</div> <div>£1,000</div>	<div>2nd XI Sponsor (Season)</div> <div>£500</div>
<div>3rd XI Sponsor (Season)</div> <div>£500</div>	<div>4th XI Sponsor (Season)</div> <div>£500</div>	<div>Ladies' Soft Ball Sponsor (Season)</div> <div>£500</div>	<div>Wiltshire Wallop XI Sponsor (Season)</div> <div>£350</div>
<div>1st XI / Ladies' Hard Ball XI Match Sponsors (1 game package)</div> <div>£100</div>	<div>1st XI / Ladies' Hard Ball Match Sponsors (3 game package)</div> <div>£250</div>	<div>Individual Player Sponsors (Season)</div> <div>£100 Per Player</div>	<div>Annual Awards Dinner Sponsor</div> <div>£300</div>
<div>Centenary Events Sponsor (Season)</div> <div>£500</div>		<div>Charity Week Sponsor</div> <div>£500</div>	

We are also open to discussing bespoke arrangements that suit the needs of your business



# Partnership Categories

# Title Sponsorship

## Overview

As the title sponsor of Winsley CC your business will receive comprehensive year-round exposure through all of the club's channels and events. The numerous benefits of the package are outlined below, but we are open to discussions around tailoring a partnership of this size to the specific needs of your business.

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## Cost

£4,000 (season)

*Multi-season discounts could be negotiated if of interest*

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## Partner Benefits

- ✓ Social post thanking your business for supporting the team(s) you choose to sponsor once partnership finalised
- ✓ 2x boundary advertising boards at both our Winsley and Southwick grounds for the duration of the season
- ✓ Permanent signage/marketing materials in the clubhouse for the duration of the season (The Downs & Southwick)
- ✓ Logo included on all weekly team announcement posts for all teams in all competitions
- ✓ Logo included on all social media posts and email communication distributed by the club year-round
- ✓ Monthly social post promoting your business April-March – content of your choosing (12x posts in total)
- ✓ 2x free tickets to all centenary events and the 2026 awards dinner
- ✓ 6x marketing emails to our club members (one per month in-season: April, May, June, July, August, September)
- ✓ Brand referenced at all club events & included in event materials and communications
- ✓ 'Player of The Week' & 'Player of The Month' awards named after your brand and announced on social media



# Team Sponsorship

## Overview

Winsley CC's team sponsorship packages are an opportunity for your business to align itself with one of our senior teams and sponsor it for the duration of the 2026 season. Packages are priced according to the level and/or volume of games the various teams play, with each option offering an opportunity for significant visibility and outreach via the club's social media channels as well as fixed signage at both the club's Downs and Southwick grounds.

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## Cost

**1st XI:** £1,000 (18 games – Wiltshire Division 1)

**4th XI:** £500 (18 games – Wiltshire Division 10)

**Ladies' WEPL:** £1,000 (20 games – West of England Premier)

**Ladies' Softball:** £500 (14 league games + festivals)

**2nd XI:** £500 (18 games – Wiltshire Division 4)

**Wiltshire Wallop T20 XI:** £350 (Min. 6 group games)

**3rd XI:** £350 (18 games – Wiltshire Division 8)

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## Partner Benefits

- ✓ Social post thanking your business for supporting the team(s) you choose to sponsor once partnership finalised
- ✓ Signage/marketing materials in the clubhouse during home games of the team(s) you choose to sponsor
- ✓ 1x boundary advertising board at our Winsley and Southwick grounds
- ✓ Logo included on all weekly team announcement posts (for the team(s) you choose to sponsor)
- ✓ Monthly social post promoting your business May-September – content of your choosing (5x posts in total)
- ✓ 2x free tickets to all centenary events and the 2026 awards dinner
- ✓ 4x marketing emails to our club members (one per month in-season: May, June, July, August)



# All Stars & Dynamos Sponsorship

## Overview

From 8th May to 10th July, in 2026 Winsley will again run nine ECB All Stars and Dynamos sessions for young players from 5-11 years old on Friday evenings.

Catering for over 100 children, our All Stars and Dynamos sessions see 70+ local families congregate at the club each week for cricket, food, drinks and entertainment. The sessions represent a fantastic opportunity to engage with the local community and connect directly with young families in the area.

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## Cost

£1,000 (all 9 weeks included)

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## Partner Benefits

- ✓ Permanent boundary board at The Downs ground, Winsley
- ✓ Signage/marketing materials in the clubhouse at all 9 All Stars sessions
- ✓ Social post thanking you for supporting youth cricket once partnership finalised
- ✓ Weekly social posts with content of your choice on the day of each All Stars session
- ✓ Option to have a physical presence at each All Stars event (i.e. outdoor stall)
- ✓ Opportunity to include content in the weekly email to All Stars parents
- ✓ 4x marketing emails to our membership (one per month in-season: May, June, July, August)



# Match Sponsorship



## Overview

We are inviting local businesses to sponsor individual match days at Winsley Cricket Club in 2026. Match sponsors play a visible role in supporting grassroots sport while gaining meaningful exposure to local residents, visiting teams, and families who attend our games throughout the season. Match days are social occasions as well as sporting ones, bringing together players, supporters and the wider village.

## Cost

**1st XI** (1 game): £100

**Womens 1st XI** (1 game): £100

**1st XI** (3 game package): £250

**Womens 1st XI** (3 game package): £250

## Partner Benefits

- ✓ Social post in the week of the game thanking your business for sponsoring the match
- ✓ Signage/marketing materials in the clubhouse during the game(s) you choose to sponsor
- ✓ Logo included on team announcement post for the game(s) you choose to sponsor
- ✓ 1x marketing email to our membership in the week of the game(s) you choose to sponsor



# Player Sponsorship



## Overview

Our player sponsorships are an opportunity for your business to sponsor an individual player for the duration of the season. Whether the player is one of your employees, a family member, or a friend, player sponsorships are a fantastic way to support individual players while simultaneously promoting your business to Winsley's members and social media following.

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## Cost

£100 per player

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## Partner Benefits

- ✓ Social post announcing your player sponsorship and introducing your business once the partnership is finalised
- ✓ Your logo alongside the individual player's name on team announcement posts
- ✓ Your logo displayed prominently on posts celebrating the player's performance if they score 50+ runs or take a 3+ wickets during a game
- ✓ 1x social post promoting your business during the season (May-September) – content and timing of your choosing





# Centenary Events Sponsorship

## Overview

TBD

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## Cost

£500

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## Partner Benefits

TBD

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# Charity Week Sponsorship

## Overview

Charity Week is our annual fundraising week in aid of our charity partners, Dorothy House and the Giles Williams Fund.

The week involves a programme of cricket events and fundraising activities designed to bring the community together and raise funds for important causes. Last year's Charity Week involved a walking cricket festival, U13 game, the Dorothy House trophy match, a silent auction, as well as many other activities alongside the core events.

## Cost

£500

## Partner Benefits

- ✓ Named sponsorship of Charity Week
- ✓ Acknowledgement during Charity Week events, including mentions in speeches and presentations
- ✓ Signage/marketing materials in the clubhouse during Charity Week
- ✓ Option to have a physical presence at each Charity Week event (i.e. outdoor stall)
- ✓ 2x free places at the Winsley CC end of season dinner
- ✓ 1x marketing email to our membership in Charity Week



# CHARITY WEEK

**7 JULY - 13 JULY 2025**



**WINSLEY C.C.**

## SUNDAY 13 JULY

**BAR / BBQ**

**CAKES**

**RAFFLE**



**Dorothy House**  
HOSPICE CARE

**WALKING CRICKET /  
CRICKET FOR ALL**

**09:30 - 11:00**

**WINSLEY U13 VS  
AVEBURY U13**

**11:00 - 14:30**

**THE GILES WILLIAMS  
DOROTHY HOUSE  
TROPHY**

**14:30**



**SILENT AUCTION**  
**7 - 13 JULY**





# Annual Awards Dinner Sponsorship

## Overview

This year we are offering local businesses the opportunity to sponsor Winsley Cricket Club's annual awards dinner, one of the most important and well-attended events (100+ guests in 2025) in the club's calendar.

The dinner brings together players, families, volunteers, supporters and guests to celebrate the season's achievements and recognise the people who make the club such a valued part of community life. It is a celebratory evening that reflects the strong community spirit behind the club.

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## Cost

£300

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## Partner Benefits

- ✓ Named sponsorship of the event
- ✓ Acknowledgement during the evening, including mentions in speeches and presentations
- ✓ Brand visibility at the event, with an opportunity to have your business featured on event materials
- ✓ 2x free places at the event
- ✓ 1x marketing email to our membership in the week of the dinner





# Winsley Cricket Club

Est. 1926

*Celebrating 100 years at the heart of the community*

Thank You