



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 inviting local businesses to join us in celebrating 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:

- ✓ Be part of protecting and enhancing 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.

Each package is priced to reflect the visibility and engagement it delivers. 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.

Every partnership is built to deliver clear value for your business and for the club. 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)
Email: christophermann89@gmail.com
Phone: 07794733530



300+ Members



100+ Local Families



800+



250+

Partnership Opportunities: Pricing

		Title Sponsor £4,000	
1st XI Sponsor Wiltshire County Cricket League Division 1 £1,000	Women's Hard Ball XI Sponsor WEPL Women's Premier League £1,000	All Stars & Dynamos Sponsor £1,000	2nd XI Sponsor Wiltshire County Cricket League Division 4 £500
3rd XI Sponsor Wiltshire County Cricket League Division 8 £500	4th XI Sponsor Wiltshire County Cricket League Division 10 £500	Women's Soft Ball Sponsor £500	Wiltshire Wallop T20 XI Sponsor £300
1st XI / Women's Hard Ball XI Match Sponsors (1 game package) £100	1st XI / Women's Hard Ball Match Sponsors (3 game package) £250	Individual Player Sponsorships £100 Per Player	Annual Awards Dinner Sponsor £300
Centenary Events Sponsor £700		Charity Week Sponsor £500	

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.

Cost

£4,000

Multi-season discounts can be negotiated if of interest

Partner Benefits

- ✓ Main shirt sponsorship (multi-season deals only)
- ✓ 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 the 2026 awards dinner
- ✓ 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.

Cost

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

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

Women's 1st XI: £1,000 (20 games – West of England Premier)

Women's Softball: £500 (14 league games + festivals)

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

Wiltshire Wallop T20 XI: £300 (Min. 6 group games)

3rd XI: £500 (18 games – Wiltshire Division 8)

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 the 2026 awards dinner



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.

Cost

£1,000 (all 9 weeks included)

Partner Benefits

- ✓ 1x boundary advertising 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)
- ✓ Acknowledgement and logo included in weekly email to All Stars & Dynamos parents
- ✓ 2x free tickets to the 2026 awards dinner



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

Women's 1st XI (1 game): £100

1st XI (3 game package): £250

Women's 1st XI (3 game package): £250

Partner Benefits

- ✓ Social post in the week of the game introducing your business and thanking you 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



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.

Cost

£100 per player

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, or are named Player of the Week
- ✓ 1x social post promoting your business during the season (May-September) – content and timing of your choosing

Sponsor Announcement

Jon Keepen
Sponsored by
Cumberwell Park

Erica Baxter
Sponsored by
CAMPWELL farm

WINSLEY C.C.

Centenary Events Sponsorship



Overview

To celebrate the club's centenary year we are planning a series of unique celebratory events throughout 2026.

Events will include, but are not limited to, a Centenary Ball in April, an official Heritage Day, Centenary Dinner, and a world record attempt to host the largest ever walking cricket festival.

The complete programme of events is still to be finalised, but if you are interested in being associated with our centenary events then we would be delighted to discuss a partnership package with you.

Cost

£700

Partner Benefits

- ✓ Named sponsorship of all centenary events
- ✓ Acknowledgement during centenary events, including mentions in speeches and presentations
- ✓ Brand visibility at events, with an opportunity to have your business featured on event materials
- ✓ 1x boundary advertising board at The Downs ground, Winsley
- ✓ 2x free places at the Winsley CC end of season dinner
- ✓ Monthly social posts promoting your business May-September – content of your choosing (5x posts in total)



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 are a meaningful way to raise funds for important local 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
- ✓ Social post announcing the sponsorship and introducing your business once the partnership is finalised
- ✓ 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)
- ✓ 1x social post promoting your business during Charity Week
- ✓ 2x free places at the Winsley CC end of season dinner



The poster for Charity Week 2025 is a vibrant, multi-colored graphic. At the top, it says "CHARITY WEEK" in large, bold, white letters on a purple background. Below that is a yellow band with the dates "7 JULY - 13 JULY 2025". To the right is the Winsley CC logo, which includes a white horse silhouette and three crossed bats. The middle section has a purple background with "SUNDAY 13 JULY" in large white letters. Below that, there are three sections: "BAR / BBQ" (purple), "CAKES" (purple), and "RAFFLE" (purple). To the right of these is the Dorothy House Hospice Care logo, which features a pink flower. The bottom section has a yellow background with "WALKING CRICKET / CRICKET FOR ALL" (purple), "WINSLEY U13 VS AVEBURY U13" (green), and "THE GILES WILLIAMS DOROTHY HOUSE TROPHY" (green). It also shows times "09:30 - 11:00" and "11:00 - 14:30". Below these are small images of people playing cricket. At the very bottom, it says "SILENT AUCTION" in green and "7 - 13 JULY" in blue. To the right is a QR code.

Annual Awards Dinner Sponsorship

Overview

This year we are offering local businesses the opportunity to sponsor Winsley Cricket Club's annual awards dinner, a high-visibility opportunity at one of our best-attended events.

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.

Cost

£300

Partner Benefits

- ✓ Named sponsorship of the event
- ✓ Social post announcing the sponsorship and introducing your business once the partnership is finalised
- ✓ 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
- ✓ 1x social post promoting your business during the week of the dinner
- ✓ 2x free places at the event





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We'd love to discuss how we can work together during this landmark year

Contact Chris Mann (Partnerships)

christophermann89@gmail.com

07794733530