



SPONSORSHIP OPPORTUNITIES 2025

INTRODUCTION

Mersey Rose Recreationals Cricket Club was founded in 2023 to provide an inclusive approach to the game. We are looking to build a community in which everyone can enjoy cricket, whether as a player, a volunteer or a spectator.

We're a club that understands there have often been barriers to participation in sport. That's why we're proudly LGBTQ+ inclusive. It's why we're inclusive in other areas too, such as disability, age, ethnicity, social background and neurodiversity. It is clear to us that the "traditional" models for sports clubs are failing a lot of people.

Mersey Rose Recreationals is "the friendly team" - we're not primarily about competitive cricket but providing opportunities. We only play friendly games against teams with a similar ethos to our own. We have two teams—a Sunday hardball team and a midweek softball team.

In order to continue to achieve our goals, Mersey Rose Recreationals CC is dependent on the support of sponsors. Without them, the club will be unable to achieve its vision to serve future generations. Quite simply, our sponsors are a major part of our club.

We'd like to invite you to be part of our future success. Within this brochure you will find information relating to various sponsorship opportunities. All sponsorship packages run for one year, although longer-term deals can be negotiated. While we have developed a range of packages for all budgets, we are happy to develop custom sponsorship packages and listen to any new ideas that will best suit your business model.

We hope that we can develop a mutually beneficial partnership with you.

Joe Crossley

Chairman, MRRCC



LOOKING FORWARD TO 2025

2024 was a monumental season for us!

Having been founded in November 2023, the club's main aim was to build a squad of players and guarantee a sustainable future.

The season was quite an adventure and one in which many milestones were reached. At the end of an eventful first year, everyone at Mersey Rose was proud of what we had accomplished.

In particular, we were pleased to pioneer our mixed-gender softball team. The vast majority of clubs use softball exclusively for women's development cricket but we saw opportunities to extend that to all entry level players and especially disabled people, for whom hardball is often a step too far.

As the first cricket club in the North West to be formed solely to facilitate greater inclusion within the game, we're about doing things differently and breaking the traditional moulds. When you sponsor us, you are making an investment that helps us to build, develop and grow our club, ensuring that we achieve our inclusive goals and that we will be able to serve future generations of cricketers.

We're very optimistic about the coming season. We are hopeful that we will continue the progress made in 2024 and will become recognised as an innovative club, working positively with our partners to drive our vision forward.

Whatever your level of investment, the club is grateful for your support, without which none of what we do would be possible.



Anna Page
Softball captain

***“...WE WILL BE
WORKING
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TO DRIVE OUR
INCLUSIVE VISION
FORWARD.”***



SPONSORSHIP PACKAGES

Below is an overview of our most popular packages. Further information about these packages and other sponsorships for smaller budgets can be found on subsequent pages.

	MAIN PACKAGE	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
Price	£2000	£1000	£750	£500	£250
Logo on kit / training kit	✓	✓	✓		
Team photo	✓	✓	✓	✓	✓
Ball sponsorship	✓	✓	✓	✓	✓
Player sponsorship	✓	✓	✓	✓	
Website logo	On home page	Logo on sponsors' page with link to business website			
Featured website article	✓	✓	✓		
Club magazine	Full page advert	Full page advert	Half page advert	1/4 page advert	1/4 page advert
Free MRRCC memberships	4	4	2	1	

Interested in a **bespoke sponsorship package**? We're happy to help!
Contact us at merseyroserecs@gmail.com

Main sponsor's package

What do I get as a main sponsor?

If you buy this package you will be entitled to the following:

- * Your logo featured prominently on club kit.
- * A photo with either the hardball or softball team
- * One free ball sponsorship
- * One free player sponsorship
- * Your logo featured prominently on the main page of the club's website, with a link to your business website.
- * Your logo featured in official club video productions
- * Social media posts showing your support for the club
- * A featured website article about your business
- * A full-page advert in the club magazine
- * 4 free memberships

Platinum package

What do I get as a platinum sponsor?

If you buy this package you will be entitled to the following:

- * Your logo featured prominently on club kit.
- * A photo with either the hardball or softball team
- * One free ball sponsorship
- * One free player sponsorship
- * Your logo featured prominently on the sponsor's page of the club's website, with a link to your business website.
- * Social media posts showing your support for the club
- * A featured website article about your business
- * A half-page advert in the club magazine
- * 4 free memberships

Gold package

What do I get as a gold sponsor?

If you buy this package you will be entitled to the following:

- * Your logo featured prominently on club kit—shirt sleeves or shorts
- * A photo with either the hardball or softball team
- * One free ball sponsorship
- * One free player sponsorship
- * Your logo featured on the sponsors' page of the website, with a link to your business website.
- * Social media posts showing your support for the club
- * A featured website article about your business
- * A half-page advert in the club magazine
- * 2 free memberships

Silver package

What do I get as a silver sponsor?

If you buy this package you will be entitled to the following:

- * A photo with either the hardball or softball team
- * One free ball sponsorship
- * One free player sponsorship
- * Your logo featured on the sponsors' page of the website, with a link to your business website.
- * Social media posts showing your support for the club
- * A quarter-page advert in the club magazine
- * 1 free membership

Bronze package

What do I get as a bronze sponsor?

If you buy this package you will be entitled to the following:

The same benefits as a silver sponsorship, but without the free player sponsorship or free membership.

MATCH BALL SPONSORSHIP

A less expensive way of sponsoring the club is through match ball sponsorship.

Available for all home and away matches, match ball sponsorship is perfect for those with a smaller budget.

What do I get as a match ball sponsor?

Match ball sponsors will be entitled to the following:

- * Social media posts prior to the match showing your support for the club, giving you great brand exposure
- * Business logo featured on match day graphics
- * Mention within match reports, where you will be listed alongside umpires and scorers
- * Quarter-page advert in the club magazine

How much will it cost?

Match ball sponsorship is available for all hardball and softball matches, both home and away. The amount it costs depends on the game format. Prices are as listed below. Discounts can be applied to businesses or individuals who wish to take out multiple match ball sponsorships—contact the club for further information.

Sunday Hardball	Hardball T20	Midweek Softball
£30	£20	£20

PLAYER SPONSORSHIP

Another highly popular way of sponsoring the club has been through individual player sponsorship. This gives businesses and individuals the opportunity to be associated with a particular player for the duration of the season.

This is available for **all senior** players with the club (i.e. aged 18 or over).

What do I get as a player sponsor?

Player sponsors will be entitled to the following:

- * Social media posts thanking you for your support for the club, giving you great brand exposure
- * Business logo featured on the player's profile page on the club website, with a link to your own website.
- * Listing in the club magazine beside a profile picture of your sponsored player
- * Logo on any social media posts associated with your sponsored player
- * The opportunity to have a photograph taken with your sponsored player

How much will it cost?

Player sponsorship is available for all senior players.

To sponsor a player the cost is £25 for the season. Discounts can be considered for business and individuals who wish to take out multiple player sponsorships.





MERSEY ROSE RECREATIONALS CRICKET CLUB

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