



Sponsorship and Event Plan

2012

2012 Sponsorship



- Welcome to the 2012 Ashton on Mersey Sponsorship Pack
- Enclosed you will find information on the possible sponsorship opportunities available to become a community partner of Ashton on Mersey
- Ashton on Mersey have recently been awarded the 2011 Environmental Project of the Year Award received from the Institute of Groundsmanship (IOG)
- When you become a community partner with Ashton on Mersey you can guarantee:
 - 10,000 people every year will see your sponsorship
 - Regular updates
 - Website credits
 - Sponsors gift
 - Social event invitation
- Should you wish to negotiate any sponsorship package please don't hesitate to speak to a club representative

Event Plan 2012



- Quiz Night
January
 - Junior Registration
April
 - Summer BBQ
July
 - Summer Ball
July
 - Tapped Up Music Festival
July
 - Junior Presentation Evening
August
 - Presidents Day
September
 - End of Season Dinner
October
 - Bonfire Night
November
 - Social Darts
December
 - Kids Christmas Party
December
- *All events TBC

Ashton on Mersey Can Offer



Cricket Partnership

- **Match Ball Sponsorship**
Individual Match Profile and Hospitality
£100
- **Fixture Calendar**
Your logo on the 2012 poster
£200
- **Internal Advertising**
Entrance Hall Advertising Board and Beer Table
£300 for two years
- **External Advertising**
Ground Advertising Board
£400 for two years
- **Junior Cricket Sponsorship**
Make an impact with the Juniors
£600 for 2 year deal
- **Platinum Sponsorship**
Complete sponsorship options
£1200 for 2 year deal

Match Ball Sponsorship



- **Website Credits**
Front page advertising on home page of the clubs site in the lead up to the weekends game.
- **Credits on Reports**
Weekly reports sent to the Sale & Altrincham Messenger, Facebook and Twitter with information about the match sponsor
- **Boards at match**
“Today’s Match Ball Sponsor” Board positioned in both changing rooms and in the Clubhouse
- **Match Hospitality**
Food and drink provided for that particular match
- **Man of the Match Presentation**
Presentation to best player, with profile in the newspaper and the website
- **AoMCC Sponsors Plaque**
Gift given to your company to display the partnership with Ashton on Mersey
- **£100 + VAT for two games**

Fixture Calendar



- **A2 sized colour poster**
Perfect for shop windows to display the partnership between your company and Ashton on Mersey CC
- **Logo and message of your choice**
Website, Address and Telephone number
- **Picture of AOMCC Squad**
The 2011 Squad linked with your company
- **Complete fixtures for forthcoming season**
A full list of 1st and 2nd team fixtures to follow the clubs progress
- **Distributed throughout Ashton on Mersey Village**
Each shop to display the poster, with sponsors receiving extra copies
- **Displayed at every home match**
Poster positioned in both changing rooms and within the clubhouse on match days
- **£200 + VAT per block for one complete season**

Internal Advertising



- 400mm x 300mm internal sign
Advertise your business on a large sign in our entrance hall
- Logo and message of your choice
Website, Address and Telephone number in one colour of computer cut vinyl
- Bar Tables
Attach an engraved 5"x3" plaque advertising your business onto a bar table
- Website Credits and Hyperlink
Your logo and message on the club's website page, with hyperlink to your own website
- AoMCC Sponsors Plaque
Gift given to your company to display the partnership with Ashton on Mersey
- 2 Year Deals
- £300 + VAT including production cost

External Advertising



- **5ft x 2.5ft board**
Advertise with an external board on our new fence which runs the width of the club car park providing a border to the new nets facility, or adjacent to the pitch area
- **Up at all times**
Visible by all players, members, visitors and passers-by throughout the cricket season and all year round
- **Position Options**
 - Clubhouse - optimum position in front of pavilion, visible from river bank and golf course
 - River View - positioned near the golf course boundary for clear view from the river bank
 - Other View - tennis netting, far river bank, sightscreen, car park
- **Website Credits and Hyperlink**
Your logo and message on the club's website page, with hyperlink to your own website
- **AoMCC Sponsors Plaque**
Gift given to your company to display the partnership with Ashton on Mersey
- **2 Year Deals**
- **£400 + VAT including production cost**

Cricket Team Sponsorship



- **Six Junior Teams**
U9, U11, U13, U14, U15, U18
Fixtures throughout the week
- **Junior Cricket Coach**
Funding established to offer regular professional coaching to Junior teams
- **One-2-One Sessions**
3 x free coaching sessions with professional coach for a junior member of your choice
- **Includes external advertising**
Your logo on an external advertising board situated at the ground
- **Website Credits and Hyperlink**
Your logo and message on the club's website page, with hyperlink to your own website
- **AoMCC Sponsors Plaque**
Gift given to your company to display the partnership with Ashton on Mersey
- **2 year deals**
- **£600 + VAT per deal**

Platinum Sponsorship



- **Complete Sponsorship**
All forms of sponsorship previously advertised
- **Match ball sponsorship**
2 x exclusive match ball sponsors
- **Fixture Calendar**
Advert of your choice on A2 poster
- **Internal Advertising**
Large sign in entrance hall and small engraving on bar table
- **External Advertising**
Advertising board situated near the pitchside
- **Cricket Team Sponsorship**
Sponsorship for the Junior Cricket Academy
- **2 year deal**
- **£1200 + VAT per deal**

All Sponsors



- With all options, sponsors will receive...
 - Monthly newsletter (by email), all with a listing on our sponsors page, delivered to 400 members
 - Invitations to club events – see 2012 event plan
 - Advertisement through Twitter and Facebook
 - A 2012 fixture calendar with complete fixtures for the 1st and 2nd team senior squads
 - Discounted function room hire (subject to availability)