

2023

BLOSSOMFIELD CRICKET CLUB



SPONSORSHIP OPPORTUNITIES



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Blossomfield Cricket Club

The Wardens, Widney Lane, B91 3JY

Contact Us:

Paul Wigley - 07402 312 457

paulwiggs72@gmail.com

About Us

Blossomfield Cricket club is a sub-section of Blossomfield Sports Club, located on Widney Lane. Not only are we one of the finest cricketing facilities in the Solihull area, we are a Club that prides itself on striving for excellence and championing healthy sporting competition, whilst promoting children to learn and develop new skills they'll maintain for life.

Senior Men:

1st XI – Premier League
2nd XI – Division Five West
3rd XI – Division Eight West
4th XI – Division Eleven West
4th XI – Friendlies
5th XI – Friendlies

Senior Women:

Women's Softball

Junior Boys:

Under 9s Mixed Softball
Under 10s Boys Softball
Under 10s Boys
Under 11s Boys
Under 13s Boys
Under 13s Girls
Under 15s Boys
Under 17s Boys

Junior Girls:

Under 13s

All our competitive senior men play weekly in the Warwickshire Cricket Leagues, whilst all juniors play a mix of competitive formats where enjoyment and fun are at the heart of everything. As a Club we acknowledge the need for expansion around cricket for women & girls alike, which is chief among our plans for the immediate future.



Meet The Committee

Chairman: Paul Law

Treasurer: Tim Jones


Sponsorship: Paul Wigley

Child Welfare: Katy Morrison

Social Media & Marketing: Jamie Kinman

Head of Cricket: Chris Kenny

Head of Junior Cricket: Liz Steventon



It has been a long term ambition of ours to get our 1st XI promoted into the pinnacle of Warwickshire League Cricket, the Premier League. Having come agonisingly close more than once... in the summer of 2022, we did it!

Now the 1st XI is there, we don't plan on leaving and want to build upon this achievement. To show our intent, at the start of the 2023 season - our first in the Premier League - we announced the signing of Australian seam bowler, Ethan Carrington. The Perth born bowler was a huge success and elevated our team through his skill and attitude on the pitch and around the club. So impressive were his contributions, we hope to bring him back for the 2024 season.

The 1st XI were in and around the title picture for most of the 2023 season before falling away towards the end of the campaign and finished mid-table. Given this was their first year back in the league, a mid-table finish still represents a great achievement but having been in the title picture for so long, it's shown what they are capable with some additional support and progress.

Another goal we've held for some time has been to get our 2nd XI promoted from Division 6 West and into the Division 4/5 zone, so to reduce the league gap between our 1st XI and 2nd XI. Their 2023 season went to the very last game after a remarkable winning run of games that saw results needing to fall our way on the final day of the season. Whilst the 2nd XI did everything in their hands to finish in the automatic promotion positions, 2nd place in the league also won meaning we finished 3rd. Recent league news however suggests the Champions of Division 6 were so dominant they will be boosted up a number of leagues as an exception, meaning our 2nd XI look to be promoted into Division 5 West in their place, pending confirmation.

The good times don't stop there though, as our 3rd XI were promoted to Division Eight West in 2023 also. This group is a vibrant and positive team that play cricket in a positive manner and have fostered a great team spirit that will surely continue to bring further success and chances for players to step up into the 2nd XI.

Finally, our 4th and 5th XIs continue to be a fantastic environment and proving ground for our most promising juniors to sample senior cricket in a fun, encouraging and pressure-free environment. We hope to continue growing as a club and provide more consistent fixtures for these sides.

2024 Sporting Aims:

- **1st XI**
Title Contention
- **2nd XI & 3rd XI**
Promotion
- **4th XI & 5th XI**
More games, better availability & more chances for junior players.
- Continue to build our **junior section**, to provide as many opportunities to young people wanting to play sport in a positive and social environment.
- Grow our **Women's and girl's teams**.
- Become one of the leading clubs for women and girl's cricket in Solihull.



Why Sponsor Us

Without outside support from local businesses, we would not be able to achieve what we have on and off the pitch. From refurbishing facilities, providing juniors with new kit and coaching, to funding overseas players and match-day equipment... cricket is a tough sport to finance.

Therefore, we have set out a number of opportunities available to you and your business that will not only support our cricket club but also provide a number of benefits to you.

Those companies that have and continue to sponsor us currently benefit from some of the following benefits:

Social Media Reach:

Over a number of years we have been able to cultivate one of the biggest cricket social media followings in the Solihull area. This has allowed us to advertise our sponsor's company logos on our team news, results and fixture posts, as well as featuring them in our Bonfire Night social media campaign that reaches circa 30,000 people online through targeted advertising.

Current Social Media Audiences:

Facebook - 2,200 Instagram - 750 Twitter - 635

Event Invites

Not only are we known for our cricket but also our hugely successful Bonfire Night. Last year we sold over 2000 tickets in advance of the event. This event also allows us to invite and support a number of independent food & entertainment vendors, helping their businesses but also providing a great networking opportunity for them and our sponsors in attendance.

To see what all the fuss is about, head to: www.fb.watch/mVNFISSXfa/

Additionally, the main club hosts a brilliant comedy night every six months, as well as a Sponsor's Day where we invite you to enjoy a day at the cricket all on us. Not only will you get to cheer on the 1st XI, there will also be food & drinks as well as a chance to meet the other sponsors, players and supporters that make this club what it is.

You will also have your own table at our End of Season Dinner each year you are a sponsor.

Clubhouse Business Cards:

Provide us with your business card and we will happily display them at our Club bar where they can be seen by our near 900 person membership.

Tell Us What You Want!

We want to hear from you too. Want to get involved and the below packages or above benefits aren't exactly what you're after? Then pick up the phone and we'd love to discuss what we can give back to you and how we can support your business.



Sponsorship Opportunities

How can you help support and develop a local sports team and foster a positive reputation within the wider community? The below opportunities are a sure fire way to do that. Please note all opportunities are flexible and we are always happy to discuss them with you. We appreciate all support both small and large, everything helps towards the below aims.

Overseas Player Sponsorship

As mentioned before, in the 2023 season we were lucky enough to have our first paid overseas player for a long time, which is almost a pre-requisite to being competitive in the Warwickshire Premier League. Ethan Carrington joined us from Perth Cricket Club and as previously mentioned, was more than we could have hoped for proving himself as one of the most feared bowlers in the league.

Ethan is keen to re-join us for the 2024 season, however there are a number of expenses we need to cover before we can finalise the arrangement. To ensure we retain Ethan we need to be able to cover his flights, accommodation and match fees for the season, which comes to £15,000.00 in total.

If this is of interest to you and you'd like to be the reason one of Perth's finest is tearing up the Warwickshire Cricket League, please get in touch to discuss the opportunity further and be a direct part of our on field success.

Protective Pitch Covers Sponsorship

Cricket is a unique game with unique equipment. The protective covers that cover our home playing strip each week to ensure it remains dry and a competitive surface to play on, this is notoriously hard to do given our weather, however being able to maintain, refurbish and replace them enables us to do all of this.

Therefore you can have your company logo feature on all three of our protective pitch covers that sit front and centre of the pitch.

Not only will you be displaying to every player, supporter and Blossomfield member that your business is one that cares and support grassroots cricket, you'll be helping us ensure our covers remain in perfect condition.

More opportunities on the next page....



Sponsorship Opportunities cont.

Sleeve & Back of Shirt Sponsor

A classic sponsorship opportunity and a great chance to feature on our playing shirts.

Taking up this opportunity will put you on either the sleeve or back of every single 1st, 2nd and 3rd XI player. This could even extend to our 4th and 5th XIs depending on how you would like to arrange this sponsorship. The funds generated from this will generally go towards funding additional kit for new players, juniors yet to come through the ranks and also essential training gear.

Scoreboard Sponsor

Be the scores on our doors! There is currently space below our scoreboard to feature your company logo. Be at the heart of the game as players and spectators alike check the score during those nail biting games that go down to the wire. As our original scoreboard sponsor had ties to our junior cricket and coaching, we believe it fitting the funding raised from this sponsor goes directly towards the support and coaching of our young, promising cricketers. Of course, as with all sponsorship opportunities this is flexible and open to discussion.

Matchday Ball Sponsor

Arguably one of the most important sponsorship opportunities we have. Match balls are handmade by Dukes and do not come cheaply, causing us a great expense every year as we must provide two brand new balls each home game for each side playing. Over our four senior sides, that begins to add up!

Helping us to cover this expense makes you involved in every wicket taken and every boundary hit.

Contact Us

As previously mentioned all sponsorships are flexible and no price is fixed. For further details or to express interest in sponsoring our club, please contact:

Paul Wigley
07402 312 457
paulwiggs72@gmail.com