



NEW FARNLEY CRICKET CLUB

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SPONSORSHIP
OPPORTUNITES

OUR HISTORY

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New Farnley Cricket Club was established in 1952 and is based at the Barry Jackson Ground on Lawns Lane in New Farnley Village, Leeds. The club originates from humble surroundings having played much of its life in Farnley Park in the Dales Council League. Over recent history the club moved to the Central Yorkshire League before this was disbanded and formed part of the Bradford Premier League. With the club 'moving up in the ranks', off field ambitions were matched. This resulted in the move to Lawns Lane which is the current home of NFCC. The cricket club supports a 1st XI, 2nd XI and 3rd XI senior teams, an academy side and junior cricket and also junior age group teams from U9s to U15's. Our junior teams play in the Heavy Woollen Junior Cricket League.

2017 saw a shift in emphasis as a cricket club with an operational model instilled giving the club a focus and a five year plan to add sustainability to all aspects of the club both on and off the field. On field success came instantaneously with the 1st team winning the Priestley Cup for the first time in their history. Adding to this success, the 2nd XI went on to win the 2nd XI Premier League. Off the field, the club saw a major revamp to the pavilion. The club kitchen and bar/lounge area underwent a massive refurbishment in January 2017 which doubled the capacity and the club has various social functions on throughout the year. Not only this, the club is now a fully functioning restaurant and café during the day and evenings.

In 2018 the club saw some major changes in the playing squads however this did result in progression in the league finishing 2nd having missed out to Pudsey St. Lawrence CC. the 1st XI also reached the Heavy Woollen Cup final but lost in a close encounter to Hanging Heaton. The 2nd team continued to develop and saw more integration of youth into the squad which allowed for the team to act as a feeder to the 1st team, something that hadn't happened in previous years. With a huge emphasis

now being put on internal development, the club appointed a junior coach in Mark Lawson which is a major coup for the club.

2019 saw more changes to the playing XI's with more youth integrated into both the 1st XI's and 2nd XI's. The 1sts suffered early season injuries which meant they didn't have the fire power to launch an attack on the title but did reach the Priestley Cup Final which resulted in an unfortunate loss. Meanwhile, the 2nd XI continued to blood youngsters securing the clubs long term future.

2020 was still a successful one for the club despite unexpected hurdles in COVID-19 and an arson attack on the club house. The new state of the art pavillion in the south side of the ground was erected providing the highest quality of facilities for the next generation of New Farnley cricketers and the community. The club also acted to quickly to address the damage caused to the clubhouse by restoring the facilities. We will forever be grateful to the generosity and support given by the local community, which helped get the club back on its feet quickly.

2021 was a successful year for the club with the 1st XI finishing 3rd in league and winning both the Heavy Woollen Cup and the Priestley Cup. The club saw the introduction of the 3rd XI which saw the transition of more juniors into the club and into senior cricket.

With 2022 around the corner, it will be an exciting time with more development to the ground. Hopefully all teams will have another successful summer as we look to continue to develop the club moving forward.

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THE CLUB

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NFCC is a not for profit organisation and as such must raise sufficient revenue year on year to cover the ever-increasing costs involved with running a successful, vibrant cricket club: coaching, balls, equipment, ground maintenance, improving facilities and infrastructure. All the while, committing to making cricket affordable to players and families in the local community.

To this end, we as a club and a community, seek your support of this sponsorship proposal. We do not regard sponsorship as merely a donation, as such we offer packages that will benefit your business as well as benefitting the club and community.

We hope this proposal shows you the opportunities to promote your business to our club and its members (more than 700 and as many regular visitors) as well as a network with other club sponsors and sponsors with the Bradford Premier League.

Your presence with our club will be highlighted through our various channels such as, club newsletters, matchday programmes, the club website, the club social accounts (twitter, instagram and Facebook), the local media (specifically the Yorkshire Evening Post), fundraising events, promotions and social function throughout the year. There are also opportunities to have your brand across club merchandise and match day apparel.

1ST TEAM		2ND TEAM	
			
2017	2016	2017	2019
2021	2021		
PRIESTLEY CUP	HEAVY WOOLLEN CUP	LEAGUE CHAMPIONS SHIELD	PRIESTLEY SHIELD

JUNIOR CRICKET

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It's a great time to be a junior at New Farnley Cricket Club. We've put in a lot of hard work over the last few years to ensure that all our junior members have access to the very best equipment, facilities and coaching. With a huge emphasis and a push for the club to produce home grown talent, the club acted quickly in hiring the best junior coach in the local area.

Mark Lawson (former Yorkshire and England under 19s professional cricketer) takes the lead of our junior section and is ably supported by a group of very dedicated coaches which will be the foundation for our club moving forward. With such emphasis on increasing the number of juniors the club have plans in place to increase the number of teams and improve the facilities at hand. All the above costs and as such there are sponsorship packages designed to purely raised funds for the junior section.

UNDER 9s

UNDER 11s

UNDER 13s

UNDER 15s





SPONSORSHIP OPPORTUNITIES



CLUB HOUSE

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The newly refurbished club house has plenty of space for signage which can be viewed from the roadside giving your brand an abundance of exposure throughout the year. The club & café remains open all year-round increasing exposure than that of other sporting clubs in the local area.

AROUND THE GROUND

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There are a number of locations around the ground that would offer great exposure for your company; from the scoreboard, front of the pavilion to the boundary boards.

NEW PAVILION

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The club has recently built a new state of the art pavillion in the south side of the ground. This will enhance the club further with the increased opportunity to now host local finals and county 2nd XI cricket giving your brand increased exposure in the immediate future and the coming years.

ROAD SIDE

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NFCC is situated just off Lawns Lane in the heart of the village. Lawns Lane provides access to nearing villages and is the main road to pass through New Farnley.



SPONSORSHIP PACKAGES



BRONZE SPONSORSHIP £300 PER ANNUM

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- Boundary Board Advertising x 1
- Partnership announcement on all social streams
- Advertising via club emails & newsletter
- Presence in each match programme (bi-weekly)

MATCHBALL (1st XI) £50 PER GAME

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- Presence in matchday programme
- Signage / named on entrance board
- Announcement on social streams

MATCHBALL (2nd XI) £25 PER GAME

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- Presence in matchday programme
- Signage / named on entrance board
- Announcement on social streams

*Costs and sponsorship packages are subject to negotiation and availability

MATCHBALL (3rd XI) £15 PER GAME

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- Announcement on social streams

LIVE STREAM SPONSOR £2000 PER ANNUM

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NFCC has recently invested into My Action Replay, a company who provide live streaming solutions which will enable the club to share live content and highlights, keeping our supporters, sponsors and all associated with club up to speed with games. This content will be shared on the various social accounts that NFCC operate from (twitter, Facebook & instagram) which will give a prospective business an increased level of exposure across all of our channels. As this is a new asset to the club, there is an opportunity for a prospective business to become the lead sponsor where their brand logo and name will feature on all content.

For further information, please visit the My Action Replay website

www.myactionreplay.com

PLAYER SPONSORSHIP £75 PER ANNUM

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- Partnership announcement on all social streams
- Presence on website
- All funds raised will go to improve the junior section facilities





CONTACT DETAILS



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ONLINE

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ON SOCIAL MEDIA

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and support New
Farnley Cricket Club

