

Irby Cricket Club

2025 Sponsorship Packages



www.irbycricketclub.com



info@irbycricketclub.com

@irbycc



About Us



- Irby Cricket Club has been at the heart of the community since 1948 and continues to provide first class sporting opportunities for the people of the borough.
- Members of the Cheshire Cricket League
 - 6 Senior Teams
 - 1 Ladies Team
 - 8 Junior Teams
- Winners of the 2024 Sandhurst Shield and Southport and District Division 1 Champions
- Thriving Junior Section and our Friday night training sessions have more than 250 parents and juniors at the club
- Social Media over 4000 followers across our various social media accounts



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Why Should You Sponsor Irby CC



People should sponsor Irby Cricket Club because it is an excellent way to show support for the local cricketing community.

By sponsoring Irby Cricket Club, sponsors can help to ensure that the club has the necessary equipment to provide quality cricketing experiences for its members.

Sponsoring Irby Cricket Club also provides potential sponsors with an opportunity to show their support for the club and to help promote the sport in the local area. Furthermore, it is an affordable way to make a difference and to help the club in its development.

If you would like to discuss any of the plans within this pack or any other opportunities, then please email us at info@irbycricketclub.com



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Gold Package



- Primary playing white kit sponsor for all junior and senior teams
- 2 x Advertising Boundary Board
- Lead club website sponsor
- Live Streaming advertising board
- Social Media posting:
 - Weekly Team Sheets
 - Match Reports
 - Monthly Direct Sponsor Posts
- Clubhouse Display Board Advertising
- Invite to sponsor days and events

One Package available - £1750 per season



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Silver Package



- Playing T20 kit sponsor for all junior and senior teams
- 1 x Advertising Boundary Board
- Club website sponsor
- Live Streaming advertising board
- Social Media posting:
 - Weekly Team Sheets
 - Match Reports
 - Monthly Direct Sponsor Posts
- Clubhouse Display Board Advertising
- Invite to sponsor days and events

One Package available - £750 per season



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Bronze Package



- Advertising Board around perimeter of ground seen by visitors to the club all year round. Our ground is also used in winter by West Kirby Junior football teams.
- Locations available across the club grounds, including scoreboard, boundary fence, car parks and netting facilities.
- Acknowledgement on club website and social media channels
- Invite to sponsor days and events

No Limit to number of packages available - £250



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Junior Package



Sponsor our Junior Coaching sessions on a Friday Evening including our popular All Stars section and our Junior Teams

- 2 x Advertising Boundary Boards
- Club website sponsor
- Live Streaming advertising board
- Social Media posting:
 - Junior Postings around coaching sessions
 - Match Summaries of our Junior Teams
 - Monthly Direct Sponsor Posts
- Clubhouse Display Board Advertising
- Invite to sponsor days and events

One Package available - £750 per season



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Player and Ball Sponsorship



Player Sponsorship - £50

This is your opportunity to sponsor your favorite Irby CC player for the season.

- Your company name, logo, and link to the website (if required) alongside your chosen player's name under the Player's Profile section of our website.
- Your company name and logo next to your player's name in on our Social Media channels
- Acknowledgement on our social media channels, when team sheets are released and when your player performs.

Ball Sponsorship - £30

This is your opportunity to sponsor the match ball for the match of your choice, this could be for a senior, ladies or junior match.

- Acknowledgement in our Pre and Post Match Social Media and Internet articles and on our notice board at the chosen game



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Tax Relief



- Your Limited Company can pay less corporation tax when it gives money to a charity or community amateur sports club (CASC).
- You can deduct sponsorships payments from your business profits before you pay tax by treating them as a business expense/advertising.
- Enter the total value in the qualifying donations box of the deductions and reliefs section of your tax returns.

It is important to take the following points into consideration before sponsoring a grassroots sports team.

- Sponsorships expenses are subjective in HMRC's eyes.
- Sponsorships must be 'Wholly and Exclusively for the benefit of your business.'
- The amounts paid are not excessive compared to the other advertising spend of your business. Essentially, is sponsoring a business out of character?
- Before committing to making a donation to a charity or community amateur sports club (CASC) please speak with your accountant so you can take full advantage of any tax relief.

