



Waltham St Lawrence CC

Waltham St Lawrence Cricket Club
Yeo Memorial Cricket Ground
Oak Meadow
Shurlock Row
Berkshire
RG10 0PL

WSL Cricket Club - Sponsorship

Dear Local Business Owner,

I am writing to you to offer you what we think is a unique and great opportunity to take part in local sport, whilst potentially increasing your own revenue and profit.....

Waltham St Lawrence Cricket Club, for the first time is offering 10 exclusive ground sponsorship slots, at Oak Meadow, their picturesque home ground.

Not only will you have publicity at the ground and within club literature and web site, but uniquely the club will also seek to use your business to fulfill it's own requirements where possible. In addition, we will also seek to increase your business with our members by granting you access to them via special offers and promotions, including the same to private hirers of the Pavilion and pitch.

We would also like to throw in free social membership giving you access to events throughout the year, and reduced prices to larger events planned for later this Summer.

This is a great opportunity to be part of the local community and support not only an established senior team, but also support the rapidly expanding Colts set up.

Below is the summarised list of benefits to you, and I look forward to speaking with you soon to answer any queries you may have.....

Yours Faithfully

Matt Connor
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07742819473



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Ground Sponsorship, what does the sponsor receive:

Publicity

- 1x 6ftx3ft banner - permanently affixed to ground fencing for 2010 season (April-October) sponsor to provide artwork
- Exclusivity - WSL CC will only take one sponsor from any business segment
- Sponsor's logo with link to sponsors web site on WSL CC web site – 2009 hits were in excess of **152000**
- Sponsor's logo on club literature

Business Opportunities

- 1st refusal for club purchases - Sponsor will be approached first for any club requirements in their business area
- Access to Players and Social Membership for offers and promotions
- Promote your business to private hirers of the pavilion and pitch

Personal Benefits

- Free access to and notification of regular social events
- Reduced cost tickets for one off large events

Cost of above - £200 per season, 2 year cost £350



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Waltham St Lawrence Ground Sponsorship Agreement

The following sponsorship agreement is between Waltham St Lawrence Cricket Club (WSLCC) situated at Yeo Memorial cricket Ground, Oak Meadow, Shurlock Row, RG10 0PL and PHYSIOCARE (the sponsor), situated at TWYFORD, and is subject to the following terms:

- 1) For the period 1st April 2010 through to 30th October 2010 WSL CC agree to place an outdoor banner on the cricket club fencing with the name and logo (inc contact details) of the sponsor, at WSL CC's cost
- 2) The banner will be in full colour and approx 6ftx3ft in size
- 3) WSL CC will only take one sponsor from any business segment, unless agreed with the current sponsor
- 4) WSL CC will place the sponsor's logo on it's home page with a link to the sponsor's own web site
- 5) The Sponsors logo will also be added to season long club literature, providing this agreement is signed prior to the literature going to press.
- 6) WSL CC will give the sponsor first refusal of any club business or purchases, based on commercials
- 7) Within reason, WSL CC will allow the sponsor to promote itself by way of special offers to the Playing and Social Membership of the club
- 8) This will also extend to private hirers of the club, prior to the event date
- 9) The Sponsor will become an honorary Social member with access to full benefits of such, upon completion of relevant forms
- 10) The Sponsor will receive details of forthcoming social events including discounted entrance to major events
- 11) The cost of the Ground sponsorship is £200 for the 2010 season, and £350 for the 2010 and 2011 season
- 12) Fees are due to be paid in advance by the Sponsor and in cleared funds prior to this agreement gaining effect

Signed

Name:
(Block Capitals)

Name:
(Block Capitals)

Position:

Position:

Signature:

Signature:

Date:

Date: