**EAST ANTON CRICKET CLUB**
**THE ANTS | PLAY. BELONG. THRIVE.**
East Anton Fields • Andover • Hampshire • SP11 6XU

# COMMERCIAL SPONSORSHIP

## 2027 PARTNERSHIP OPPORTUNITIES

Thank you for considering a partnership with East Anton Cricket Club, known locally as "The Ants". Founded in 2021, we have established ourselves as a growing community club and have competed in league cricket since 2023.

East Anton is about more than what happens on the pitch. We are a family-friendly club and an active part of the local community, bringing players, families, friends and supporters together throughout the year. Our social calendar includes popular community events, including our annual Horse Racing Evening.

We run two senior league sides, a friendly XI and a thriving junior section through All Stars and Dynamos. Our volunteer coaches provide regular sessions, helping young players enjoy the game, develop their skills and become part of the club. Our junior section is an important part of the club's future.

Based at East Anton Fields, our ground is conveniently located within the local community and provides an accessible, welcoming place for cricket and social activity. We have more than 44 active players, with continuing interest from new members.

Throughout the season, our club is promoted through regular match reports, news, photographs and highlights across our social media channels and Play-Cricket presence, giving sponsors opportunities to connect with our local audience.

## 2027 season at a glance

- 1st XI – Hampshire Cricket League Division 4 – 10 home league matches
- 2nd XI – Hampshire Cricket League Division 6 – 10 home league matches
- T20 fixtures
- Friendly fixtures
- The ever-popular inter-club competition

The club is affiliated with the England & Wales Cricket Board and the Hampshire Cricket Board.

## Why partner with East Anton?

Sponsorship is an effective way to raise your business profile while supporting grassroots sport and a club that plays an active role in its community. Providing and maintaining good-quality facilities, equipment and opportunities for players takes commitment and investment. Commercial support helps us continue to develop the club and make cricket accessible to local people.

We offer six standard sponsorship packages, designed to suit a range of budgets and objectives. We are also happy to discuss bespoke arrangements and tailor a partnership to meet your business goals.

Partnering with East Anton CC can provide:

- Brand visibility through club kit, signage, digital platforms and match-day promotion.
- Community engagement with local families, players, supporters and businesses.
- Marketing reach through our social media channels, website and match reports.
- Positive association with grassroots sport, participation and community wellbeing.

It is an exciting time to be part of a growing club. We would love to welcome you as a 2027 partner.

## 2027 sponsorship packages

**01**

### CLUB T20 SHIRT SPONSORSHIP

**PLATINUM | £1,500 one-off payment | Three-year partnership**

Become the principal sponsor of East Anton Cricket Club's T20 playing shirt. This prominent partnership offers brand exposure to club

members and the wider local community, with your business associated with one of the club's key playing formats.

02

### ALL STARS & DYNAMOS SPONSORSHIP

**GOLD | £1,000 one-off payment | Two-year partnership**

Support the next generation of Ants. Our junior section welcomes young participants through All Stars and Dynamos, with regular coaching and activities delivered by our volunteer team. Your support helps us provide opportunities for young people to learn, develop and enjoy cricket.

03

### CLUB SOCIAL MEDIA PARTNERSHIP

**SILVER | £1000 initial payment, then £200 per year for two years | Three-year partnership**

Partner with the club's digital presence. Our social media channels are an important way of keeping current and prospective members, families and supporters connected. The package is designed to give your business regular visibility through club content, updates and promotional opportunities.

04

### TRAINING KIT SPONSORSHIP

**GOLD | £2,500 one-off payment | One-off package**

Support the club's training provision. The proposed training equipment package includes a bowling machine, displayed at the ground, with your company name across the back and your logo on the front. This offers a visible link between your business and the club's training activity.

05

### MATCH DAY SPONSORSHIP

**OTHER | £50 per game | Per home match**

Become an East Anton CC VIP for the day by sponsoring one of our senior teams' home matches. Match days bring together players, spectators, friends and family, providing a welcoming setting for your business to be recognised and thanked.

06

### PLAYER SPONSORSHIP

**OTHER | £300 per player, per season | 2027 season**

Sponsor an individual East Anton player for the season. This accessible option is suitable for businesses and individuals. Sponsors receive recognition alongside their player in club promotional activity, and have the opportunity to meet the player they are supporting and share in their season. Player profiles are available on request.

## Let's talk

The packages above are a selection of our standard sponsorship opportunities. If you would like to discuss a package, ask a question or explore a bespoke partnership, we would be delighted to hear from you.

To find out more, please contact:

**Andrew Pollington | Sponsor Liaison Manager**
**Andrew.pollington@outlook.com**

## THANK YOU FOR SUPPORTING THE ANTS

*Your support helps East Anton Cricket Club play, belong and thrive.*