

# Marketing Your Club





# Introduction and Purpose

Within the operation and delivery of cricket on a local level, one area remains the most challenging for county boards and clubs... attracting and maintaining sponsorships. Cricket requires the involvement of outside financial resources to ensure the successful delivery of grassroots initiatives. Whether it is painting the clubhouse or running an Under 13 competition, money is one of the key ingredients.

'Marketing Your Club' was created to assist Cricket Development Officers, county boards and cricket clubs in defining and promoting their sponsorship packages. It is recognised by the ECB that many counties and clubs have been successful in their sponsorship endeavours. However, the purpose of this resource is to offer guidance to those members of the cricket family who do not necessarily have a marketing background, or who would like a document to help them further organise and prioritise their sponsorship needs.

'Marketing Your Club' is designed to walk you through the different steps of marketing sponsorship opportunities, from the development of a sponsorship package to sponsorship servicing. The following sections are meant to be read in order and are divided as:

- 1 Identifying the Need for Sponsors
- 2 Researching Potential Sponsors
- 3 Packaging Sponsorship Opportunities
- 4 Presenting the Sponsorship
- 5 Signing the Sponsorship Agreement
- 6 Sponsorship Servicing
- 7 Public Relations and Press Pack

In addition to the reading material, you will find information within this resource which will be useful while marketing your club or initiatives to sponsors and the press.

Sponsorship is the key to delivering a proactive grassroots program. While cricket is competing for sponsorship funding with other sports and local initiatives, there are many opportunities to maximise support and accomplish development goals for your club. Through relationships with commercial partners, everyone involved benefits, most importantly cricket.

The ECB wishes to offer as much marketing support as needed throughout the family of cricket. If you are from a club, please first contact your county Cricket Development Officer (CDO) with any questions or for further assistance. Otherwise, contact the ECB Marketing Executive on 020 7432 1200, E-mail on [marketing.executive@ecb.co.uk](mailto:marketing.executive@ecb.co.uk), or post to ECB, Lord's Cricket Ground, London NW8 8QZ.



# Identifying the Need for Sponsors 1

Before approaching a potential sponsor, you must define the objectives of and fully understand the opportunities available to both sides. **Sport and commercial partnerships have proven successful once both sides understand the benefits of their working relationship.** It is not realistic to ask for and receive funding without presenting a clear agenda and a method for measuring the impact of the program or event.

Therefore, you must first initiate a development planning session with members of your board or club. Determining the priority and the sustainability of your current and future projects can be done by assembling a small working group of people who are 'thinkers' and 'doers'. Whether it be in the form of a strategy document or a one, three, or five-year plan, setting objectives will not only help you understand the elements of the project, it will also show potential sponsors that you are forward-thinking and prepared for implementation. Investing time and effort in the planning stage will benefit you as you move through the sponsorship proposal and implementation process.

Also, as part of this step, you and your development group should look at your current income and spending budgets. Locate the projects on which you spend money and determine with whom you spend this money. Then examine ways to offset these costs. By looking at your income and expenditure from a different angle, you may find creative ways to involve existing and new commercial partners, both on large and small scales.

Once you have determined your financial needs, you must consider what you have to offer a commercial partner. In practice, most sponsors establish partnerships because they know they will receive PR and media exposure. No matter how small your organisation, you can always find opportunities for branding. Consider perimeter boards, logos on shirts, titles of competitions, promotional handouts, announcement mentions, and so on. If you think of these PR opportunities as a form of advertising for the company or organisation, you will see what the sponsor hopes to get out of the partnership.

## Points To Remember

- 1 Organise a small working group
- 2 Develop a clear agenda and set priorities
- 3 Define PR opportunities and what you can offer a sponsor

## Examples of What Cricket Clubs can Offer Sponsors

Perimeter board branding

Corporate logos on clothing and property

Competition titles

Promotional handouts

Announcement mentions

Invitations to club events and dinners

Award ceremonies

Advertising in fixture card, newsletter, club website, and on notice boards

Match day hospitality



# Researching Potential Sponsors 2

Now that you have organised and prioritised the projects and what you have to offer, you must research potential sponsors. **The most appropriate organisations for you to approach are ones with whom you currently have a relationship or ones that target the same consumer as you.** If you want to approach a new organisation, the Yellow Pages ([www.yell.com](http://www.yell.com)), your local Chamber of Commerce, and Business Link Network Company (national freephone number: 0845 600 9006) can offer some insight into the businesses in your area.

You may also want to look through local press reports, being sure to look for both positive and negative articles on local companies. Sponsorship is a form of communication and some companies may need to improve their public image. While you want to be wary of any activity that may give cricket a bad name, consider local organisations or branches of national organisations that may have received some negative press recently and are looking to invest in the community. The appearance of social responsibility is important for business, and this is where your local cricket initiatives can come in.

Next, you need to learn more about a potential sponsor and the best way to do that is to explore their website, or read their annual report. These two mediums should give you a good idea of what they do, their mission statement and their future goals, not to mention their budgetary situation. Don't forget to network with people in your community who have an interest in cricket, and who have connections to local businesses. They may be able to offer further insight, and if they cannot help you personally, then they may be able to refer you to others who can.

Once you have a short list of organisations you would like to contact, make a few phone calls to find out who actually makes decisions about sponsorships. Be sure to ask for the spelling of his/her name, his/her title, and the appropriate phone number and address for future communication. It is very important that your communication is directed to the right person, to ensure it is handled appropriately and that your hard work will pay off.

Throughout your research, keep in mind that some commercial money in the form of sponsorships might be appropriate for additional support from Sport England and lottery funded initiatives. Sportsmatch, for example, is a business sponsorship incentive scheme that is administered by the Institute of Sports Sponsorship on behalf of the government and Sport England. It aims to provide a much-needed boost to grass roots sport by providing pound for pound matching on sponsors' contributions. While the sponsorship must meet specific criteria and be approved by Sportsmatch, this is a great example of how you may increase the amount of money available for your development projects without overextending your sponsor's financial contribution. There are many different schemes available to cricket. Please contact your CDO or Local Authority for ones that may apply to your situation.

Finding appropriate sponsors takes time and research before you formally approach a potential partner. It is a good idea to have the facts about the commercial organisation in front of you when you enter negotiations, as your discussion may lead to a working relationship. As with any business venture, future surprises should be kept to a minimum. And remember, do not make any formal advances until you have completed your research of companies and organisations in your area.

## Points to Remember

- 1 Research potential sponsors via websites, annual reports and newspaper articles
- 2 Create a short list of companies with the best profile to be your sponsors
- 3 Make some enquiries into appropriate contact names and addresses, but do not contact them just yet
- 4 Examine available government schemes which may maximise your potential sponsorship funding

## Case Study Worcestershire Cricket Board

During Summer 2001, Worcestershire Cricket Board announced a £60,000 three-year sponsorship deal with Apollo 2000 and Sportsmatch. Securing this money would not have been possible without the organisation of a small working group who met almost one year before the deal was finalised to examine their projects and timelines. Through their planning sessions, the group was able to set realistic budgetary targets, research new and existing relationships, and properly prepare for discussions and events. The decision to approach Apollo 2000 with this development sponsorship package came from an already strong pre-existing relationship between Worcestershire cricket and Apollo 2000. By capitalising on their involvement in cricket and maintaining a working relationship with the individuals at Apollo 2000 and Sportsmatch, WCB was able to secure £60,000 for youth cricket development.



# Packaging Sponsorship Opportunities 3

Once you have researched potential sponsors, you need to package your projects so that they are uniquely attractive and relevant before you make any contact. Sponsorships are no longer about just financial support. **Sponsorships are partnerships whereby people attending, participating in, reading about, listening to, and watching on television the sporting event should understand the sponsorship.** Following this train of thought allows you to put together a sponsorship package that encourages active participation from both cricket and commercial partners.

Some of the most important projects or initiatives for your club may not be the most glamorous, and that is where the packaging comes in. Think about offering a high-profile and a low-profile opportunity together, by finding a connection between the two. For example, maybe the Under 13 team needs new kit and a team administrator to handle the organisation. Both of these projects will benefit young cricketers and the future of the game, and the price of the sponsorship can be off set with PR by including a logo on the team shirts and letterhead.

Determining the value of a sponsorship remains one of the most challenging aspects of this step. Unfortunately, sponsorship valuation is not an exact science, and therefore, you must be somewhat flexible in your forecasted cost. Two points to decide are what the package is worth to the potential sponsor and how much it costs to successfully run the event or initiative. In order to reach an estimate, examine similar current sponsorship arrangements or contact a local media company. Media companies can help put a price on the media coverage you will offer. Having done research in this area provides you with a strong negotiating position.

A point to remember throughout this process is that your club or team is part of the ECB family of cricket. Knowing how your club fits into the national structure enables you to better market your projects. Use the National Strategy document, ECB publications and videos, and county material to highlight how your organisation is part of an established structure. The support given by the ECB, plus the ECB name recognition throughout the country, assures sponsors that they are not only investing into local initiatives, but also into the future of the national game. And, that can make a big impact.

## Points to Remember

- 1 Package your sponsorship opportunities so that they are uniquely attractive
- 2 Offer high-profile and low-profile projects together
- 3 Determine the value of your sponsorship to the best of your ability
- 4 Utilise your connections to the ECB and County cricket through the National Strategy document and other materials

## Case Study Mossley Hill Cricket Club, Lancashire

Four years ago, Mossley Hill Cricket Club started a junior section which now includes 55 junior members. In need of new cricket balls, the club identified a local Indian restaurant who would sponsor the Under 11, 13, and 15 teams. The money given through the sponsorship not only bought specialised kit (low-profile opportunity), but also enabled the Gulshan Indian Restaurant name and colours to be put on the club's letterhead and junior section match day caps (high-profile opportunity). The junior section is now called the Gulshan Tigers, and to foster a stronger working relationship, the Gulshan Tigers ran their annual charity day in the name of the restaurant, and the restaurant offers discounts to club members. This partnership has been very successful, and both parties are looking to renew the sponsorship in the future.





# Presenting the Sponsorship 4

Now you are ready to enter sponsorship discussions. The four elements of presenting and progressing the sponsorship opportunity are the introductory letter, the follow-up telephone call, the meeting, and the follow-up contact. All four are equally important and deserve careful consideration.

- A An **introductory letter** briefly describing your interest and opportunities should be sent to the contact information you have already researched. It must be written in business style and should not be longer than one page, on letterhead. Introduce the club and the event or programme with minimum detail and use the letter to secure a meeting, not to sell the sponsorship opportunity. In the last paragraph, state that you will be contacting him/her within one week to answer any initial questions and arrange a meeting time.
- B Follow your introductory letter with a **telephone call**, and be sure to make that call within the time you stated in your letter. Begin the conversation by introducing yourself and reminding the potential sponsor of the letter you sent, giving a few details to jog his/her memory. Ask if he/she has any questions that you may answer at this time. Through these first few moments, try to ascertain his/her level of interest. If the response is positive, then request a 15-30 minute meeting to further explain the project in person. Be positive and flexible regarding the meeting date and time, as it makes it more difficult for the potential sponsor to wriggle out. Finally, a great deal of information needs to be given and received during this brief conversation, so it might be helpful to write out a script to help you remember all the points you wish to cover.
- C The **meeting** is your opportunity to present your well thought out package as a proposal. A formal presentation of this proposal to your appropriate contact person is recommended. The presentation should provide a concise background of your organisation and the sponsorship opportunity. Make your points clear, yet be flexible to adapt your proposal should you receive further pertinent information from the potential sponsor. Understand that the proposal should be written and presented to accentuate the benefits that the potential sponsor will find attractive, rather than as what the cricket club wants or needs.

## The proposal should include

1. Further detail on cricket, your organisation and the sponsorship opportunity
2. Any current partners with which you work
3. Anticipated media coverage surrounding the event or initiative
4. Benefits cricket will bring to the sponsor
5. Value and cost of the sponsorship property
6. Contact details

The proposal should be presented by the person with the best communication skills, not necessarily the person who knows the most about the sponsorship package. Two carefully selected additional members of the club may also attend the meeting to answer detailed questions. Remember to utilise the material provided to you by the ECB and the county (eg: publications, videos, statistics, charts, posters). Most items are available through the county CDO. They will not only add to the content of the presentation, but will also help the presenter stay on course.

Following the presentation, you should allow time for questions. When planning for the meeting, allocate at least five to ten minutes at the end for questions and discussion. And, remember that it should never be your fault that the meeting goes over the allotted time. If the potential sponsor extends the discussion past the scheduled time, take this as a good sign, and continue to answer all questions without being long-winded. Also, to ensure that the potential sponsor can review your points after the meeting, take a number of copies of the presentation or proposal with you to leave behind, if appropriate.

## Points to Remember

- 1 Presenting the sponsorship involves four elements: introductory letter, telephone call, meeting, follow-up contact
- 2 The introductory letter should include a brief introduction, description of opportunities, and mention of a telephone call to set up a meeting
- 3 The telephone call should be concise and business-like, culminating with the organisation of a 15-30 minute meeting
- 4 The meeting should be comprised of a formal proposal and a question and answer period
- 5 The follow-up thank-you letter should be sent, encouraging the potential sponsor to contact you with further questions



To ensure the proposal falls within the time limit, that the points are clear, and that all the appropriate material is available, the presenter should practice the presentation before the board or club members. There is no excuse for not being properly prepared when presenting a proposal.

- D The **follow-up contact** should be in the form of a thank-you letter, again business style, and should be sent within two days of the meeting. Feel free to list the main points of your presentation, but be sure to keep it all on one page and not go into too much detail. Also, offer the opportunity for the potential sponsor to contact you with any questions, comments, or concerns. Keeping yourself open to further discussion will help promote your interest in working with this company and your willingness to find common ground.

Again, sponsorship discussions can be tedious. Remain positive throughout the process and do your best to answer all questions posed by the potential sponsor. Utilising all your resources, both material and people, will help you to come across as organised and pro-active, not to mention provide you with the necessary behind-the-scenes support.

## Signing the Sponsorship Agreement 5

Once both sides have answered all questions and feel positive about forming a business relationship, it is time to draw up a contractual agreement. Contracts outline what is expected from each party and their respective responsibilities, thereby reducing conflicts in the long-term. The contract is a legal document, and receiving advice from a lawyer may reduce your risk and protect your legal position. It is recommended that the larger the sponsorship, the more important it is to take professional advice. **Throughout this step, the contract should be seen as something positive, as the starting point for the working relationship.**

As a general rule, the detail in the contract should be proportional to the value of the sponsorship, but you may make it as long or short as you feel necessary. It is advisable to establish a twenty-four month contract, as the first year may be needed to iron out the bugs. Important points that should be examined and clarified from the start are payment amounts and dates, benefits to the sponsor, obligations on both partners, use of both parties' logos, market exclusivity, naming rights, confidentiality clause, and grounds for termination. Plus, it is important that your rights and intellectual property are protected, and that your risks are minimised where possible. For further guidance with the contract, please refer to the guide 'Legal Issues to Consider When Drafting and Entering into a Sponsorship Agreement' at the back of this resource.

Again, drafting and signing the contract should not be seen as a hostile activity, but rather the beginning of an effective and pro-active working relationship.

### Points to Remember

- 1 **The contract is a legal document which outlines what is expected from each party**
- 2 **Be positive about entering the agreement as it confirms the beginning of a working relationship**
- 3 **Examine all important elements within the contract to minimise future conflict**

### Case Study Norfolk Cricket Board

Norfolk Cricket Board entered a three-year contract for subsidised junior cricket equipment with Gunn and Moore Ltd., effective January 2000. The lead for this sponsorship came through a Norfolk County Board member who owned the sports equipment retail store, R.G. Pilch Ltd. Through positive and compromising discussions between NCB, Gunn and Moore Ltd., and R.G. Pilch Ltd., and with input from the NCB Schools and Youth Sub-Committee, a successful working relationship was established. While lawyers were not used during this process, the involvement of and contribution from many different people ensured that the sponsorship has effectively touched hundreds of young cricketers in Norfolk, plus has enabled greater exposure for Gunn and Moore Ltd. and R.G. Pilch Ltd.





# Sponsorship Servicing 6

You have now solidified the sponsorship funding and are well on your way to running a successful programme. However, your interaction with the sponsor does not end once you have signed the contract. Both sides must continue to communicate to foster a healthy working relationship throughout the term of the contract and to build a stronger working relationship. The most important element to this is your ability to offer effective sponsorship servicing. Sponsorship servicing involves three main points: regular communication; meeting, managing and then exceeding the sponsor's expectations; and reviewing the process for the future.

- A By maintaining **regular communication** and update meetings with the sponsoring company you are able to develop the relationship and build on elements which are important to the sponsor. While many people may be involved in the implementation of the programme, using one sponsorship co-ordinator as the prime communicator will ensure that all pertinent information is delivered to all sides. It is the responsibility of the sponsorship co-ordinator to ensure everyone has a full understanding of what the sponsor wants from their connection to cricket and how much they would like to be involved in the operation of the sponsorship. Plus, the sponsorship co-ordinator should organise and run regular meetings. These meetings should always have a purpose, a clear agenda, and should allow time for suggestions and observations from internal and external people.
- B After the lines of communication have been settled, **the sponsor's objectives and expectations should be identified, and ways to exceed those expectations should be examined**. Obviously, fulfilling contractual obligations are the priority, yet by providing additional tickets, extending an invitation to other events, naming awards or titles after the sponsor, and maintaining regular contact to ensure the quality of the sponsorship, expectations can be exceeded. Additionally, the use of press and media to attract positive PR to the event is always beneficial. Treat the press well, and they will respond in kind. For further information on PR and press, please consult the next section entitled Public Relations and Press Pack.
- C Finally, **reviewing the process** of the sponsorship is vital. Begin by frequently reviewing the different elements of the sponsorship. Hold an end-of-the-year review and post-event reviews, so that both you and the sponsor have the opportunity to examine the past and discuss the future. Learning from mistakes and expanding successes show that you value their involvement in cricket, and that you strive for the best for your organisation. One way to examine progress is to keep records of the positive activities that have occurred involving the sponsorship. Whether it is a positive story in the local paper, or a sell-out crowd, it is worth making a note. Looking ahead to renegotiating the contract, it will be helpful to have a portfolio of 'wins'. Each time you exceed expectations, it adds value to future sponsorships with both the current companies as well as potential ones.

Communication is the key to the successful delivery of the sponsorship, and everyone involved can only benefit from a positive working relationship.

## Points to Remember

- 1 Servicing involves three elements: regular communication, meeting and exceeding the sponsor's expectations, and reviewing the process
- 2 Regular communication should be conducted through a sponsorship co-ordinator, who delivers all pertinent information to involved parties and who organises and runs regular update meetings
- 3 After fulfilling contractual obligations, find ways to identify and exceed the sponsor's expectations
- 4 Review the process of the sponsorship to ensure quality delivery and involvement

## Case Study The England and Wales Cricket Board

The England and Wales Cricket Board employs a Sponsorship Services Manager whose role specifically is to facilitate communication and manage the expectations of the sponsors. Having one person available to the ECB and the sponsor ensures that the intentions of both sides are being expressed and that requests are being handled appropriately. During the cricket season, the Sponsorship Services Manager attends many of the key events with the sponsor's representatives, and he/she troubleshoots for potential problems and looks for ways to exceed expectations. Throughout the year, the Sponsorship Services Manager facilitates regular meetings to review past events, and preview future activities.



# Public Relations and Press Pack 7

Media coverage is crucial to cricket. It helps to broaden the appeal of the game, inform the public of initiatives or events, and satisfy sponsors through greater brand exposure. As such, the media plays a very important role in cricket's development.

Gaining positive media coverage is not always easy. Some stories are instantly newsworthy and are well received, but, often, much preparation and hard work is required to get publicity for development initiatives or corporate messages.

The basic principles for attracting coverage are logical, and are listed below. Once the essential groundwork of establishing a comprehensive list of media contacts is complete, developing these personal relationships is key. Experience over time will then provide the important knowledge of how the media works, and therefore how to tackle the media in different situations.

Never forget that the media have a job to do as well, so always try to fit your agenda into their requirements. The best coverage will result when both parties are working for the same goal.

Engaging and managing the media may at times be a time-consuming business, but it can also be highly rewarding and good fun - enjoy it!

## Know your media

- Investigate media in your region - newspapers, local magazines, radio, TV, websites.
- Find out who they are, which journalists are interested in cricket, and get their contact details.
- Make yourself easily available to the media - give them your contact details.
- Try to meet the journalists informally, establish a rapport with them.
- Invite the journalists to club functions.

## Media lists

- Create up-to-date media lists so that information can be sent easily to the media.
- The best method of sending information is by e-mail. This allows journalists to 'cut & paste' your information as opposed to re-writing it, which may (a) save them time, and (b) result in more accurate reporting. The second best method of sending information is by fax. Sending press releases by post should be avoided unless deadlines are not urgent.
- For a list of media in your region, contact the ECB Corporate Affairs Department on 020 7432 1200.

## Local newspapers

- Know their daily and weekly deadlines, which will assist your forward planning.
- Make sure your press releases reach the news desks in good time before the deadlines.
- Local newspapers may print photographs if provided. This gives you the chance to increase the impact of your story as well as improve sponsor awareness. If you intend to send photographs digitally, check the levels of quality required by the newspaper in advance.
- Investigate opportunities for a coach, Academy Director, County Board official or local player to write a regular weekly / monthly column in a local paper to get across key messages.



## Local radio

- Local radio sports desks will be interested in receiving cricket news.
- Investigate any chat shows and feature programmes which may be interested in discussing cricket-related issues and target them with feature ideas and content. Offer yourselves or colleagues as guests which will enable you to get across key messages.
- Interviews on the radio can be conducted by telephone, so you do not necessarily have to go into the studio or be face-to-face with a reporter. Radio journalists, however, sometimes try to avoid interviews by telephone as the sound quality is second-rate.
- Local BBC radio stations may be the most receptive, but try the local commercial stations as well.

## Local television

- In order to attract coverage from television, you need to have a visual story. If, for example, you have a story on inner city development, you would need to set up an event which could be filmed and which offers interesting pictures of something happening.
- TV crews will demand more time than any other media in order to take shots from all angles / conduct interviews etc.
- There is a BBC as well as ITV station in all regions throughout England and Wales.
- Get to know your local sports editors. Maintain regular contact.

## National media - newspapers / radio / TV

- For local stories to reach the national media they need to (a) have a national angle to them, or (b) be particularly unusual, interesting or newsworthy.
- ECB has contact details of all national media. If you need an up-to-date list of contacts and their details, call the ECB Corporate Affairs Department on 020 7432 1200.

## Competitions

- Competitions in local newspapers or on local radio offer opportunities to increase cricket's presence in the media and can enable you to promote matches and events of particular interest.
- Prizes could include match tickets, signed merchandise, club membership, free coaching course admission, club shirts, etc.
- Where appropriate, involve sponsors in order to help them build brand awareness through cricket. They may also be able to offer prizes.

## What is interesting or newsworthy?

- Present Tense - Topicality, immediacy, this week, next month, this school term.
- People - Players, young regional or England representative players, women cricketers, interesting backgrounds, unusual personal interests, impressive personal achievements.
- Prices and Figures - Supply cost of projects, equipment, numbers of participants, and as much detail as possible.
- Initiatives - New development programmes, successful projects, partnerships with local authority and education.



## Press releases

Key points in writing press releases:

- Eye-catching with a relevant headline.
- Make main point(s) in first sentence.
- Keep release as short and as meaningful as possible.
- Try to answer the following questions: who, why, what, when, how?
- Avoid jargon. Keep language simple and easy to understand.
- Include quote(s) from appropriate person / people.
- Give bare facts without embellishment.
- List your contact details at foot of press release.
- Ensure your availability for follow-up radio and TV interviews or questions.

The layout of a mock press release is on page 14 of this resource.

## The media launch

- The timing of an event is crucial. Find out from your media contacts what is going on at the time of your proposed event. Other local events planned may reduce your media coverage opportunities.
- Appoint one person to deal with the press to facilitate lines of communication for the day.
- Send out invitations in good time.
- Ensure all media are invited, including picture desks and photographers - ask ECB for contact list, especially for national media.
- Prepare press release for distribution on the day.
- Send the press release to your media list on the day, thus reaching those unable to attend the event.
- Ensure that enough time is set aside to satisfy the needs of the media - ie. interview time with key personnel or players.
- Players from your First Class County / Minor County side, County Board Chairman could be used to give more presence to the event.
- Look after the sponsor, make them feel 'ownership' for the event and ensure the media have access to the sponsor.
- Make sure you have a photographer present to record the event for your purposes and for any unattending local newspapers.
- You may want to video the event as well for internal communication purposes.
- Write to sponsors post-event to thank them for their support.

## Satisfying Sponsors

- Greater media exposure for sponsors equals more money for cricket.
- Where relevant, ensure sponsor names are always included in press releases.



- If appropriate and possible, use sponsor logo backboards for TV interviews or ensure that players and officials wear caps or shirts with sponsor logos on them.
- Remember to mention sponsor names in radio and TV interviews.
- Keep a record of all media coverage that includes sponsor mentions.

## Ideas

- Appoint a Board Media Officer to work closely with all media.
- If you have an annual report, this could be presented to the media in order to gain further coverage for your activities.
- Use of central ECB releases. Ones on Inter Cricket, Howzat!, National Club Championship, women's cricket or selection of England junior representative sides could be adapted for local use and promotion.
- Where appropriate, the County Board, the County Cricket Club, and local clubs should work closely together to form a co-ordinated and consistent approach to cricket promotion in the county.
- Set yourself achievable targets for media coverage and aim to exceed them.
- Remember to look after your core local newspaper, radio and TV contacts. Treating them to a lunch will give you the opportunity of communicating your current messages.
- Swap ideas with other County Boards, CDOs, WCCDOs, and clubs.
- The increasing development and profile of women's cricket will lead to opportunities to further promote the game.
- It may be possible to secure a member of the England women's team to enhance a media event or coaching session. For further details, contact the ECB Corporate Affairs Department on 020 7432 1200.

## England and Wales Cricket Board (ECB)

- Please send the ECB all your news information and press releases. These will be gratefully used by the Corporate Affairs Department when speaking with the national media.
- The ECB Corporate Affairs Department is ready to help you, so please call 020 7432 1200 if you need any advice or assistance!



## Press Release Layout

Date .....

### Batshire Cricket Board

#### Who?

(name of club / player / official / team)

#### What?

(type of event: match / coaching course / fundraiser / appeal / academy)

#### Where?

(venue / ground)

#### When?

(date **and** time!)

#### Why? How?

(quote from official / player etc)

### Contact details

Name .....

Telephone (office & mobile) .....

Fax .....

Email .....





# Appendix

## Legal Issues to Consider When Drafting and Entering into a Sponsorship Agreement

(Note: This is a guide only and you may wish to seek your own independent legal advice.)

- 1 **Parties** Names, addresses and company number (Party A and Sponsor)
- 2 **Appointments** Party A appoints the Sponsor (details of the sponsorship) for the term
- 3 **Term** From (date) to (date)
- 4 **Rights** Party A rights granted to Sponsor (further detail required)
- 5 **Obligations of Sponsors** Sponsor will:
  - a pay the fee (details required with amounts, dates, bank accounts, etc)
  - b not infringe the rights of other sponsors (details)
  - c comply with obligations (eg. perimeter advertising, ECB regulations, etc)
  - d intellectual property restrictions
  - e branding details
  - f supply of equipment, clothing, signage, etc
  - g hospitality and tickets (complimentary and for purchase)
- 6 **Obligations of Party A** Party A will:
  - a grant to the Sponsor the exclusive/non-exclusive rights as follows (details required)
  - b provide perimeter advertising space, etc.
  - c tickets and hospitality
  - d availability of players
  - e use of branding on clothingConsider **all** duties of Sponsor and Party A
- 7 **Warranties and Indemnity**
  - a Sponsor warrants that it is the owner of all intellectual property licensed to Party A to use on clothing
  - b Sponsor warrants it has full power and authority to enter into and perform the agreement
  - c Sponsor indemnifies and holds Party A harmless from and against any loss, claims, cost, damage, or liability incurred by Party A as a result or consequence of sponsor being in breach of the warranties above
  - d Party A warrants that it is the owner of its intellectual property and rights licensed to Sponsor
- 8 **Costs** Who bears costs?
- 9 **Renewal** Option to renew? Exclusive right to negotiate renewal
- 10 **Termination** List rights of termination
- 11 **Effects of Termination**
  - a all rights and obligations cease
  - b Sponsor must immediately pay all sums due
- 12 **Non-Assignment** Sponsor may not assign, mortgage or license any of its rights or obligations under the agreement
- 13 **Confidentiality** Parties must keep agreement strictly confidential unless otherwise agreed in writing
- 14 **Force Majeure** Neither party liable for acts outside of their control (eg. Acts of God)
- 15 **Notices** Address for delivery
- 16 **General** General boilerplate (eg. invalidity, counterparts, remedies and waivers, variation, entire agreement)
- 17 **Governing Law** This agreement shall be governed by and constructed in accordance with the laws of England and Wales and both parties agree to submit to the exclusive jurisdiction of the appropriate courts
- 18 **Appendices** Schedule of fees, rights, perimeter advertising, branding, logos, etc

