

ESTABLISHED 1930

Stoke Gifford Cricket Club

Sponsorship Pack 2027

Back the club at the heart of the Stokes — and put your business in front of your neighbours, every week of the season.

Two Saturday XIs

FROM THE 2027 SEASON

20+ home fixtures

APRIL TO SEPTEMBER

From £25 a year

A WAY IN FOR EVERY BUSINESS

NORTH ROAD · STOKE GIFFORD · BRISTOL BS34 8PE · WWW.STOKEGIFFORDCC.CO.UK

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Sponsorship at a glance

Shirt, scoreboard and ground board deals · Player, match day and match ball sponsorship · Fixtures book advertising · Bronze, Silver and Gold bundles from £100 a season. Everything can be tailored.

A word from the Club

Stoke Gifford Cricket Club has been part of this community for more than 95 years. We are entirely volunteer-run, and everything we take in goes straight back into cricket in the Stokes.

2027 is a big year for us. On the back of a strong season and growing playing numbers, we are putting out a second Saturday XI — doubling our fixtures, our players and our presence in the local area. We would like local businesses to be part of that.

This pack sets out how. Packages start at £25 and run to £500 a year, so whether you are a sole trader after a fixtures book advert or a larger business looking to put its name on our shirts, there is a way in — and we are always happy to build something around your budget.

Better still, come down to North Road on a Saturday, watch some cricket, and see exactly what your support would be part of.

Matt Semple

Stoke Gifford Cricket Club · North Road, Bristol BS34 8PE
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About the Club

Founded in 1930, Stoke Gifford Cricket Club is one of Bristol's longest-established community sports clubs. For more than 95 years we have given people in Stoke Gifford somewhere welcoming and affordable to play cricket, whatever their standard. Membership still costs £20 a year.

We are a small, friendly, entirely volunteer-run club. There are no paid players and no professional staff. Every subscription, every bar takings and every pound of sponsorship goes back into the same three things: the ground, the kit, and keeping the game affordable for the people who play it.

Our home is North Road, Stoke Gifford, in the middle of the community we draw our players from. Cricket is played there every Saturday from April to September, with midweek fixtures and Thursday evening training through the season on top.

The people who play for us, and the families who come to watch, live in Stoke Gifford, Little Stoke, Bradley Stoke and Harry Stoke. They are, in other words, your customers and your neighbours — which is precisely what makes sponsoring a club like ours worth doing.

1930

Year the Club
was founded

95+

Years in the
community

2

Saturday XIs
from 2027

20+

Home fixtures
per season

1,000

Monthly Google
search impressions

BS34

The postcode
we call home

Where your sponsorship goes

The ground

Square, outfield and nets — the running costs and improvements that keep North Road a ground people want to play at.

Equipment

Balls, bats, training gear and the club kit bags that mean nobody is stopped from playing by not owning any.

Teamwear

Playing shirts, caps and training tops for a membership that is about to grow by a whole team.

Affordable subs

Membership is just £20 a year — deliberately low, so that nobody in Stoke Gifford is priced out of a season's cricket.

Cricket at Stoke Gifford

Saturday cricket

Our 1st XI competes in the Bristol & District Cricket Association, the main league for club cricket across the region. The 2026 season was one of our best in years: we finished third in our division, in contention for promotion until the closing weeks.

Midweek cricket

Alongside the Saturday side we run a Midweek XI for players who would rather get their cricket in on a weekday evening. It is one of the friendliest routes into the club, and it puts extra fixtures — and extra people at the ground — into the calendar every week of the summer.

Open to everyone

We take players of every standard, from seasoned club cricketers to people picking up a bat for the first time since school. Nobody is turned away, subscriptions are deliberately kept low, and training on Thursday evenings is open to all members.

Our ground

North Road sits in the middle of Stoke Gifford rather than out on a ring road somewhere, and it is only a few minutes from Bristol Parkway. Ground boards there are seen by players, families and supporters at every fixture, and by people passing the ground the rest of the week — right through the season and beyond it.

A BIGGER CLUB IN 2027

Playing numbers have grown to the point where one Saturday side is no longer enough. From the 2027 season we will field **two Saturday XIs**.

For the club that means twice the cricket. For a sponsor it means a good deal more than it might sound:

- Around **20+ home fixtures** across the season, on top of midweek games
- Two full teams in branded shirts, every Saturday from April to September
- More players, more families and more visitors through the gate at North Road
- Twice the match reports, results and photos going out across our channels

Why this matters if you are thinking about sponsoring

Sponsorship agreed for 2027 lands in the season the club doubles in size. Our shirt and scoreboard deals run for three years, so the businesses that come in now will be the ones associated with that growth for the rest of the decade.

Why sponsor us

We are not going to pretend to be a county side. We are a small local club, and that is rather the point: sponsoring Stoke Gifford puts your name in front of a tightly defined local audience, at a price a local business can actually justify.

Genuinely local

Our players, members and supporters live in Stoke Gifford, Little Stoke, Bradley Stoke and Harry Stoke. If your customers are local, so is our audience — there is almost no wastage in it.

Season-long visibility

Boards, shirts, caps and the scoreboard are seen at every home fixture from April to September, plus training nights and midweek games. It is not one-off exposure; it is a whole summer of it.

Your name isn't lost

At a big club a sponsor is one logo among forty. Here you will be one of a handful, known by name to the players and families who see it every week.

Marketing, not charity

Sponsorship with genuine advertising benefit is normally an allowable business expense for tax purposes — unlike a donation, it sits with the rest of your marketing spend. Your accountant can confirm how it applies to you.

Visible community support

Backing the local cricket club is a simple, provable way to show you put something into the place you trade in. We will make sure people know you have.

A club on the up

Third in the league, playing numbers growing, a second XI arriving in 2027. Businesses like being attached to momentum, and we have some.

Every sponsorship, at every level, includes

Your logo and a link to your business on our club website and our Play-Cricket page · Regular recognition across our Instagram and X channels · Acknowledgement at the ground on match days · A thank-you from a club that genuinely means it.

Sponsorship packages

HEADLINE PACKAGES	3-year deals	SEASON SPONSORSHIPS	Per season
Front of playing shirt Our principal sponsor. Your logo on the front of every playing shirt, worn by both Saturday XIs at every fixture.	£1,500 £500 / year	Ground advertising board A new board, designed, produced and displayed at the ground all season.	£250 first season, then £150
Rear of playing shirt Your logo across the back of every playing shirt.	£900 £300 / year	Ground board — your own Display of a board or banner you supply yourself.	£150 per season
Playing caps and sunhats Your logo on the caps and sunhats worn by both Saturday XIs — on the field for every over of every fixture, and the one piece of kit players keep wearing off it.	£600 £200 / year	Player sponsorship Your name alongside a player's profile on Play-Cricket and in our season announcements.	£100 per season
Electronic scoreboard Your name on the focal point of every home match day — the one thing everyone at the ground looks at.	£1,000 3 years	Any sponsorship of £200 or more ...includes a free half-page advert in our printed fixtures book, which goes to every player, member and supporter and stays in kit bags all season.	

Shirt sponsorships: kit printing is arranged by the club and production costs are quoted separately, so your full sponsorship goes to the club rather than to a printer.

There is only one of each

The front of shirt, the back of shirt, the caps, the scoreboard and the fixtures book back cover are single-sponsor positions — one business each, for the length of the deal. Once they are taken they are gone until the agreement ends, so if one of them is right for you it is worth saying so early.

Match days, fixtures book & bundles

MATCH DAY

Per match

Match day sponsor **£50**

"Your" home fixture — named in the pre-match and post-match coverage on our website and socials, plus a cricket tea for two at the game.

Match ball sponsor **£25**

Your donation covers the new ball for a home fixture, acknowledged on social media and at the ground on the day.

FIXTURES BOOK

Per season

Our printed fixtures book goes to every player, member and supporter, and lives in kit bags, clubhouses and kitchen drawers all summer.

Quarter page **£25**

Half page **£50**

Full page **£100**

Back cover **£125**

One available.

THE EASY WAY IN

BUNDLE DEALS

	Bronze	Silver	Gold
Price	£100 per season	£250 per season	£500 per year, 3-year deal
Fixtures book advert	Quarter page	Half page	Full page
Ground board	—	Yes, production included	Yes, production included
Player sponsorship	Yes	Yes	Yes
Match ball sponsorship	—	1 match	2 matches
Match day sponsorship	—	—	1 fixture
Front of shirt	—	—	Principal sponsor
Website & social promotion	Yes	Yes	Homepage placement

Nothing here quite right? Tell us your budget and what you want out of it, and we will build something that works. We would far rather have you involved on your terms than not at all.

Let's talk

If you would like to discuss sponsoring Stoke Gifford Cricket Club — or you have an idea that isn't in this pack — we would be glad to hear from you.

Contact	Matt Semple
Email	sponsorship@stokegiffordcc.co.uk
Phone	07495 990691
Ground	North Road, Stoke Gifford, Bristol BS34 8PE
Online	www.stokegiffordcc.co.uk

Thank you for considering supporting Stoke Gifford Cricket Club.

Or skip the paperwork entirely and come down to the ground on a Saturday. First one is on us.

WWW.STOKEGIFFORDCC.CO.UK · FOUNDED 1930

How it works

1 • Get in touch

Email or call Matt. Five minutes on the phone is usually enough to work out what suits you. No pitch, no pressure.

2 • Agree the package

Take one off the shelf, or tell us your budget and we will build something around it.

3 • Send us your logo

We handle the rest — board artwork, shirt and cap printing, your listing on the website and the fixtures book.

4 • Live all season

Boards go up for the first home fixture in April. Shirt, cap and scoreboard deals need agreeing by **February** to make the print run.