



# COMMERCIAL 2025



[www.rayleighcc.com](http://www.rayleighcc.com)



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# OVER A CENTURY OF HISTORY

Rayleigh Cricket Club has been a staple of the local community for over a century. Founded in 1902, the club has made its home at Rawreth Lane, just outside Rayleigh in Essex.

We are one of the largest cricket clubs in the county and field seven Saturday teams, six of which play in the T-Rippon Mid-Essex League – with our 1st XI winning the premier division in 2021. We also have a friendly Sunday team, Midweek XI and a Women’s team.

Our young players are the club’s future, and we are proud to have nearly 100 boys and girls playing cricket for us. In 2022, our Under-15 team finished top of their league, and our Under-11s won the regional final, demonstrating the success of our well-developed youth policy. With such an array of sides, we offer a variety of opportunities for players irrespective of age, gender and ability.



# AT THE HEART OF THE COMMUNITY

For over a century, Rayleigh Cricket Club has been a cherished fixture in the local community. As one of the largest clubs in the county, we offer local businesses an unparalleled opportunity to elevate their brand's visibility.

By partnering with us, you'll be contributing to the development of our facilities and coaching provision, benefiting our members and their families, and making a positive impact on the community.

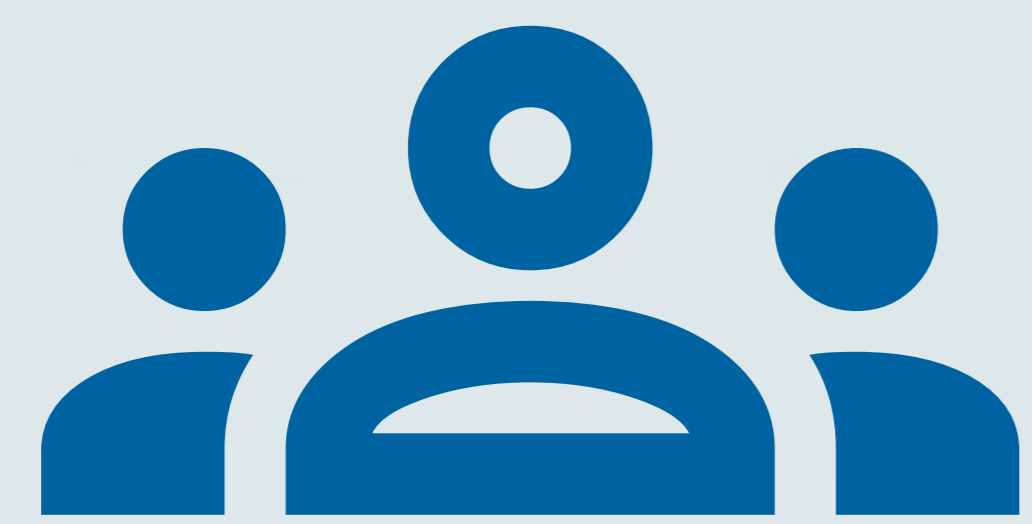


# GROW YOUR BUSINESS WITH RCC

We pride ourselves on developing bespoke partnership opportunities that provide unique and valuable benefits to our sponsors.

By working with us, you can gain access to a dedicated and engaged audience within our local community. We offer a range of sponsorship packages that can be customised to meet your requirements and goals.

# PROVIDING PARTNERS WITH ACCESS TO A VALUABLE AUDIENCE



With over 5,000 visitors across 200+ fixtures and events each year, our partners can engage with a diverse range of customers.

**300+** members and family connections

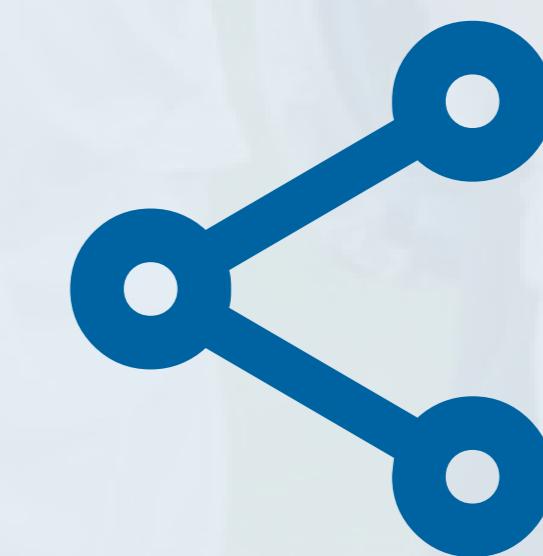
**146** home fixtures in the 2024 season



Our Live Stream received 14,374 views during the 2024 season. Including match highlights, we have reached an audience of 30k.

**2.8k** hours of content watched

**124** total subscribers to the RCC channel



Our digital audience is **OVER 125k** (social / online)

**1.7k** followers across all social platforms

**75k** website views and engagement in 2024

# LIVE STREAM ADVERTISING

In 2023, the club installed a professional live streaming system for the first time, representing a major step forward in showcasing our matches. We are proud to be one of the few clubs in the area to employ a professional scorer, who live scores and streams our league matches at Rawreth Lane.

## NEW FOR 2025

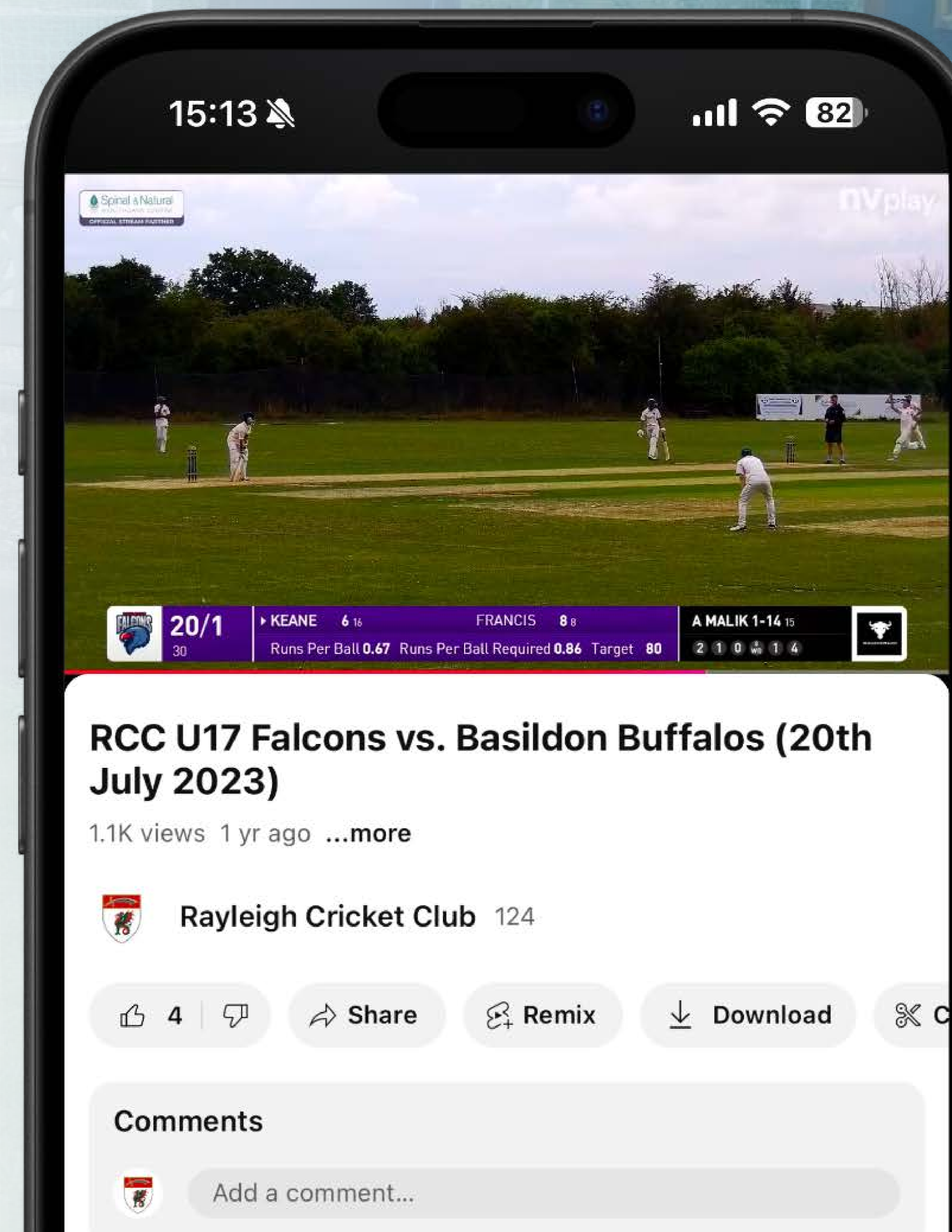
The club is currently in the process of purchasing an additional camera that will be mounted to the apex of the pavillion roof. The new camera will provide a more traditional 'broadcast' view of matches.

We are also introducing the ability to run video or static adverts between overs and at scheduled innings breaks.

## SPONSOR OUR STREAM

We are currently seeking sponsors for our live stream for the 2025 season and beyond.

Sponsorship packages start from just £600, depending on requirements. Every live stream sponsorship agreement includes a complimentary boundary board and ongoing social media promotion throughout the partnership period.



# PAVILION & BAR REFURBISHMENT

We're embarking on a Bar & Kitchen Refurbishment Project to enhance our clubhouse facilities, creating a more welcoming and functional space for players, members, and guests. This is part of our ongoing commitment to improving the club's infrastructure and ensuring it remains a vibrant hub for our cricketing community.

## OUR PROJECT GOALS

**Bar Upgrade:** A full refurbishment, including new layout, improved storage and fridges, and essential bar equipment

**Kitchen Revamp:** Modernised kitchen facilities with new units, improved hygiene and enhanced functionality for events

**Clubhouse Improvements:** Replacement of main and side entrance doors for security, plus other essential maintenance

## HOW TO SUPPORT US

We are seeking sponsorship and funding to help bring this project to life. You can help in a variety of ways, such as helping provide support to purchase white goods and other essential bar equipment.

You could also sign up to one of our tailored sponsorship packages, which enable the promotion of your business physically and digitally.

# PHYSICAL ADVERTISING

## BOUNDARY BOARDS

- Physical board placed around the boundary (7 x 3ft)
- Board sponsors are considered [Official Club Partners](#)
- Online and social promotion

**From £300 per year**  
*Multi-year discounts available*

## AWARDS BROCHURE

- Sponsor our awards evening
- Print advert + promotion during the event and online / social
- Award sponsors are considered [Associate Club Sponsors](#)

**From £150 per year**

## OOH PRIME PLACEMENT

- Board (7 x 3ft) erected in a prime location
- Can be placed on entrance to the club or on the side of the pavilion

**From £600 per year\***  
*Multi-year discounts available*

## FIXTURE BOOKLET

- Sponsor Rayleigh CC's annual fixture booklet
- Print advert and logo placement
- Fixture sponsors are considered [Associate Club Sponsors](#)

**From £150 per year**



# TEAM, MATCHDAY & PLAYER SPONSORSHIP

## OFFICIAL TEAM SPONSORSHIP

Team sponsorship is an easy way to support the club and gain regular exposure for your business. Sponsor one of our teams and get:

- ✓ Regular online & social promotion
- ✓ Logo placement on teamsheets
- ✓ Associate Partner status
- ✓ Invitation to end of year event

**£200 PER SEASON**

## MATCH DAY SPONSORSHIP

Looking for short-term sponsorship? Match day sponsorship is a great way for small businesses to support the club when they can. You get:

- ✓ Logo placement on teamsheets
- ✓ Promotion pre and post match
- ✓ Live stream banner for the match
- ✓ Partnership article on website

**£50 PER GAME**

## PLAYER SPONSORSHIP

Want to sponsor one of our players? It's an affordable way to support the club and a great option for backing a friend. Benefit from:

- ✓ Bespoke social media posts
- ✓ Promotion for player achievements
- ✓ Associate Partner status
- ✓ Partnership article on website

**£75 PER PLAYER**



# WEBSITE & SOCIAL ADVERTISING

## FIXED WEBSITE ASSET

- Banner or above heading graphic fixed on our website for a set period + newsletter advert

From £500 per year

## SOCIAL MEDIA SPONSOR

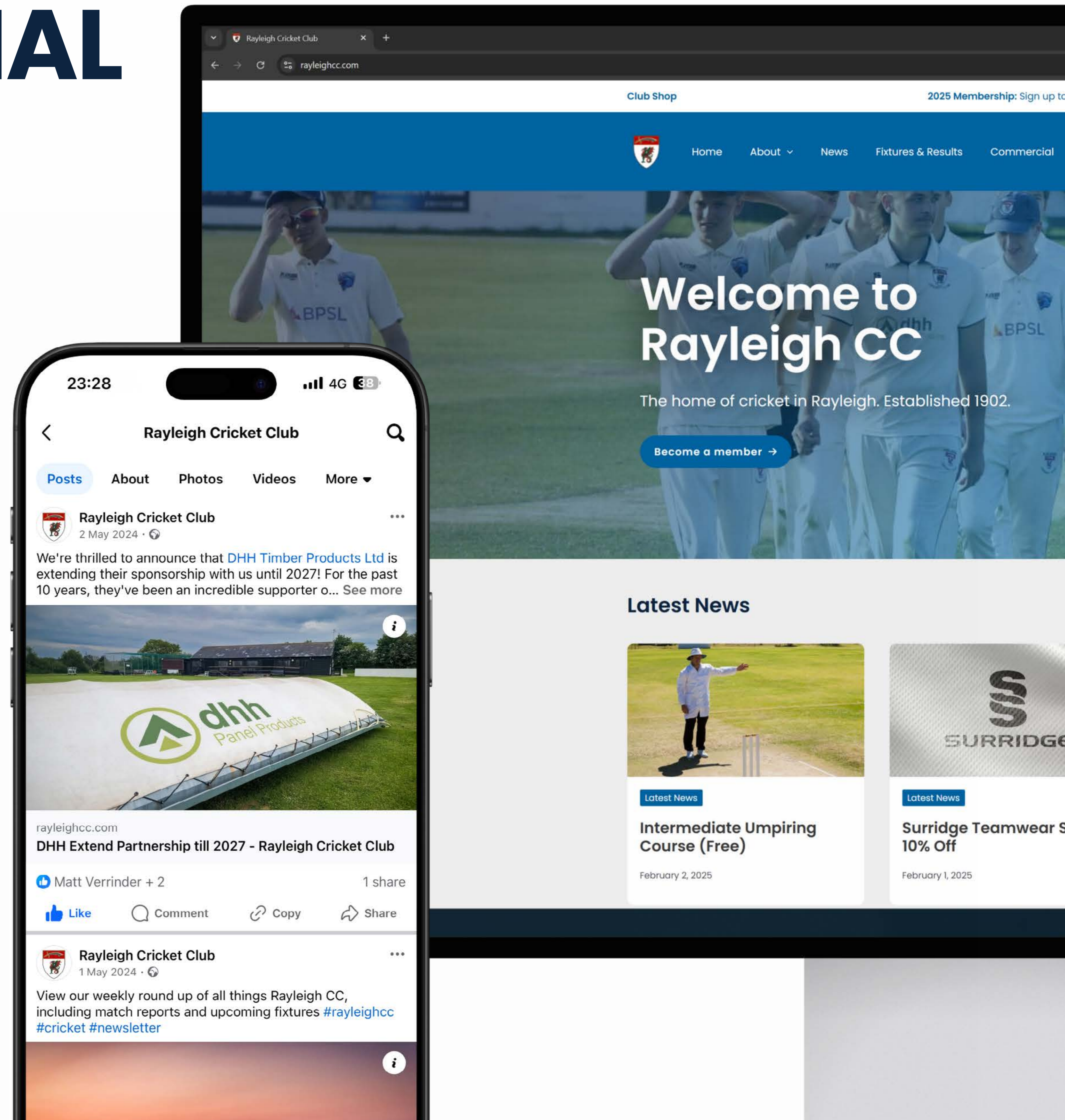
- Social media promotion on all platforms and regular newsletter advertisement

From £300 per year

## NEWSLETTER SPONSOR

- Sponsor our newsletter and secure promotional space. 6k engagement per year.

From £150 per year



## PRINCIPLE PARTNERS



## OFFICIAL PARTNERS



## ASSOCIATE SPONSORS



# HIRE OUR PAVILION

Our privately owned pavilion is ideally situated and has full kitchen and bar facilities, along with a pleasant and clean environment. Located 5 minutes drive from Rayleigh town centre, our clubhouse is suitable for a wide range of social, sporting and commercial events, including:

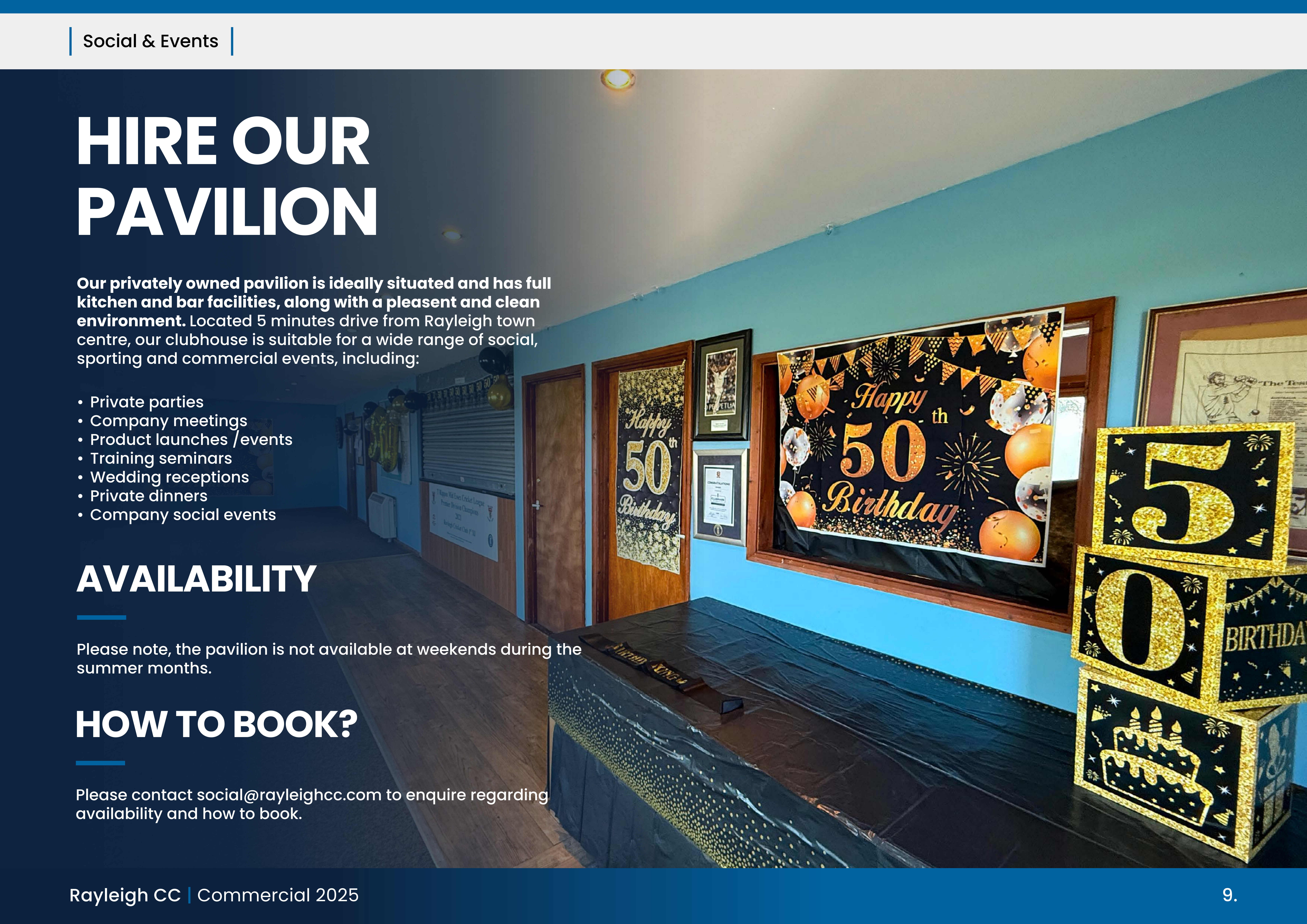
- Private parties
- Company meetings
- Product launches / events
- Training seminars
- Wedding receptions
- Private dinners
- Company social events

## AVAILABILITY

Please note, the pavilion is not available at weekends during the summer months.

## HOW TO BOOK?

Please contact [social@rayleighcc.com](mailto:social@rayleighcc.com) to enquire regarding availability and how to book.



# CONTACT US

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 [commercial@rayleighcc.com](mailto:commercial@rayleighcc.com)



# SOCIAL

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# OUR ADDRESS



**Rayleigh Cricket Club**  
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Wickford  
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SS11 8SN

