



MIDDLESEX  
CRICKET

COMMERCIAL



WE ARE **PROUD** AND **PROGRESSIVE**.  
WE ARE **HUMBLE** AND **HUNGRY**.  
WE ARE **LONDON'S CLUB**.  
WE DO IT **RIGHT**.

WE ARE MIDDLESEX CRICKET.

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## OUR PHILOSOPHY

**Our philosophy is to work with our clients to understand their requirements and deliver bespoke commercial packages to fit all aspirations and budgets.**

This document highlights many of the commercial offerings within Middlesex Cricket to help clients understand the wealth of opportunities that can be accessed through a relationship with our great club.

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# CLIENT ENTERTAINMENT AND HOSPITALITY

## THE ULTIMATE LORD'S EXPERIENCE

Follow in the footsteps of cricket's legends at the Home of Cricket.

Build lasting relationships and wow your clients by inviting them for the ultimate experience at Lord's to play on the hallowed turf in the Middlesex Corporate Cricket Day.

### The experience includes:

- Squad of 10
- Play on the main Ground
- Spend the day in the famous Lord's Pavilion
- World class catering from dawn until dusk with Breakfast, Lunch and a black tie Long Room dinner.
- Rub shoulders with cricket legends

# BESPOKE EVENTS AND HOSPITALITY

- Use of the Middlesex Box for any day of the India and Pakistan test matches and the ODI, and Royal London One day final with first class catering throughout the day.
- Access to the exclusive Middlesex Garden Party during the India and Pakistan test matches and ODI including breakfast, lunch, afternoon and all drinks during the day.
- Private dining experiences in any of the world-famous iconic rooms at Lord's such as the Long Room, Media Centre or Museum with Middlesex players past and present.
- Table of 10 at the Middlesex legends dinner in the Committee Dining Room
- Table of 10 at the Middlesex end of season lunch
- Hospitality packages for T20 matches at Lord's including private use of a tavern stand box for 18 guests.
- Use of a box for any day of a Specsavers Championship match at Lord's
- Guest speakers such as Mike Gatting and Angus Fraser at company events
- Team in 'Corporate Cricket Skills' 2018 - a "Super Skills" tournament with corporate teams consisting of three men and three women competing at the HAC ground in the city of London.
- Indoor cricket at Lord's for up to 24 players, hosted and run by members of the Middlesex Senior men's team followed by a dinner in the Lord's tavern with Q and A.
- Team of four in the Middlesex Golf day
- Facilitating company events of varying sizes at Lord's including but not limited to, company cricket matches on the Nursery Ground, drinks reception on the Mound Stand Terrace both on Match and non-Match days.



# BRANDING AND ADVERTISING

## BRANDING ON KIT



Alongside our kit partner, Nike, branding on Middlesex Shirts provides premium brand exposure. As well as our professional men's and women's teams we also have our youth, ability and coaching teams that provide excellent value and exposure.

Availability is limited, however, if you are interested in your company brand featuring on any of Middlesex's team wear please speak directly to Rob Lynch, Commercial Director.

# FURTHER BRANDING OPPORTUNITIES

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- Perimeter advertising boards at Lord's for all Middlesex matches including a minimum of two televised T20 matches
- Advertising boards on the Tavern Stand wall with a footfall of 450,000 per season
- Bespoke areas on the outer perimeter of the stadium at Lord's to create a unique branding opportunity
- Website branding including advertising banners and brand exposure on a number of sub-pages within the site
- Access to Middlesex social media channels including our digital version of Middlesex Matters magazine
- Naming rights of Middlesex out ground cricket
- Naming rights of Middlesex's indoor academy at Finchley
- Match ball sponsors
- Individual player sponsorship
- Use of the Middlesex Brand – in becoming a partner of Middlesex Cricket, you will also receive access the Middlesex Brand including a partnership logo, photography and the ability to promote our partnership.
- Branding on the Middlesex membership cards



# CORPORATE SOCIAL RESPONSIBILITY



**Middlesex Cricket has many CSR related activities that need support. One of our key objectives as a club is to make cricket more accessible to our community.**

Below highlights some of these projects.

#### **All Star Cricket Centres**

- We want to give more children 5-8 years old an opportunity to take part in this national initiative, together we need to ensure cost is not a barrier to participation in our more deprived neighbourhoods.

#### **Primary Schools Coaching**

- Giving children 9-11 years olds an opportunity to get active, learn and have fun via a great experience of the game is incredibly important to us. Our schools programme also provides training and leadership for the teachers and staff, helping to form and sustain a culture of cricket in our schools.

#### **Special Educational Needs Schools Coaching**

- Cricket should have no limitations, we want to continue delivering inclusive cricket opportunities for students with a disability.

#### **Middlesex Development League**

- This League support young people to transition from junior cricket to adult league cricket via a supportive format. This opportunity will provide naming rights to the league.

### **Middlesex U19 Club T20 Competition**

- This initiative helps to keep young people playing competitive cricket whilst juggling exams and other commitments. This opportunity will provide naming rights to the competition.

### **Middlesex Women's Cricket Championships**

- This league provides women's clubs & teams with competitive opportunities in London. This opportunity will provide naming rights to the league.

### **London Cricket Trust - non-turf pitch programme**

- Middlesex has joined together with Kent, Surrey and Essex to form the London Cricket Trust, a charity aiming to put cricket back into London's parks. Seeking public and private support, the LCT will install a non-turf pitch in each of the 32 boroughs of London during 2018, and work with local schools and clubs to create viable use and maintenance structures.
- Sponsorship of our Community coaching programme
- SEAXE sponsorship – to provide funding of cricket equipment for young cricketers in Middlesex.
- Facilitate naming rights sponsorship deals of other cricket leagues played within our county.





## FURTHER OPPORTUNITIES

- Middlesex strength and conditioning coaches boot camps for your office staff with ongoing consultancy to run group boot camp sessions
- Net with Middlesex player/ coach in the MCC Academy with state of the art technology of Hawkeye and PitchVision
- Middlesex Membership – promotional activity surrounding Middlesex’s membership by using the value of our membership product and your brand as a joint venture
- ‘Art of Science and Performance’ workshop with a Middlesex host and in conjunction with Optima Life
- Our approach is to make our clients wishes a reality. Should you have specific ideas or requirements please do mention them to us and we will endeavour to facilitate where possible.



**By becoming a Middlesex Cricket partner, you become a valued member of the Middlesex family, contributing to our success both on and off the field.**

We endeavour to foster and build relationships between all our sponsors and partners, and have a number of networking and club events specifically for this purpose. We work only with companies who share our love for cricket and want to invest in the club's future. This group of investors, no matter how large or small, are key to the success of the club and as we all work together, we succeed together.

## CONTACTS

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