



THE
CRICKET
ASYLUM
THECRICKETASYLUM.CO.UK

INDOOR CRICKET SPONSORSHIP PACK

“It’s a pleasure having such a resource on our doorstep and in the 10 years they have been established we have seen a huge growth in both junior and senior cricket in the area. They are now part of the fixtures and fittings of local cricket in the region and without them we simply would not be able to offer the services across the community that we currently do.”

”

- PHIL SHARPLES

CHAIRMAN OF THE HALIFAX JUNIOR CRICKET LEAGUE

Sponsorship Opportunity

The Cricket Asylum based in Sowerby Bridge is one of the largest independent cricket coaching providers in the UK and with its 18,000sq ft premises on the top floor of an old mill, it welcomes both local and international cricketers through our doors.

Along with high level coaching and state of the art facilities, The Cricket Asylum has established itself as the place to be for Indoor Cricket in the North of England. We are looking for one company to partner with us and join our journey as headline Indoor Cricket sponsor!

10% of all sponsorship proceeds will go directly into our charity aimed at disadvantaged children and adults, [The Cricket Asylum Foundation](http://www.tcafoundation.org/tcaaf-scholarship-fund)



Footfall and economics

Each year The Cricket Asylum has around 30,000 visitors made up of the following:

- 8,000 children
- 12,000 parents
- 10,000 adult cricketers
- 10,000 social media followers across platforms
- Mainly Affluent families A/B socio economic group
- Visits last on average between 1 and 2 hours
- Been featured on local and national TV



Indoor Cricket at TCA

- Over 70 teams competing annually
- Representative team entering national tournaments
- Over 1000 users on TCA's Indoor Cricket online system
- Regular visibility on social media
- Recognised as Indoor Cricket hub of the North
- TCA Coaches in charge of National Teams
- TCA Northern Star - U11 National Champions



What is included

- Two 2m x 1m banners in the TCA playing area
- Personalised business introduction article on TCA website
- Article sent out to TCA email database with 5,000 users
- Social media introduction and regular coverage to almost 10,000 followers across all platforms
- Naming rights of all TCA junior Indoor Cricket tournaments
- Two TV Ads on rotation in the reception area
- Naming rights of TCA representative team
- Main sponsor logo across all TCA representative team shirts
- Company artwork printed on TCA's indoor cricket stumps

Annual Cost: Negotiable



A partnership to grow the game

The Cricket Asylum aims to continue to grow and support Indoor Cricket in the North. Your sponsorship will help us achieve these goals as we dedicate more time and resource into this area.

This partnership will widen the appeal of Indoor Cricket and help make it more accessible to all young cricketers in the area.



Contact us

Call Matt on 07775 614370 or
matt@thecricketasylum.co.uk for
more details

or why not pay us a visit and see
exactly what you're getting?

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Sowerby Bridge

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