9th January 2017

**Sponsorship Opportunity – Plympton Cricket Club**

Dear

My name is Keith Alexander and I am the Chairman of Plympton Cricket Club.

I am writing to you today to invite you to read the following proposal and visualize your business in partnership with our vibrant community based, local sports set-up.

Plympton Cricket Club are based at Harewood Park, Plympton – not very far from your own successful business’ location. The Club has been a part of the local community for over 100 years, running successful Adult Teams in the Devon League, the West Devon Sunday League and the local T20 Competition.

Personally, I have been involved in the Cricket Club for over 30 years, both as a player and administrator. In that time, I have seen the Club grow to over 120 players, including men, women and juniors (known as Colts). We have the largest Colt Section in the West Devon Region and one of the largest in Devon, with approximately 90 Colts ranging from 6 to 16 years of age.

As a Club, we attract local children, boys and girls and we currently run 5 competitive squads and a group for the younger, softball children – these boys and girls are the future lifeblood of the Club and we hope to nurture as many of them as possible from budding 6 year old’s to fully fledge Mens and Ladies Adult Team players.

The 5 competitive squads play their cricket in the West Devon Palladium League. They represent Plympton Cricket Club at U11 level (two teams) ; U13 level (two teams) and U15 level. We are looking at the possibility of an U17 League in the near future to ensure we do not lose children at the age of 16/17.

Last Season the teams of 8 or 11 a-side played a total of 61 games either at Harewood Park or at other cricket grounds as far afield as Tideford, Lewdown, Tavistock, Ivybridge and Yealmpton. With parents travelling to support the teams and their own children, the exposure of the Colt set up is extensive and, given the length of cricket matches, that exposure lasts a long time!

Our Under 13’s won their League and Cup in 2016 as well as reaching the Final of the ECB Devon Cup. Out Under 15’s also won their League and Cup competitions but were unfortunately knocked out at the semi final stage of the ECG Devon Cup – we have a successful Colts set up as well as a large one.

The Club has a stated aim of ensuring all children get the best opportunities possible to enjoy cricket, learn cricket and love cricket. The ultimate goal is to ensure as many Colts as possible progress from Colts Cricket to Adult Cricket and we have worked very hard over the last 2 years to ensure this is a main aim of the Club as a whole.

As well as the Colts, we run three adults teams playing on a Saturday in the Devon Cricket League with fixtures throughout the summer. We also have two ladies teams and a Sunday team as well as a T20 midweek team. In all there are almost 200 fixtures home and away played during the summer months. The 1st XI play in the A Division of the DCL and the 2nd XI play in the Premier Division 2nd XI whilst the 3rd XI were promoted last year to the B Division 2nd XI.

Plympton Cricket Club has a very bright future and we would love to share that future with a local business for whom we believe we can deliver valuable exposure in the local and regional community that will, hopefully, outlast your direct involvement with us.

We will work for you and with you to ensure that you are more than satisfied with the result and we are confident that your involvement with us at Plympton Cricket Club will be a long and happy one.

Our proposal is to offer you a variety of Sponsorship Packages ranging from fully logo’d Playing Shirts which will be worn by the ***whole club*** when they represent Plympton Cricket Club in their numerous competitive and friendly matches across the region. If you would like to consider advertising on our Club Website, Calendar and Fixture List this is a further option.

The full details of the Sponsorship Packages are shown below. In all cases, your Company will gain exposure not only on the playing field but also in the local Press where we regularly feature on the local sports pages. Indeed, if you agreed to the Advertising Package we would ensure that we get the Herald to write an article on your generous involvement with the Club.

We hope that this is something that you might be willing to consider and I welcome the opportunity to meet and speak with you further if you wish. For your convenience, my contact details are geordie2098@sky.com or 07870 230401.

Thank you very much for you time

Regards

Keith Alexander

Chairman, Plympton Cricket Club