



THE YORKSHIRE
COUNTY CRICKET CLUB 

PARTNERS TICKET INITIATIVE



OPPORTUNITY

The Yorkshire County Cricket Club is looking for partners to work with to welcome more young people from disadvantaged backgrounds through our gates in 2024. Through the work of the Yorkshire Cricket Foundation (YCF), Yorkshire Cricket is able to reach a large number of people who may not normally be able to afford to play cricket, through various programmes such as 'Crick-Kit', 'Crick-Kit' and 'Core Cities'. To extend the good work that is being done, we are looking to work with partners to co-fund tickets for the 2024 Vitality Blast and Women's IT20 that will then be shared with individuals who wouldn't otherwise be able to attend.

In return, there is an opportunity for your brand to make a difference for a lot of people in Yorkshire, gain exposure for your very generous work and in turn enhance the position of your brand.

This opportunity exists for Headingley Women's IT20 between England and Pakistan on Sunday 19 May 2024, as well as all seven home Vitality Blast games.

OBJECTIVES

- To open our gates to more people who otherwise wouldn't be able to attend, offering life-changing and inspiring experiences
- To continue to break down economic barriers and in turn make cricket accessible to all
- To partner with brands that are keen to share in our desire to make a tangible difference, whilst celebrating their commitment to such good causes

MECHANISM

For each game that a partner works with us on, we will work closely with the Yorkshire Cricket Foundation and Yorkshire Cricket Board to invite individuals and groups to Headingley. This will include participants on the YCF's programmes, schools and people involved in the recreational game.

We will create a booking link via our systems, and ask that all attendees sit in a specific area of the ground (which can be branded).

Following their attendance, we will also be asking for feedback on their experiences, and look to create case studies with some participants.



ENGLAND			
DENLY	12 Extras	3	
BAIRSTOW	0 Part'ship	7	
Bowled	19.2	Run rate	2.12
Remain	78.4		
Last wicket: Stokes			
c Warner b Pattinson 8			
PATTINSON	3.0-1-5-1		
HAZLEWOOD	8.2-2-17-2		
England trail by 138 runs			

WE ARE ENGLAND CRICKET

The Test Experts

BRANDING

Any partners involved have the opportunity to have their logo showcased on all digital collateral related to the initiative.

There is also the opportunity to have your brand showcased via a physical banner in the stand where the attendees are seated, covering a number of the seats. There are a range of options for this, with varying costs. This will help to gain exposure with some great photos and videos of initiative.

PROMOTION

- Any brands involved would be included as part of the launch of the initiative, including relevant logos, and a reference to what your business does. This will be shared across YCCC channels (web/email/social media channels) as well as being sent out to the media.
- Shout outs during the game via the PA script, with the area and your branding highlighted on the big screen and on the Club's live streams (for non-televised games).
- Potential media coverage at the launch of the initiative in 2024, and on SKY/BBC for televised games.
- Imagery of the area and participants enjoying the game(s) to be shared alongside a thank you to your brand on YCCC's social media channels.
 - Creation of case studies with attendees to showcase the experience and the difference it has made to them, with reference to the brands involved.
- An impact report to be created after the conclusion of the Vitality Blast and shared on YCCC channels, with reference and thanks to all businesses involved.

