

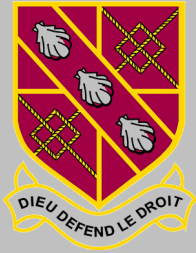


SPENCER CRICKET CLUB

150TH ANNIVERSARY

1872-2022

SPONSOR PACK



‘One of the great cricket clubs in London’

Charles, 9th Earl Spencer

Spencer is a unique sporting success

Year on year we manage to pull off the rare feat of combining excellence with community inclusivity

We win trophies every year and we are open to all

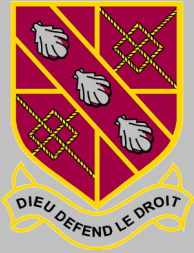
Our top adult and junior teams rank with the best and yet those players comprise only a small fraction of our overall membership

Reflecting our community, we are diverse, multi-ethnic, multi-faith club offering cricket to Men and Women, Girls and Boys, People with disabilities.

2022 sees us celebrate our 150th anniversary with special events, new kit and ongoing work to develop facilities fit for the next hundred and fifty.

We’re looking for partners to join the fun





**‘An institution... I know how special the club is’
Sadiq Khan, Mayor of London**

Spencer is the largest cricket club in the UK with thriving adult teams, female and juniors sections, and from 2014 adding a disabled section making us one of the very few clubs in the UK offering cricket to all.

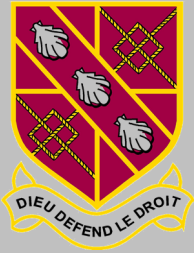
Spencer is successful. Each season we compete and win trophies across all age groups as well as providing training and education. We regularly provide players for Surrey county age group teams (boys and girls) and occasionally to the professional level

Our commitment to excellence is measured not just by on-field results but by our growth in numbers as well as in our community programmes and our on-going commitment to player development by and through our own coach education and facility enhancement

We have over 1,600 members with a catchment area centred on Wandsworth and surrounding areas. Each week during the season we put out between 60 and 70 sides ranging from U7’s through to our senior adult XI.

We reach into all sections of our community. We are a Surrey CC ‘Focus Club’, hold an ECB Clubmark accreditation and have an active outreach programme into local state schools in conjunction with the national ‘Chance to Shine’ scheme and each year invite up to 2,000 children to play cricket at Fieldview via local schools tournaments and leagues.





‘An amazing club’

Richard Gould, Surrey CCC Chief Exec

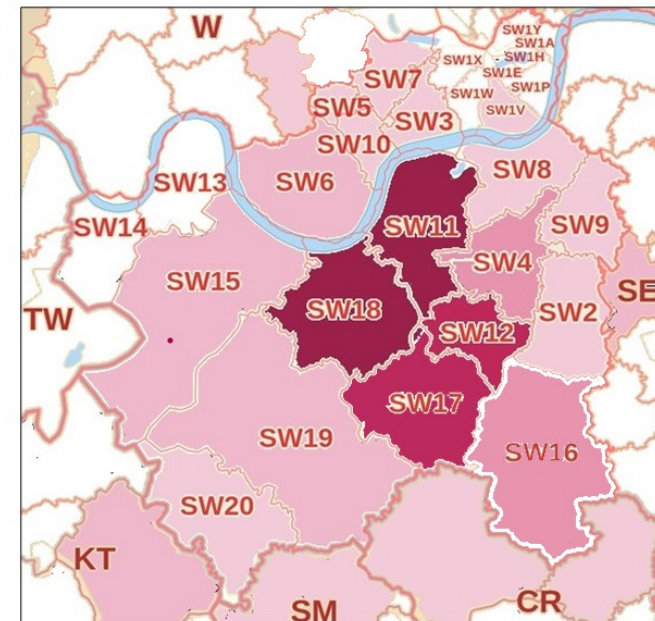
There are over 1,500 members of the junior section (aged 7-15, including 500 girls), 100 in our academy (16 to 21) and 150 adult members of whom 30 are women. We also have a strong volunteer base with over 300 people on our DBS register

Spencer reaches far beyond our rope boundaries—between them our junior members attend 160 different schools.

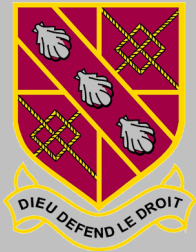
In addition there are approximately 1,500 more members in other Spencer sports sections



Schools heatmap



Membership density



‘Fantastic work as a community provider’
 Nick Miller Wandsworth School Games



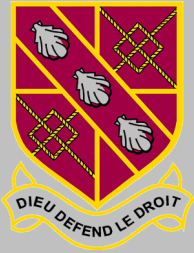
Wandsworth Girls Y5 & Y6 tournament

In 2013 we identified hosting school tournaments and leagues as the best way to bridge between in-school coaching and Club cricket.

Together with Wandsworth Borough staff we’ve exponentially grown the numbers of school children playing competitive games each year at Spencer adding in older leagues as the original children grew older and recently younger age groups too.

We also run annual Teacher Training days to support in school preparation

	Numbers of teams playing						
	2019	2018	2017	2016	2015	2014	2013
Wandsworth Schools Tournament							
Y7/8 Girls	4	4	5	3			
Y6	21	22	19	21	16	17	8
Y5 / 6 Girls	12	15	15	10	10	12	5
Y5	17	11	15	17	12	15	9
Y 3/4	11	10					
Total	61	58	49	48	38	44	22
Wandsworth Schools Leagues							
Primary Schools League	11	10	12	8	8		
U13 LMS	6	7	8	4			
U15 LMS	5	7	4				
Total	22	24	24	12	8	0	0
Players playing in games total	1840	1888	1872	1176	880	352	176



‘Spencer is a very large cricket club on any normal scale so your commitment to providing these opportunities for Disability Cricket is something about which the whole Club should be very proud.’

Gavin Reynolds, Surrey Cricket Foundation



Spencer disability section founder Alain Jason receives a lifetime award from West Indian legend Michael Holding

We hosted our first County disability match in 2018, with Surrey playing Essex



Weekly schools session

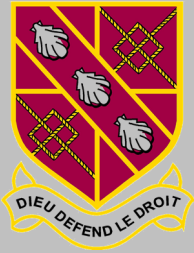


We may be approaching our 150th but we're equally as proud of our disability section set up in 2015. We currently support and/or host a number of sessions per week in conjunction with other cricket partners such as Lords Taverners.

We run our own inclusivity sessions where children with disabilities play with their siblings as well as work with local schools such as Garrett Park School, Hilary House and Oak Lodge School.

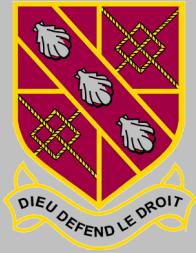
We work with Surrey developing Spencer as a Disability Performance Hub. We host two Surrey performance teams competing in D40 and Super 9's tournament.

For all the above, Spencer provides a rare inner London location for disability cricket.



We are One Spencer





Sponsorship and Branding Opportunities

Catch them while you can

The combination of our size, our community footprint and our 150th anniversary offers fantastic opportunities to partners:

- 150th anniversary events—including grand dinner, culminating in anniversary Cricket Week August 2022, featuring an Earl Spencer XI vs Spencer XI
- Brand new coloured kit—to be worn by 2,000+ members 2022-2024 seasons: Opportunities for shirt front, sleeve and collar
- Physical branding opportunities including site and facility sponsorship
- Ongoing fundraising events to support new indoor net facility plans
- New website with live match footage via Youtube
- Regular club newsletters (c. 1,500 database, 65%+ open rate)
- For 2022, a Sponsors wall / e-wall across physical and digital assets
- Bespoke event / coaching opportunities



At Spencer we are committed to keeping access to cricket as affordable as possible. In order to achieve this and to fund the work we do in schools, in the community and with disability cricket we are always grateful for our sponsors support.



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