



**COMMERCIAL
BROCHURE**

2024



AS A CLUB WE STAND,
STEADFAST,
PROUD.

BEACONS FOR THIS REGION,
MODEST YET LOUD.



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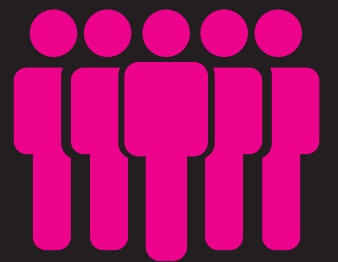
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WHY CRICKET?



A SPORT FOR EVERYONE

Cricket as a sport is constantly innovating to attract new audiences. Additionally SCCC works hard to give everyone an opportunity. **45%** of the Pathway players come from state schools.



10.2 MILLION FANS

in the UK aged 16-69 = 23% of population (August 2021)

As a long-format sport, the audience dwell time is significant, affording greater brand visibility and recall.

DWELL TIME



OCCUPANCY

2ND BIGGEST



Cricket has the 2nd most fans of any sport globally with 2.5 billion

GLOBAL SPORT



SEARCHES

Cricket is the second most searched sport in the UK, generating an average of 505,000 searches per month

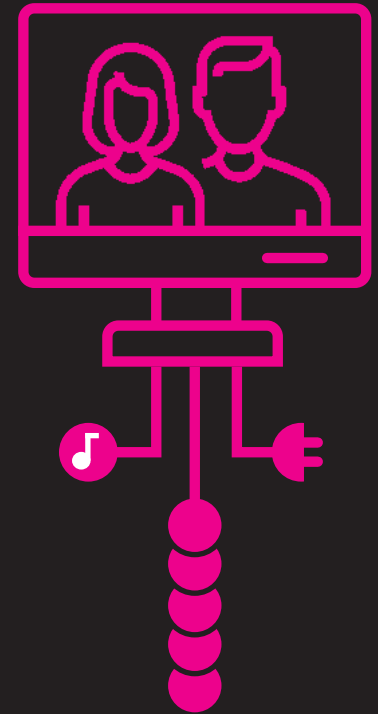
2ND BIGGEST



SPORT IN THE UK

Cricket fans are proven to be avid sports fans, following an average of 8.8 sports (more than any other sport).

Avid sports fans tend to be younger, wealthier, early adopters of tech and culturally plugged in.



COUNTY CRICKET FORMATS



FORMAT	COUNTY CHAMPIONSHIP	T20	ONE DAY CUP
KIT COLOUR	WHITES	COLOURED KIT	COLOURED KIT
DURATION	4 DAYS	3 HOURS	1 DAY
TIMINGS	11AM - 6PM	6.30PM - 9.30PM	11AM - 6PM
AV. ATTENDANCE	2,500	8,000	5,000
AUDIENCE TYPE	•CRICKET PURISTS •MATURE	•CRICKET SOCIALS •YOUNG PROFESSIONALS •FAMILIES	FAMILIES
COMP. DURATION	APRIL - SEPTEMBER	MAY - JULY	AUGUST





WHY SCCC?

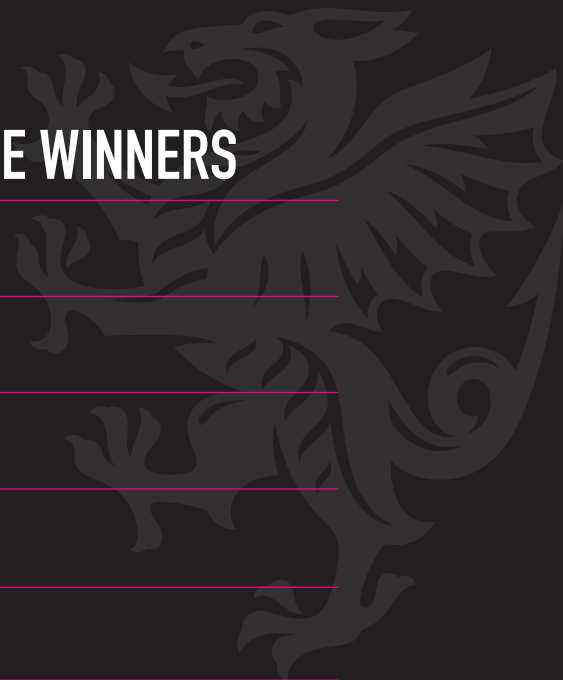
- S VITALITY BLAST CHAMPIONS 2023 – BACK-TO-BACK T20 FINALS DAYS
- O LONGEST REIGNING DIVISION ONE COUNTY CHAMPIONSHIP SIDE
- M LARGEST SOCIAL MEDIA REACH OF ANY SPORTS CLUB IN THE SOUTH WEST
- R HIGHEST SCORING T20 GROUND IN THE WORLD
- S REPUTATION FOR DEVELOPING AND NURTURING HOME-GROWN TALENT
- E COUNTY WITH THE FOURTH LARGEST CATCHMENT AREA
- T 150 YEARS OF HISTORY
- 'MOST ENGAGED' ONLINE FAN BASE IN UK SPORT*
- C BOLD PLANS FOR THE FUTURE
- C A REPUTATION FOR DIGITAL INNOVATION
- C BACK-TO-BACK T20 FINALS DAYS
- ICC CRICKET WORLD CUP VENUE – 3 MATCHES
- REPUTATION FOR DELIVERING EXCEPTIONAL ROI FOR COMMERCIAL PARTNERS

* <https://wisden.com/stories/archive/news/somerset-uk-social-media-sports>



TEAM HONOURS BOARD

- 🏆 1979: GILLETTE CUP WINNERS 1979: JOHN PLAYER LEAGUE WINNERS
- 🏆 1981: BENSON & HEDGES CUP WINNERS
- 🏆 1982: BENSON & HEDGES CUP WINNERS
- 🏆 1983: NATWEST TROPHY WINNERS
- 🏆 2001: CHELTENHAM & GLOUCESTER TROPHY WINNERS
- 🏆 2005: TWENTY20 CUP WINNERS
- 🏆 2007: COUNTY CHAMPIONSHIP DIVISION TWO WINNERS
- 🏆 2017: WESTERN STORM KSL CHAMPIONS
- 🏆 2019: ROYAL LONDON ONE-DAY CUP WINNERS
- 🏆 2019: WESTERN STORM KSL CHAMPIONS
- 🏆 2020: BOB WILLIS TROPHY FINALISTS
- 🏆 2021: T20 FINALISTS
- 🏆 2022: T20 SEMI-FINALISTS
- 🏆 2023: T20 CHAMPIONS



THE SPIRITUAL HOME OF WOMEN'S CRICKET

- ♀ ANNUAL INTERNATIONAL MATCHES IN TAUNTON
- ♀ PROUD HOST VENUE FOR WESTERN STORM AND SOMERSET WOMEN
- ♀ 250,000 GIRLS PLAY CRICKET IN THE SOUTH WEST
- ♀ AT THE FOREFRONT OF THE INCREDIBLE GROWTH IN WOMEN'S SPORT
- ♀ SCCC HOSTED 7 WOMEN'S WORLD CUP MATCHES IN 2017





MADEN

SOMERSET



PATHWAY IN NUMBERS

16 ACADEMY & PATHWAY PLAYERS IN THE SOMERSET FIRST XI SQUAD IN 2024

4 NUMBER OF PATHWAY PLAYERS WHO FEATURED AT THE MOST RECENT MEN'S AND WOMEN'S UNDER 19 WORLD CUPS

316 BOYS AND GIRLS CURRENTLY INVOLVED IN THE SOMERSET PATHWAY PROGRAMME

19 BOYS AND GIRLS CURRENTLY INVOLVED IN THE SOMERSET PATHWAY PROGRAMME

211 NUMBER OF CLUBS AND SCHOOLS REPRESENTED ACROSS THE PATHWAY PROGRAMME

9 NUMBER OF ACADEMY PLAYERS WHO HAVE FEATURED FOR ENGLAND IN RECENT YEARS

306 THE NUMBER OF MATCHES AND TRAINING DAYS PROVIDED TO PLAYERS IN THE SUMMER OF 2022 ACROSS 16 AGE GROUPS



JACK

An effective Player Pathway is the lifeblood of any successful team, and we are proud of having a world-renowned system that nurtures, develops and progresses players from across the whole of the South West.

The Somerset Player Pathway and Academy provides opportunities for players of all backgrounds to further develop their potential. It has produced a significant number of homegrown players who have played for Somerset but also represented their country. 16 of the current First Team squad have made their way through the Pathway and in the last few years nine* Academy graduates have been named in England squads.

*Jos Buttler, Dom Bess, Craig Overton, Jamie Overton, Lewis Gregory, Tom Banton, Tom Abell, Jack Leach, Anya Shrubsole

MATT DRAKELEY

The Somerset Cricket Foundation aims to positively impact the lives of all people in Somerset through Cricket. Our Community Programmes look to take the game to all, making it safe, inspiring and inclusive. Our focus areas of work centre around Disability, Older People, Disadvantaged Communities and Mental Health. We use cricket as a vehicle to enhance and develop participants physical, social and mental well being.

The Foundation delivers a wide spectrum of programmes, projects and initiatives across our communities. In the past year, the Foundation has continued to work with national partners, the ECB, Lords Taverners and Chance to Shine to maximise the reach and impact of cricket here in Somerset. To compliment this we have worked hard to develop new partnerships with both Community and Commercial partners to ensure we continue to grow ,develop and expand the variety of programmes we deliver. We aspire to continue to develop deep-rooted and sustainable programmes and become a trusted community partner of choice.

155 AFFILIATED CLUBS

332 ADULT TEAMS IN LEAGUES

248 YOUTH TEAMS IN LEAGUES

2294 ALL STARS PARTICIPANTS
(28% OF WHICH ARE GIRLS)

6500+ FREE TICKETS TO CLUBS/SCHOOLS AND
VOLUNTEERS TO EXPERIENCE LIVE CRICKET

3208 HOURS OF COACHING DELIVERED IN 165 SCHOOLS

12,462 CHILDREN TAKING PART



BRADFORDS
COMMUNITY DAY

Bradford's



WHY THE SOUTH WEST?

MOST POPULAR DESTINATION FOR DOMESTIC TOURISM

700 MILES
OF COASTLINE

£131B
THE TOTAL WORTH OF THE SOUTH WEST

HOME OF THE LARGEST
INFRASTRUCTURE
IN EUROPE AT HINKLEY POINT

ATTRACTS MORE VISITORS THAN ANYWHERE OUTSIDE OF LONDON

THE SOUTH WEST HAS
580,579
BUSINESSES

HIGHEST BUSINESS DENSITY
RATES IN THE UK

LARGEST REGION
IN ENGLAND

POPULATION
OF OVER 5M

ENTREPRENEURIAL AND CREATIVE SPIRIT

79% HIGHEST
EMPLOYMENT
RATES IN THE UK

13 UNIVERSITIES

UK'S GREEN ENERGY POWERHOUSE

BEST PLACE TO LIVE AND RAISE A FAMILY IN THE UK*

CONNECTED TAUNTON



LONDON-TAUNTON **1HR - 45M**
CARDIFF-TAUNTON **1HR - 24M**
BRISTOL-TAUNTON **30M**
EXETER-TAUNTON **35M**
PENZANCE-TAUNTON **3HRS - 23M**

LIONEL RICHIE EVENT

The Cooper Associates County Ground hosted it's first major concert in nine years during the summer of 2023. Over 10,000 people saw Grammy award winning performer Lionel Richie's spectacular, open air concert live in Taunton



10,000 ATTENDEES

VENUE



TAKE A LOOK AROUND THE COOPER ASSOCIATES COUNTY GROUND HERE →



THE OPPORTUNITIES ARE LIMITLESS IN CRICKET

SOCIAL MEDIA REACH — 1,139,835 FOLLOWERS

TV REACH — 3,920,000 VIEWS

LIVE STREAM REACH — 2,061,000 VIEWS

WEBSITE REACH — 546,000 USERS

MATCHDAY REACH — 100,000+ TICKET HOLDERS

EMAIL REACH — 53,000 SUBSCRIBERS





41

GLOBAL REACH



UK



95,000
Twitter followers




50,000
active email subscribers




GERMANY



7,500
broadcast views 2023



PAKISTAN



175,000
broadcast views 2023



INDIA




40,000
Instagram followers




BARBADOS




4,000
broadcast views 2023




DUBAI




10,000
Facebook followers




SOUTH AFRICA




3 million
video views 2023




SRI LANKA



3 million
video views 2023



BANGLADESH



10,000
Facebook followers



AUSTRALIA



2 million
video views 2023

SOCIAL MEDIA



395M VIDEO VIEWS IN 2023



60.5M X IMPRESSIONS IN 2023



25.3M PEOPLE REACHED ON FACEBOOK IN 2023



621,000 FACEBOOK FOLLOWERS



175,100 X FOLLOWERS



132,000 INSTAGRAM FOLLOWERS



16,800 TIKTOK FOLLOWERS



176,200 YOUTUBE SUBSCRIBERS



5,200 LINKEDIN FOLLOWERS



13,600 THREADS

TOTAL SOCIAL FOLLOWING:

1,139,835

1.2 MILLION FACEBOOK INTERACTIONS IN 2023

500,000 INSTAGRAM INTERACTIONS IN 2023

NAMED THE UNITED KINGDOM'S BEST SPORTS CLUB ON SOCIAL MEDIA, FOLLOWING A STUDY OF MORE THAN 80 TEAMS FROM CRICKET, FOOTBALL, RUGBY UNION AND LEAGUE, BASKETBALL AND HOCKEY*

*<https://wisden.com/stories/archive/news/somerset-uk-social-media-sports>

SOCIAL MEDIA FOLLOWING IN COUNTY CRICKET AS OF END 2022

*SOCIAL MEDIA FOLLOWING ACROSS FACEBOOK, TWITTER, INSTAGRAM, TIKTOK AND YOUTUBE

SOMERSET V OTHER SOUTH WEST SPORTS



3

LANCASHIRE
830,300



SOMERSET
COUNTY CRICKET
CLUB

SOMERSET
1,121,069



SURREY
962,200



935,800



428,900



419,000



423,600



376,400



364,400

SCCC

1,121,069

SCCC HAS HAD **832 HOURS** OF TV COVERAGE SINCE 2018 INCLUDING THE COVID HIT 2020 SEASON

THE 2023 VITALITY BLAST FINAL BETWEEN SOMERSET AND ESSEX WAS **THE MOST WATCHED DOMESTIC T20 MATCH OVER THE LAST DECADE**

SCCC HAS HAD **OVER 1 BILLION GLOBAL TV VIEWING MINUTES** SINCE 2018

'FUTURES SPORT & ENTERTAINMENT' ASSESSED THE VALUE OF THE **FRONT OF SOMERSET'S T20 SHIRT TO BE WORTH £221,587** BASED ON TV COVERAGE ALONE IN 2021



LIVE STREAM

YOUTUBE CHANNEL OF THE
YEAR 2021

10,100,000
VIEWS 2021-2023

202
DAYS STREAMED
2021-2023

1.6M
2021-2023
TOTAL WATCH HOURS

UK AUDIENCE 35% 2021-2023

31 MINS
UK AUDIENCE
AVERAGE WATCH TIME
2021-2023

PEOPLE AGED 18-35
72%
2021-2023



WEBSITE: 2023 IN NUMBERS

4,100,000 PAGE VIEWS

AVERAGE PAGE TIME 2 MINS. 5 SECS.

613,000 MATCH CENTRE VIEWS

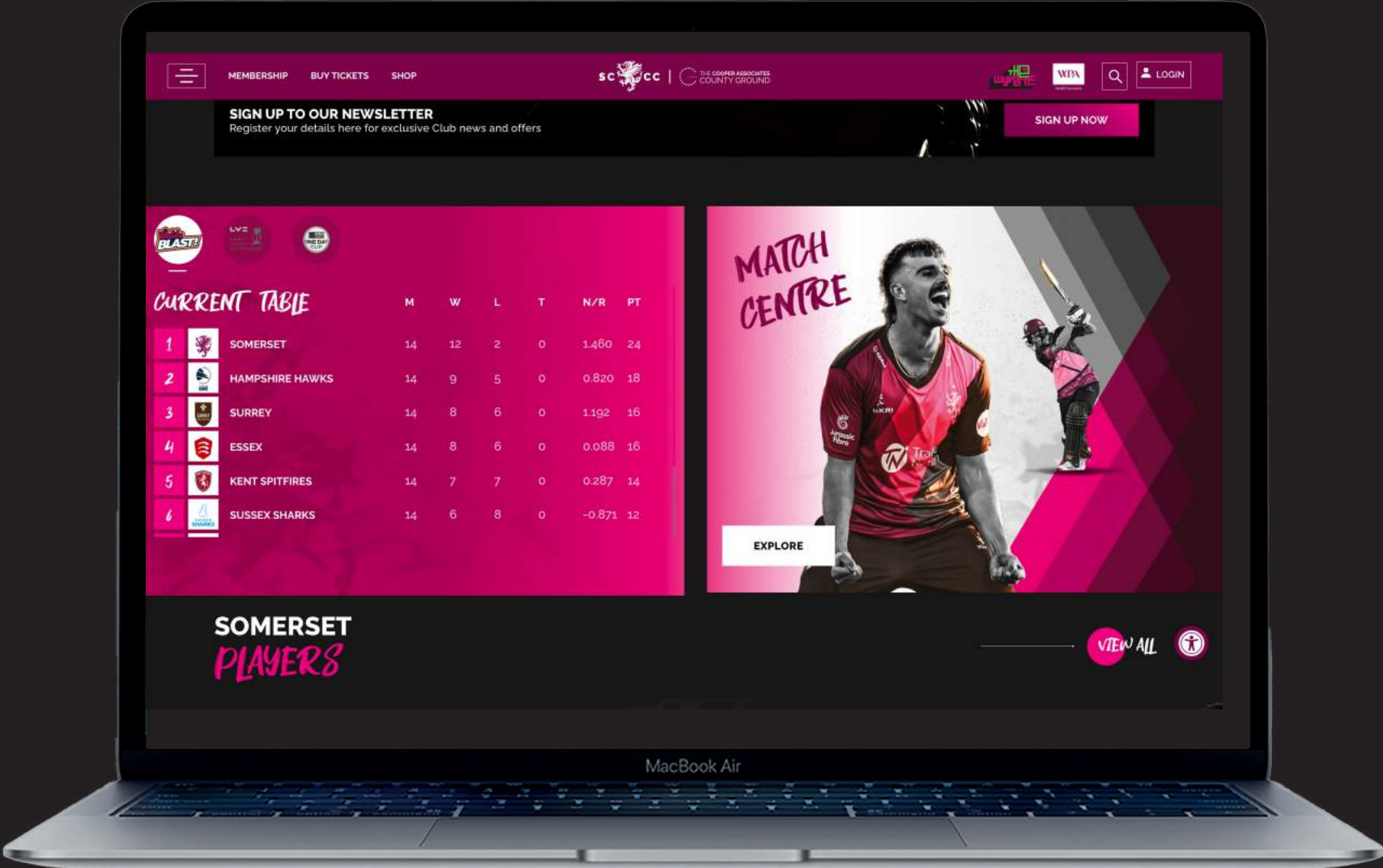
AVERAGE TIME ON MATCH CENTRE PAGE 2 MINS. 33 SECS.

UK AUDIENCE 90%

68% MOBILE USERS



NEW! VENUE SPECIFIC WEBSITE LAUNCHED - CACGSOMERSET.CO.UK





IN BOWL

ATTENDANCE – OVER 100,000 PER YEAR

VOTED BEST ATMOSPHERE ACROSS ALL COUNTIES IN THE 2023 VITALITY BLAST

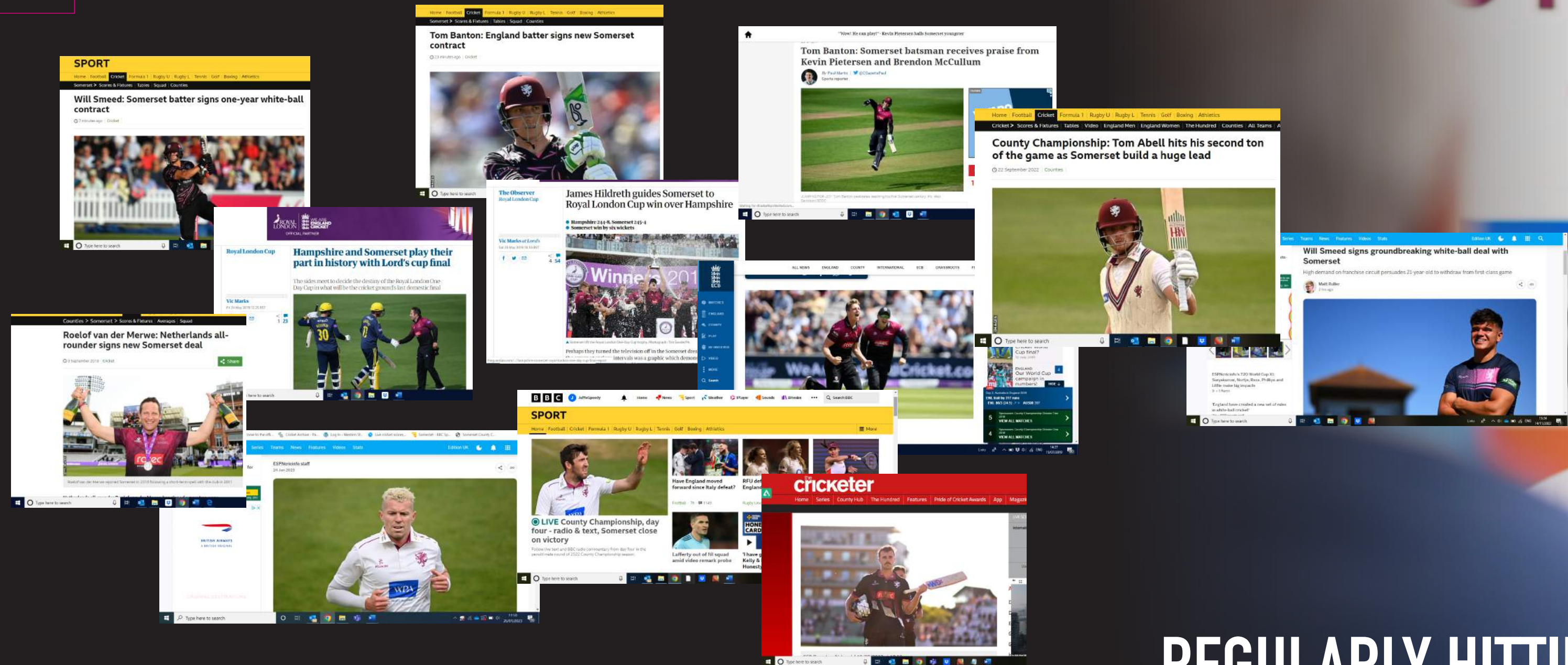
HIGHEST RETENTION OF FANS IN VITALITY BLAST 2023

OVER 6,000 MEMBERS 2023

HIGHEST % OF GROUND OCCUPANCY IN VITALITY BLAST ACROSS THE UK

12,500 PEOPLE ATTENDED LAST ENGLAND MEN'S GAME

10,000 ATTENDED LIONEL RITCHIE CONCERT IN 2023





EMAIL

53,000 EMAIL ADDRESSES

OPEN RATE 44.9% – UK ALL SPORTS AVERAGE 31%

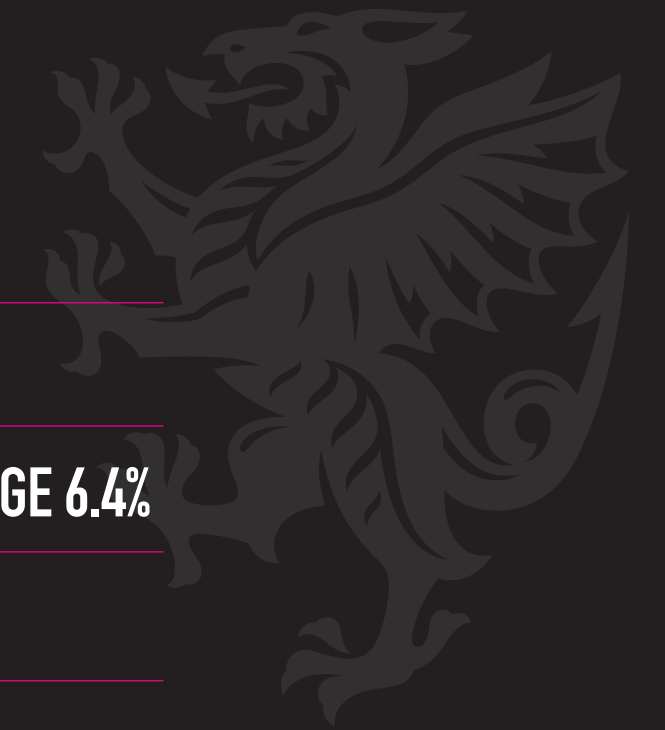
CLICK TO OPEN RATE 8.4% – UK ALL SPORTS AVERAGE 6.4%

OVER 10M EMAILS SENT IN 2023...

...ACROSS 490 CAMPAIGNS

3RD PARTY DATABASE OF 40,000

A REPUTATION FOR DELIVERING SUCCESSFUL,
SEGMENTED, 3RD PARTY EMAIL CAMPAIGNS

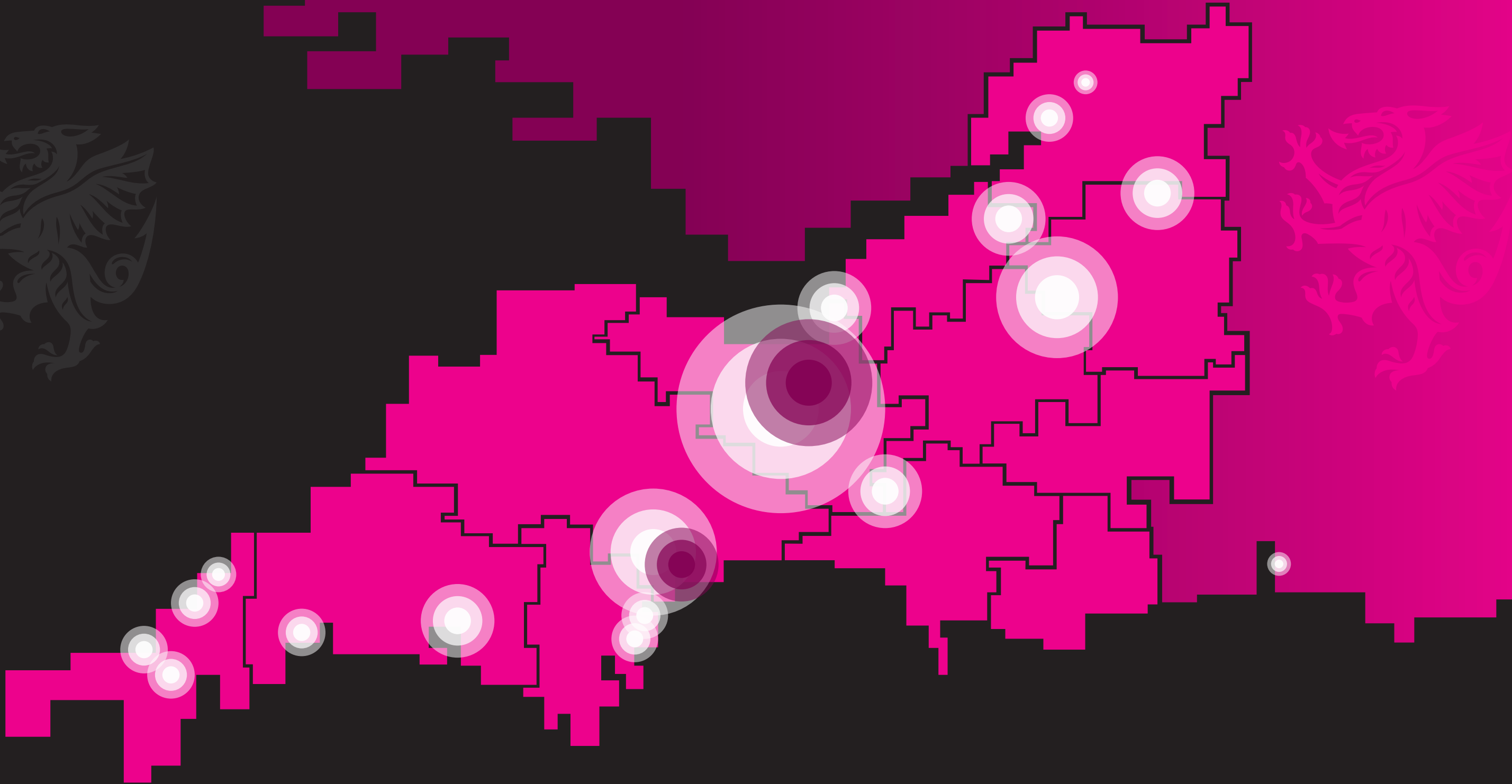




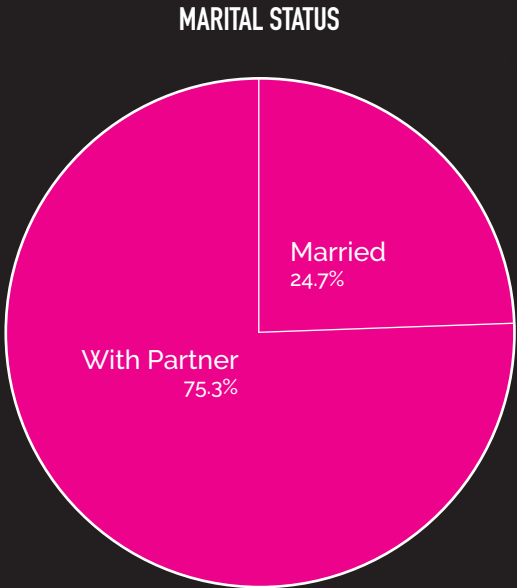
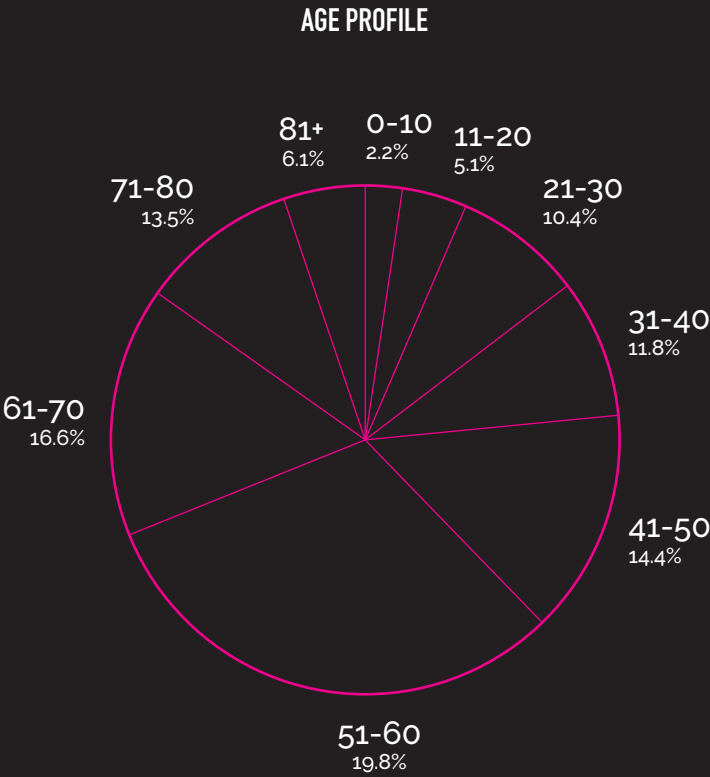
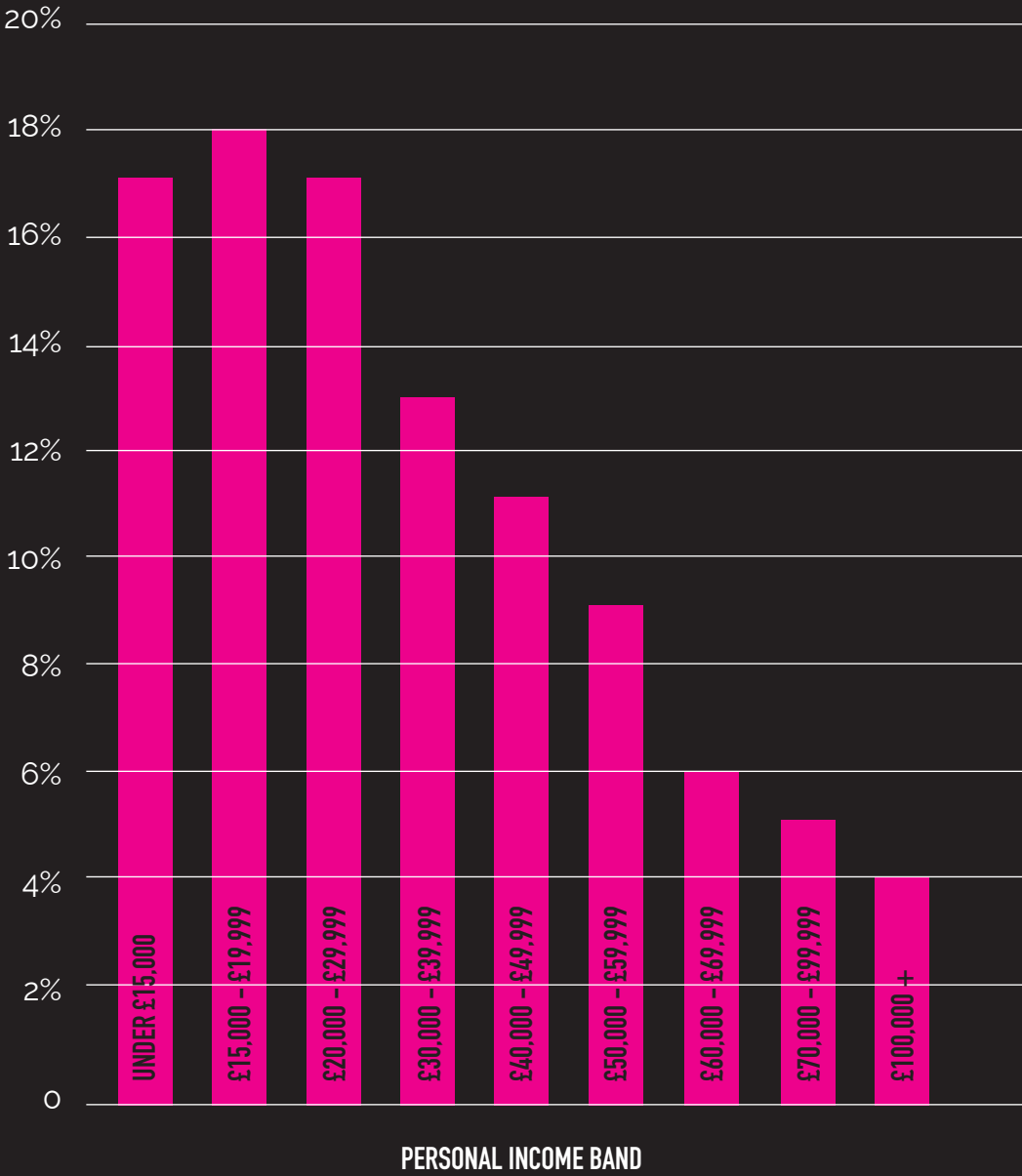
OUR FANS

MEMBERS & TICKET HOLDERS BY TOWN & CITY

TAUNTON:	13,410	(TA1,2,3,4,21)
BRIDGWATER:	4286	(TA5,6,7,8,9)
EXETER:	3979	(EX1,2,3,4,5,6,7,11,15)
BRISTOL:	3972	(ALL BS POSTCODES EXCLUDING BS21 – BS29)
BATH:	2584	(BA1,2,3,11,14,15)
PLYMOUTH:	1906	(PL1,2,3,4,5,6,7,8,9,10,21)
WESTON-SUPER-MARE:	1612	(BS22,23,24,29)
YEOVIL:	1556	(BA20,21,22)
TORQUAY:	1470	(TQ1,2,12,14)
EXMOUTH:	752	(EX8, EX9, EX10)
SWINDON:	445	(SN1,2,3,4,5,6,25,26)
PAIGNTON:	331	(TQ3,4)
TRURO:	318	(TR1,2,3,4)
CAMBORNE:	274	(TR13,14,27)
ST AUSTELL:	265	(PL24,25,26)
GLOUCESTER:	223	(GL1,2,3,4,6)
CHELTENHAM:	206	(GL50,51,52,53,54)
BOURNEMOUTH:	170	(BH1,2,3,4,5,6,7,8,9,10,12,13)
REDRUTH:	139	(TR15,16)
NEWQUAY:	118	(TR7,8,9)

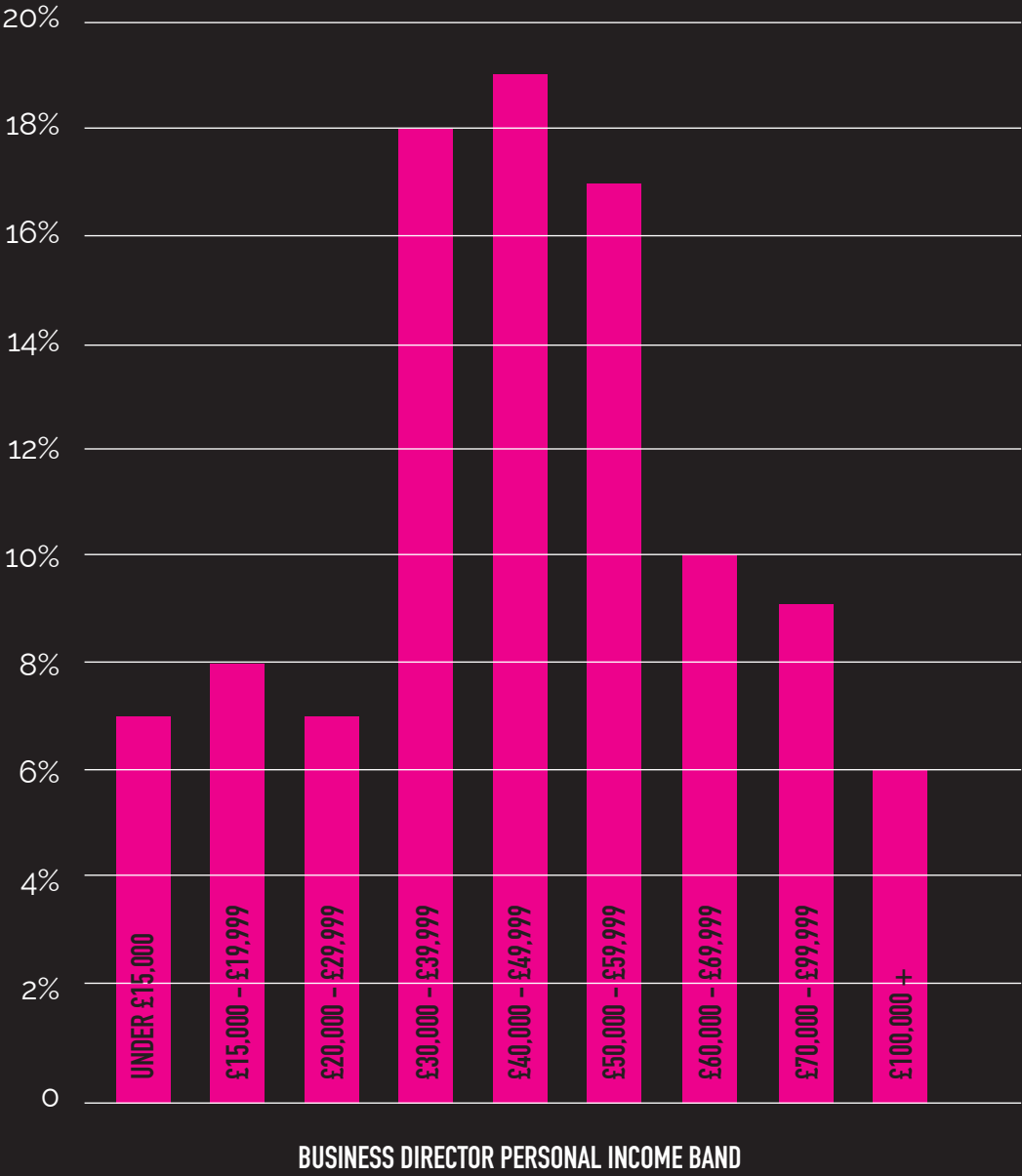
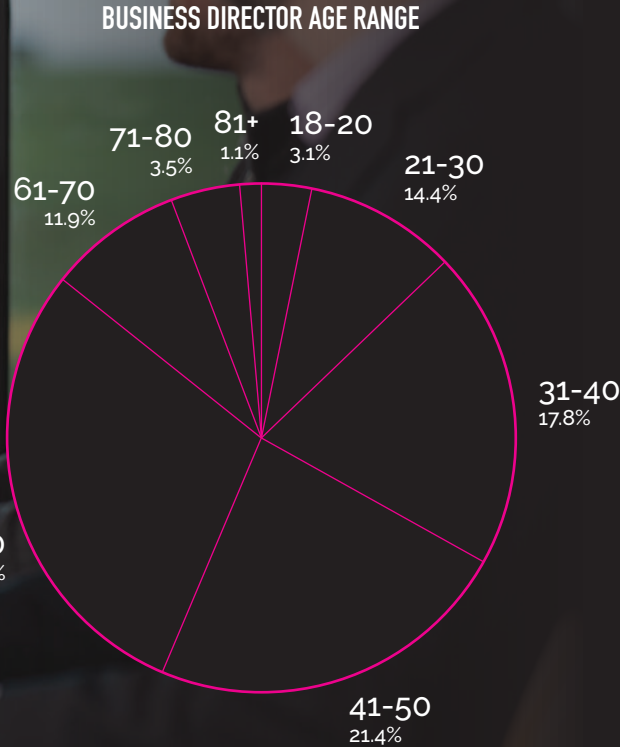


OUR DEMOGRAPHICS

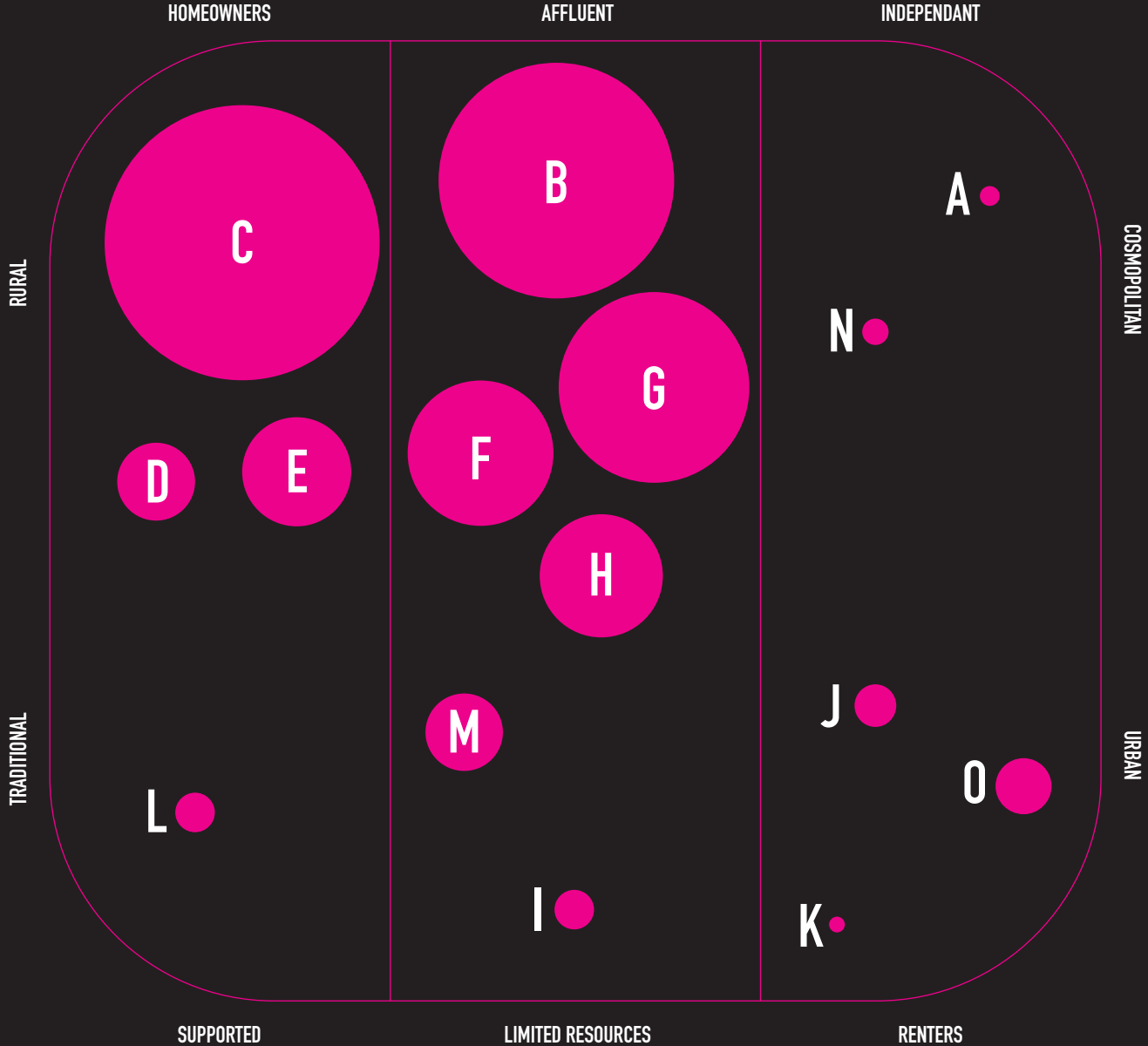




BUSINESS OWNER DEMOGRAPHICS



MOSAIC GROUPS



CIRCLE SIZE IS
PROPORTIONAL TO %
OF SCCC DATA

- C - Country Living – 22.2%
- B - Prestige Positions – 14.3%
- G - Domestic Success – 10.7%
- F - Suburban Stability – 10.6%
- H - Aspiring Homemakers – 9.5%
- E - Senior Security – 8.7%
- D - Rural Reality – 6.4%
- M - Modest Traditions – 3.5%
- O - Rental Hubs – 3.4%
- J - Transient Renters – 2.2%
- L - Vintage Value – 2.2%
- I - Family Basics – 2.1%
- N - Urban Cohesion – 2%
- A - City Prosperity – 1.7%
- K - Municipal Trends – 0.5%

MORE THAN 36% OF OUR FANS FALL INTO A
PRESTIGE OR COUNTRY LIVING SEGMENT
DELIVERING A HIGHLY ATTRACTIVE, INFLUENTIAL
AND AFFLUENT AUDIENCE

COUNTRY LIVING

22.3% OF SOMERSET SUPPORTERS
6.49% OF UK FALL IN TO THIS BRACKET

Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities

WEALTHY LAND OWNERS – 6.9%

Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners

RURAL VOGUE – 5.3%

Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work

SCATTERED HOMESTEADS – 5.1%

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

VILLAGE RETIREMENT – 5.0%

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

KEY FEATURES

- RURAL LOCATIONS
- WELL-OFF HOMEOWNERS
- ATTRACTIVE DETACHED HOMES
- HIGHER SELF-EMPLOYMENT
- HIGH CAR OWNERSHIP
- HIGH USE OF INTERNET

ASSOCIATED BRANDS

The Telegraph



Waitrose

AGE
66–70

NUMBER OF CHILDREN
0 CHILDREN

HOUSEHOLD INCOME
£100 – £149

TENURE
OWNED

PROPERTY TYPE
NAMED BUILDING

TECHNOLOGY ADOPTION



PRESTIGE POSITIONS

13.4% OF SOMERSET SUPPORTERS
9.1% OF THE UK POPULATION

Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area

PREMIUM FORTUNES – 0.9%

Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves

DIAMOND DAYS – 2%

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

ASSOCIATED BRANDS



ALPHA FAMILIES – 3.1%

High-achieving families living fast-track lives, advancing careers, finances and their school-age childrens' development

BANK OF MUM AND DAD – 3.5%

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

EMPTY-NEST ADVENTURE – 4.8%

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

KEY FEATURES

- HIGH-VALUE DETACHED HOMES
- MANAGERIAL AND SENIOR POSITIONS
- HIGH ASSETS AND INVESTMENTS
- MARRIED COUPLES
- SUPPORTING STUDENTS AND OLDER CHILDREN
- ONLINE SHOPPING AND BANKING



AGE

61–65



NUMBER OF CHILDREN

1 CHILD



HOUSEHOLD INCOME

£100 – £149



HOUSEHOLD COMPOSITION

FAMILY



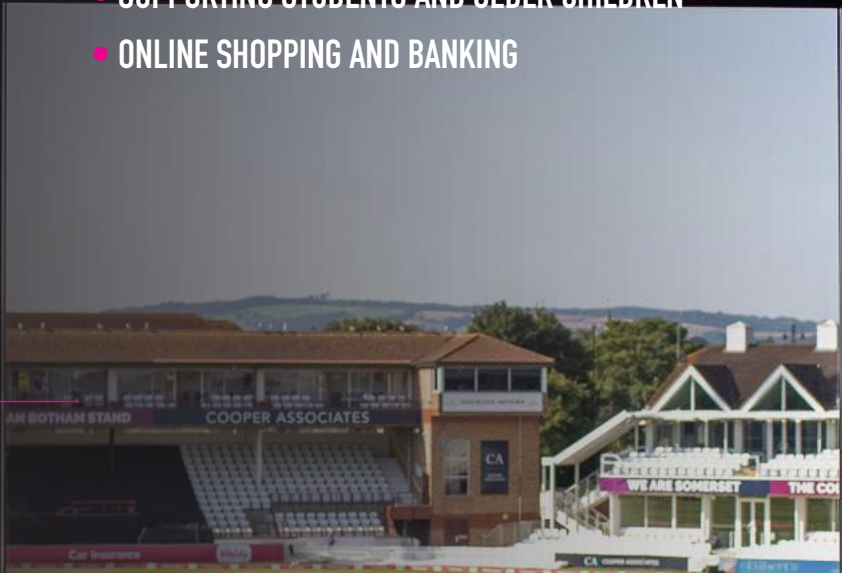
TENURE

OWNED



PROPERTY TYPE

NAMED BUILDING





DOMESTIC SUCCESS

10.1% OF SOMERSET SUPPORTERS
7.05% OF THE UK POPULATION

Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought-after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

CAFÉS AND CATCHMENTS – 1.3%

Affluent families with growing children living in upmarket housing in city environs

THRIVING INDEPENDENCE – 1.5%

Well-qualified older singles with incomes from successful professional careers in good quality housing

MODERN PARENTS – 1.6%

Busy couples in modern detached homes juggling the demands of school-age children and careers

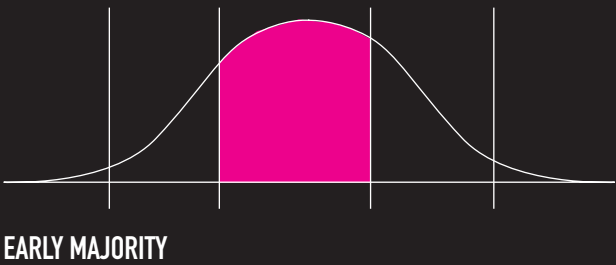
MID-CAREER CONVENTION – 5.7%

Professional families with children in traditional mid-range suburbs where neighbours are often older

KEY FEATURES







- FAMILIES WITH CHILDREN
- UPMARKET SUBURBAN HOMES
- OWNED WITH A MORTGAGE
- 3 OR 4 BEDROOMS
- HIGH INTERNET USE
- OWN NEW TECHNOLOGY

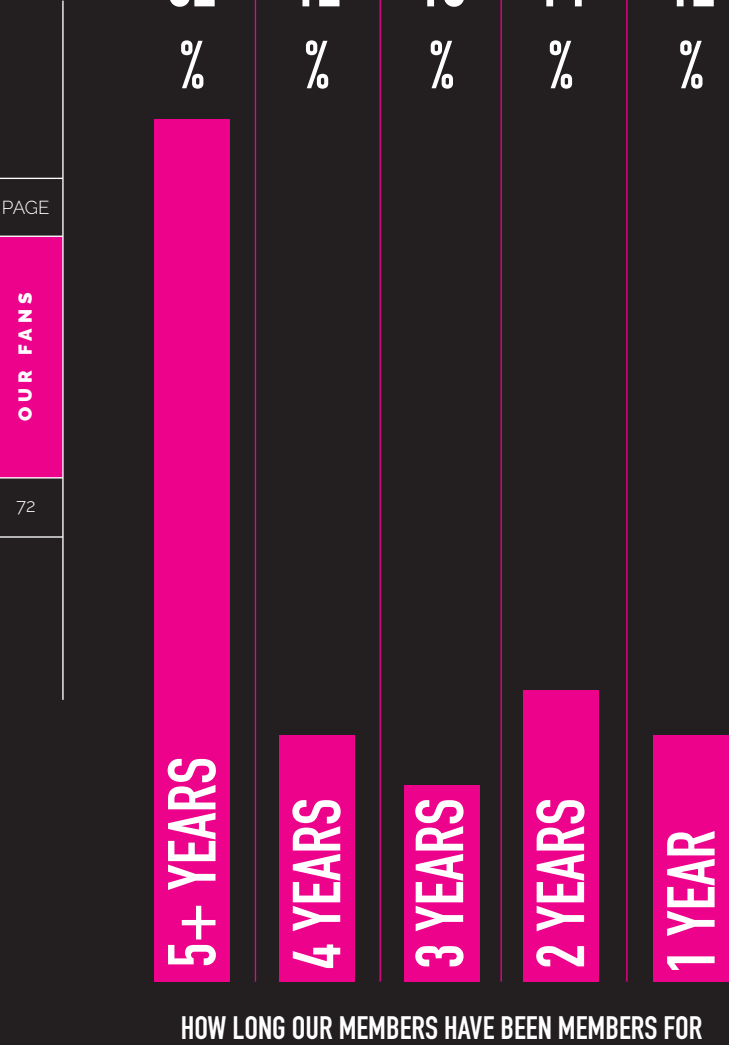
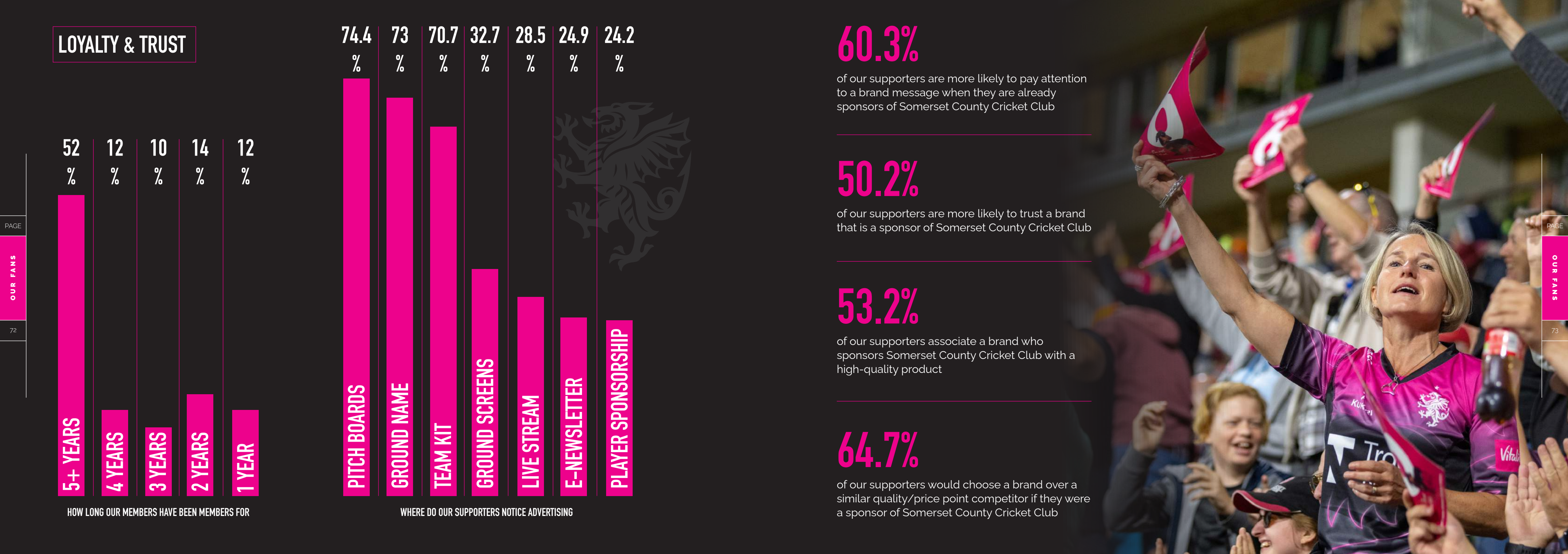
TECHNOLOGY ADOPTION



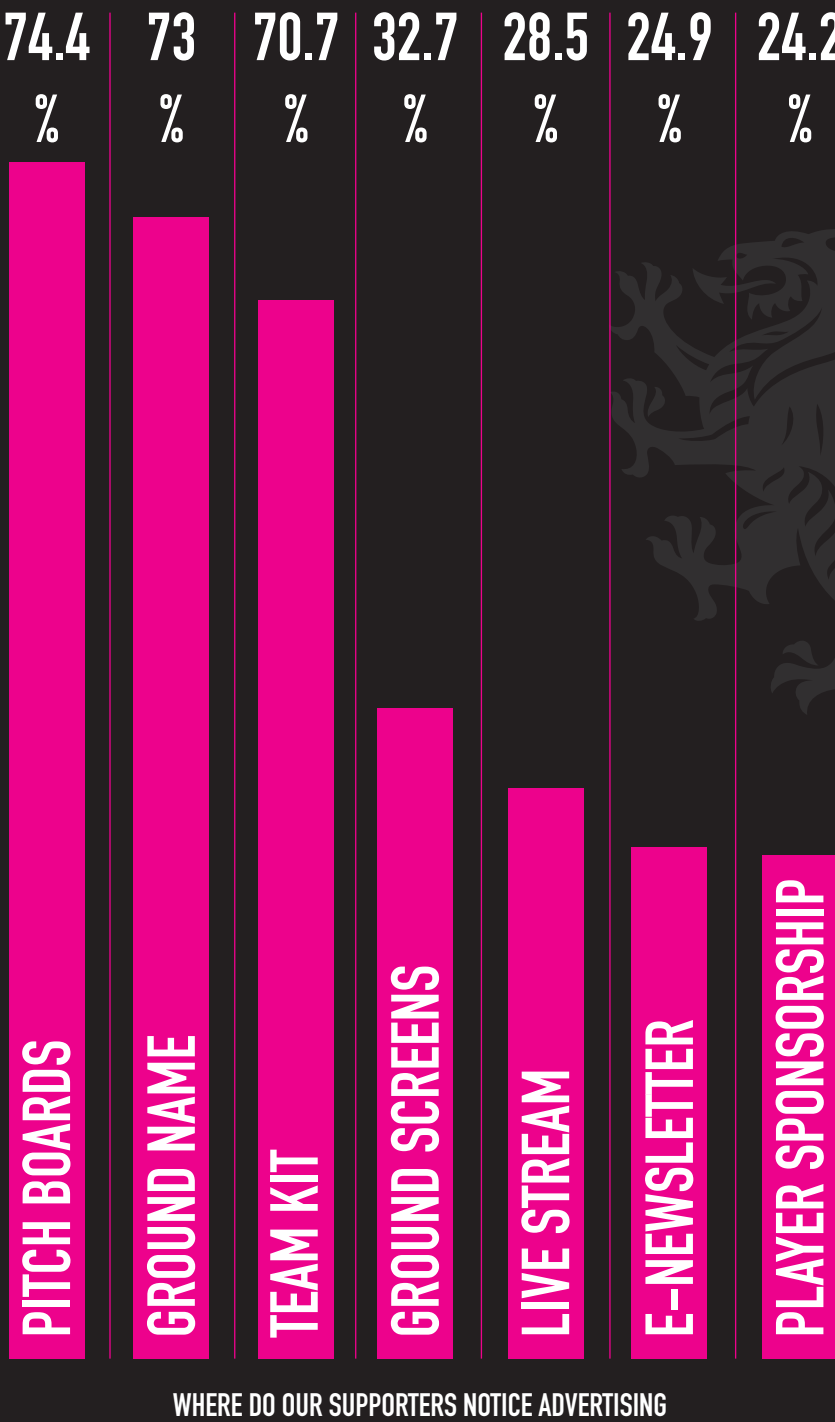
ASSOCIATED BRANDS



	AGE 36–45
	NUMBER OF CHILDREN 2 CHILDREN
	HOUSEHOLD INCOME £70 – £99
	HOUSEHOLD COMPOSITION FAMILY
	TENURE OWNED
	PROPERTY TYPE DETACHED



LOYALTY & TRUST



60.3%

of our supporters are more likely to pay attention to a brand message when they are already sponsors of Somerset County Cricket Club

50.2%

of our supporters are more likely to trust a brand that is a sponsor of Somerset County Cricket Club

53.2%

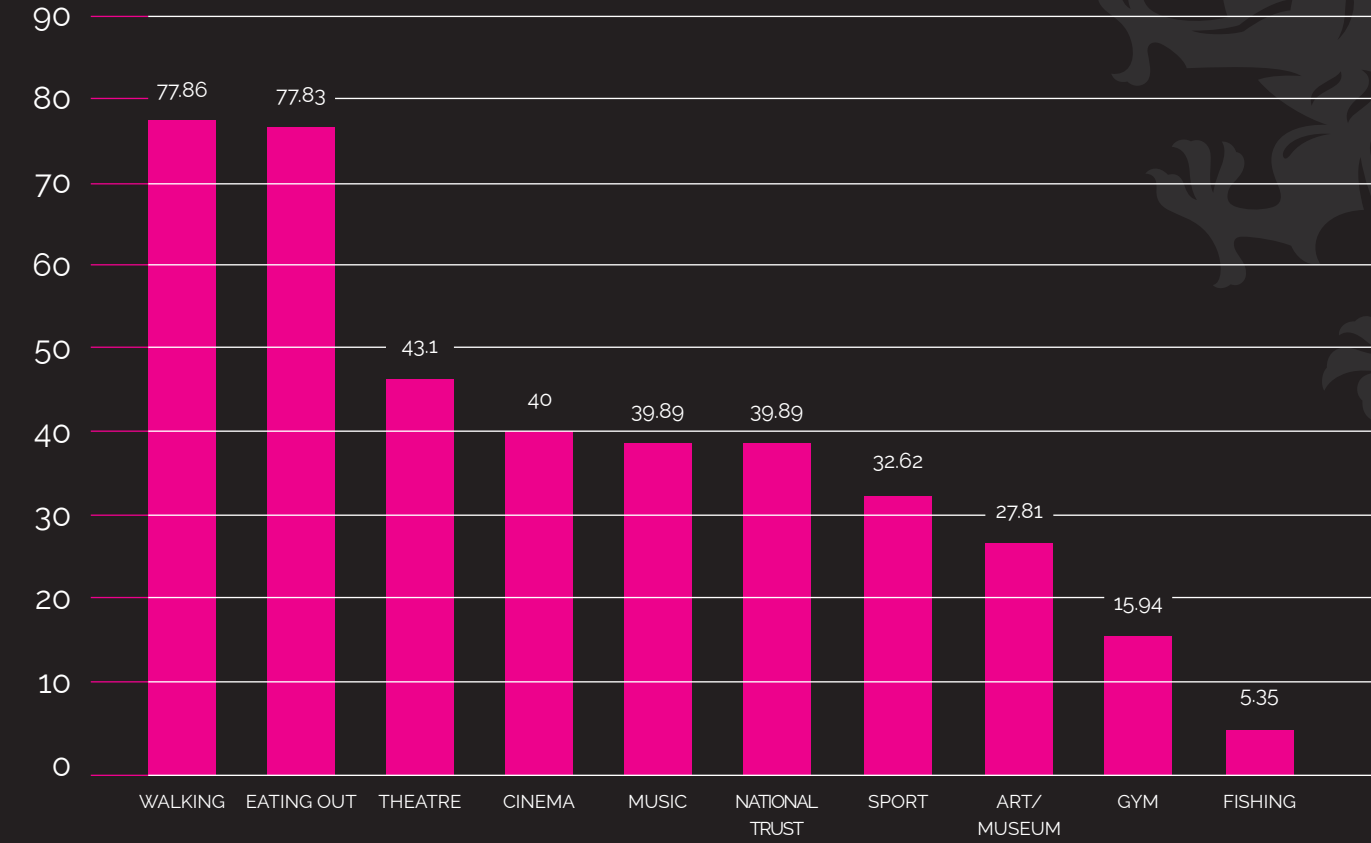
of our supporters associate a brand who sponsors Somerset County Cricket Club with a high-quality product

64.7%

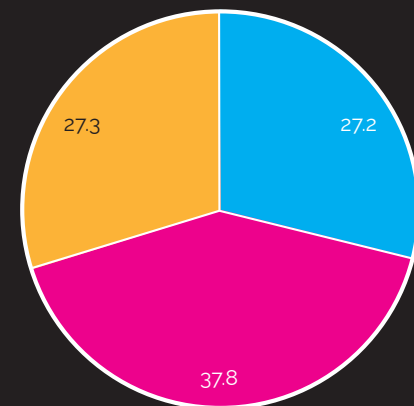
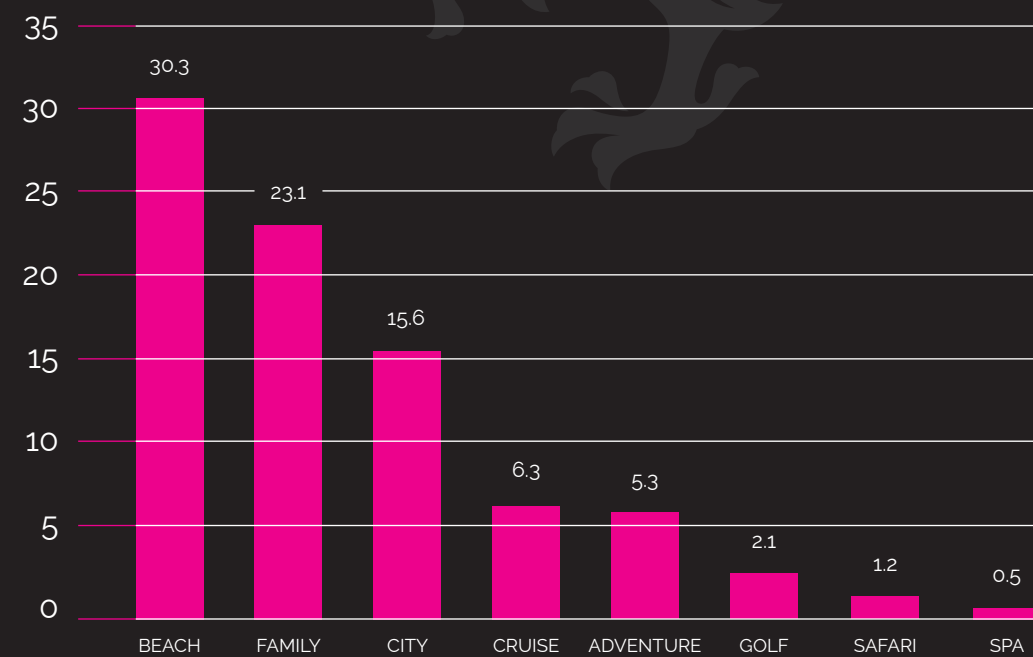
of our supporters would choose a brand over a similar quality/price point competitor if they were a sponsor of Somerset County Cricket Club



LEISURE ACTIVITIES

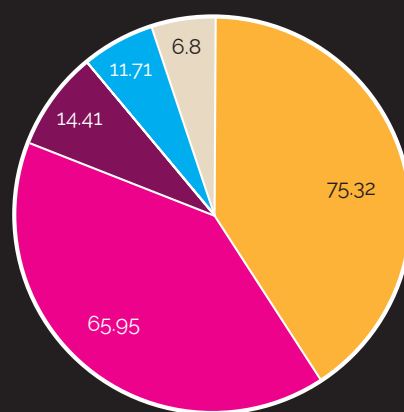


TYPE OF HOLIDAY



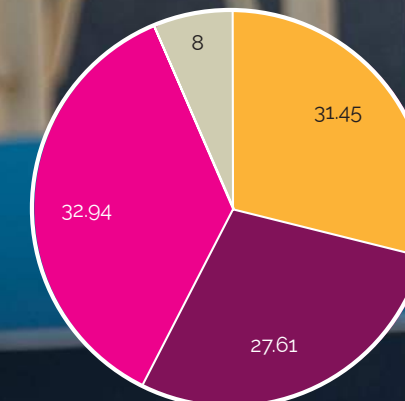
- 1
- 2
- 3

2022 STAYCATION PLANS



- Hotels / B&B
- Holiday Homes
- Caravan
- Camping
- Glamping

2022 TRAVEL PLANS

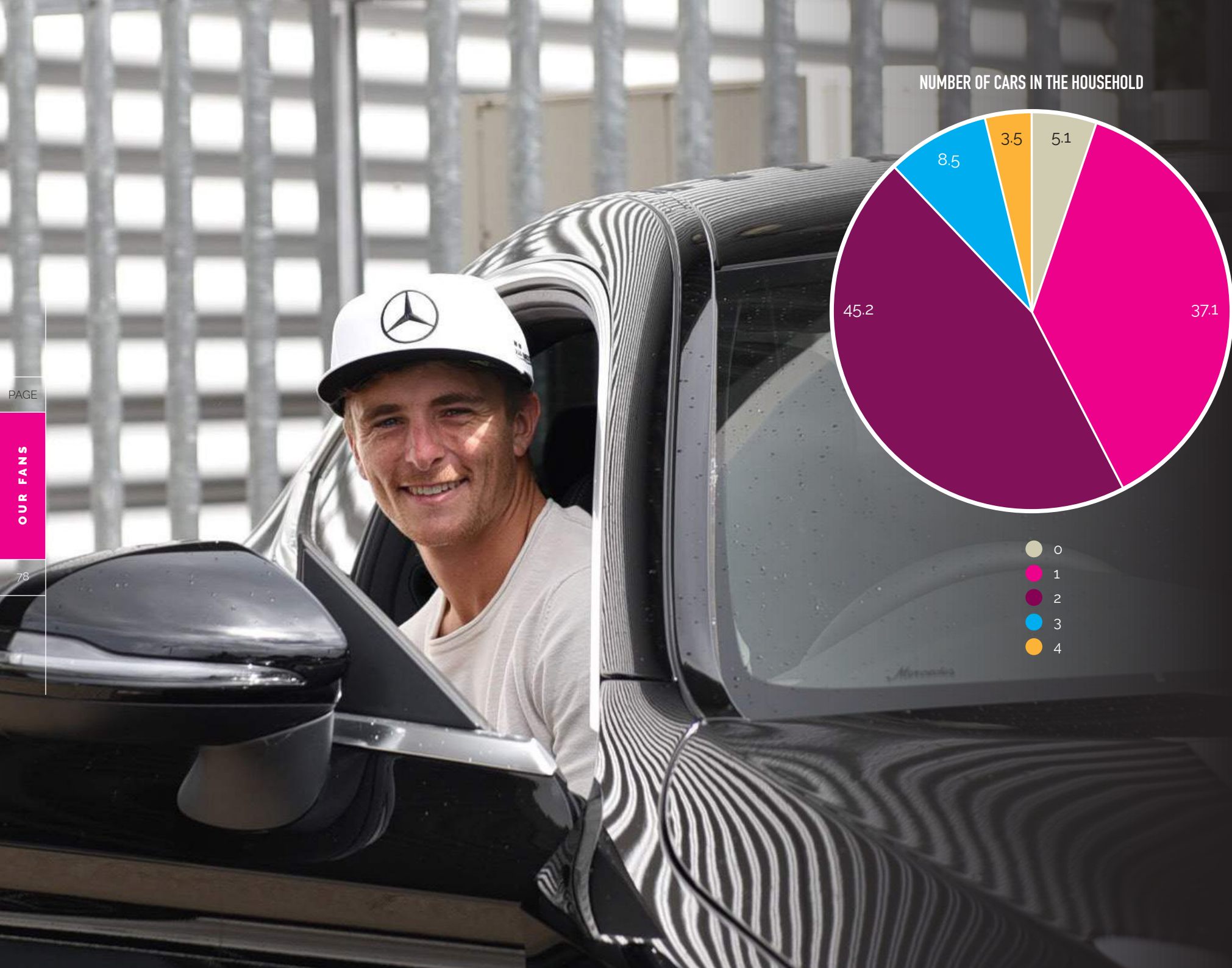


- Going Abroad
- Staying Local
- Both
- No Plans

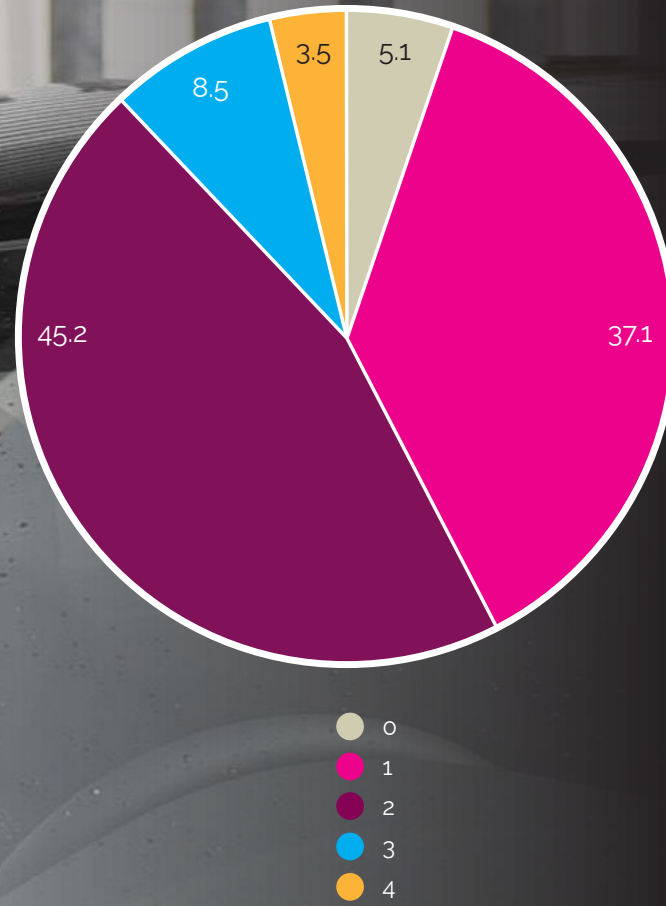
HOLIDAY DESTINATIONS



TOM ABELL WARMING UP IN ABU DHABI



NUMBER OF CARS IN THE HOUSEHOLD

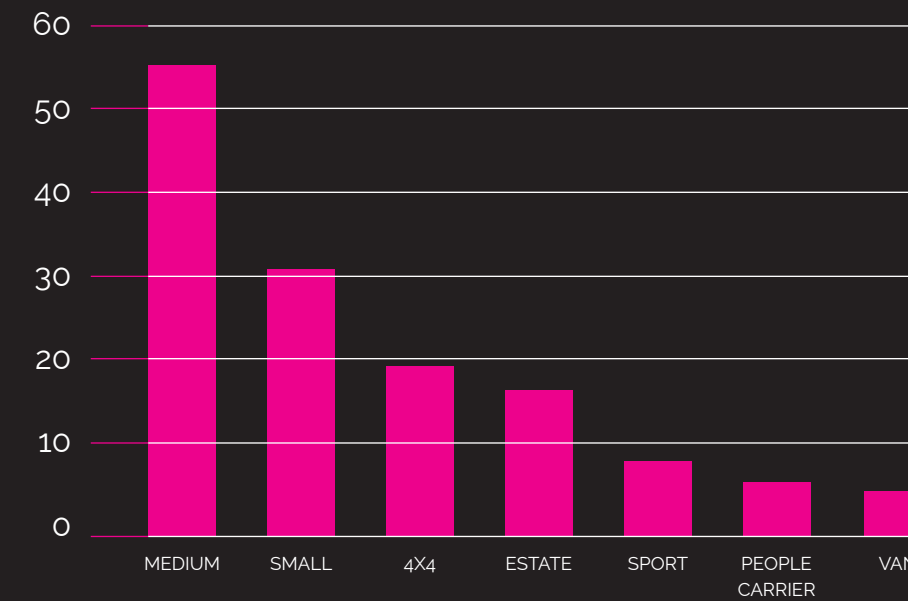


CARS

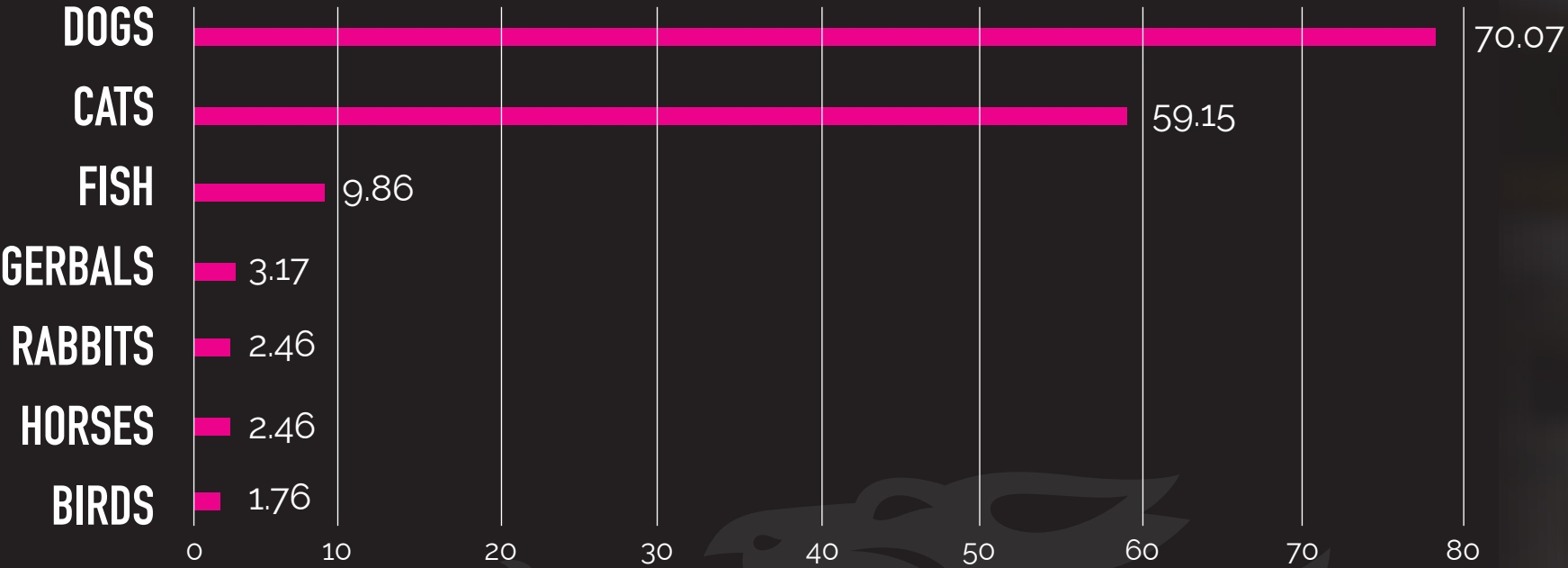
23.16% OF OUR FANS ARE LOOKING TO BUY AN ELECTRIC CAR

34.4% OF OUR FANS ARE LOOKING TO BUY A NEW CAR IN THE NEXT TWO YEARS

NUMBER OF PEOPLE



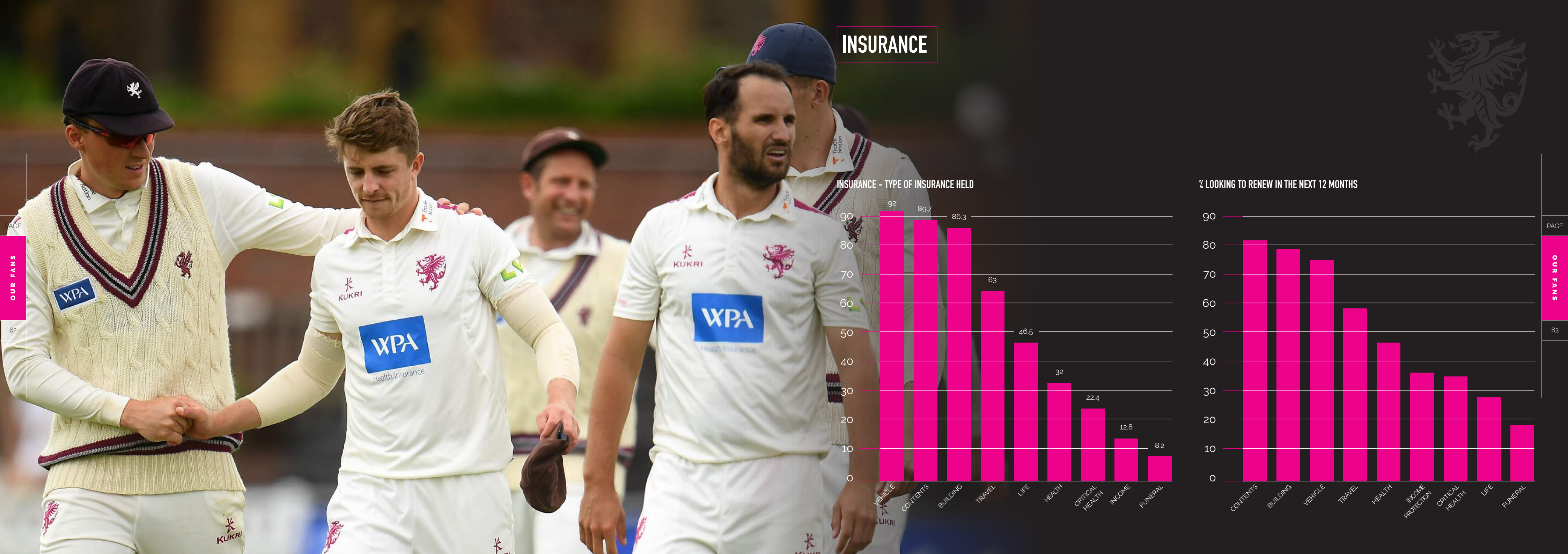
Our fans love pets, and as the only sport to allow dogs into their grounds, we provide the perfect environment to drive awareness and engagement for pet related products.



PETS

WELCOME

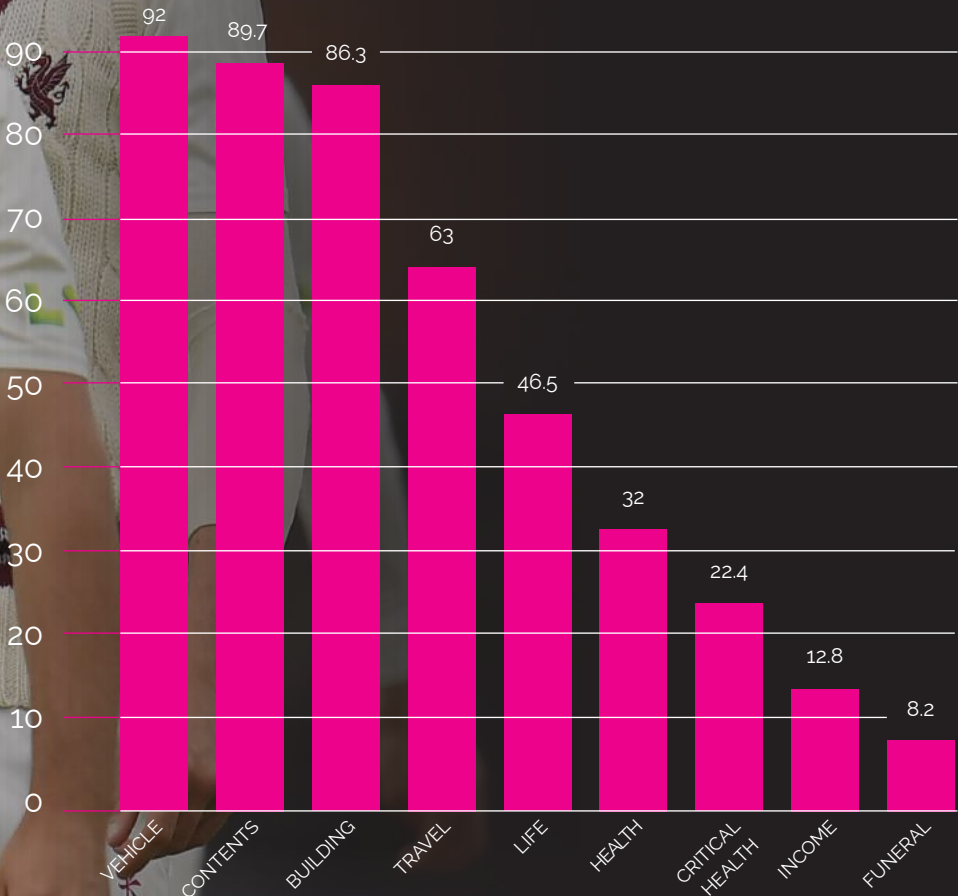




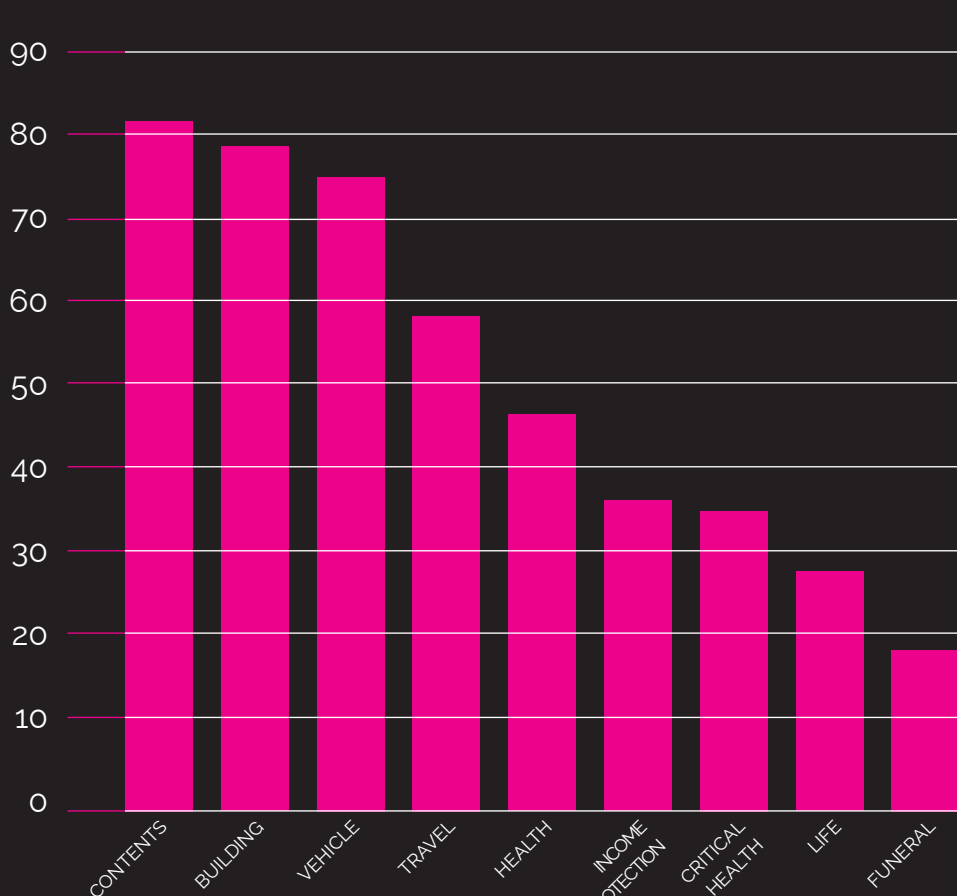
INSURANCE



INSURANCE - TYPE OF INSURANCE HELD



% LOOKING TO RENEW IN THE NEXT 12 MONTHS



COUNTY CRICKET

IS WIDELY KNOWN AS

A PLAYGROUND FOR

INNOVATION



KIT SPONSORSHIP

- By far the greatest asset to drive awareness, kit sponsorship offers huge exposure through global media coverage and from live and broadcast audiences (both home and away) via our live stream and televised coverage. Creating a lasting legacy for your brand, you will forever be part of our Club's history.
- An indicative Front of Shirt rights package includes:*
- PROMINENT BRANDING ON THE FRONT OF THE OFFICIAL AND REPLICA PLAYING KITS
 - ONE MINUTE OF IN-PLAY LED PER HOUR OF PLAY
 - OFFICIAL DESIGNATION AS A PRINCIPAL PARTNER OF SOMERSET COUNTY CRICKET CLUB
 - BRANDING ON THE INTERVIEW BACK DROP
 - PROMINENT BRANDING IN OUR PARTNER PAGES ON THE WEBSITE
 - FULL SCREEN BRANDING
 - PRINCIPAL PARTNER ANNOUNCEMENTS ON THE P.A SYSTEM AT ALL RELEVANT HOME FIXTURES
 - PROMINENT BRANDING ON THE FOOTER OF THE WEBSITE
 - BRANDING ON THE FOOTER OF ALL E-NEWSLETTERS
 - BRANDING ON THE MATCH CENTRE FOR THE RELEVANT COMPETITION
 - QUARTERLY E-NEWSLETTER POSTS
 - DEDICATED E-NEWSLETTERS TO OUR THIRD PARTY DATABASE
 - A SIGNED AND FRAMED SHIRT
 - THE CREATION OF CONTENT CAMPAIGNS TO BE SHARED ACROSS OUR SOCIAL MEDIA PLATFORMS
 - REASONABLE ACCESS TO PLAYERS AND COACHING STAFF FOR PERSONAL APPEARANCES/CONTENT CAPTURE
 - PROMINENT BRANDING ON COMPETITION SPECIFIC COLLATERAL
 - JOINTLY ORGANISE AND ATTEND A PRESS LAUNCH AT THE COOPER ASSOCIATES COUNTY GROUND TO ANNOUNCE THE PARTNERSHIP



LIVE STREAM OPPORTUNITIES

Our award winning live stream continues to engage millions of fans, offering an effective vehicle to drive both brand awareness and brand saliency.

Opportunities include:

LIVE STREAM SPONSORSHIP:

- DESIGNATION AS OUR OFFICIAL LIVE STREAM PARTNER
- LOGO PLACEMENT ON THE LIVESTREAM THROUGHOUT THE DURATION OF THE BROADCAST
- 30 SECOND ADVERTORIALS DURING TWO BREAKS IN PLAY
- EDITORIAL BRAND COMMUNICATION THROUGHOUT SCCC COMMENTARY
- COMPETITIONS AND FAN ACTIVATIONS THROUGH THE BROADCAST
- ADVERTISING AFTER EACH SESSION
- LOGO PLACEMENT ON ANY GRAPHICS PROMOTING THE LIVE STREAM
- BRANDING IN OUR PARTNER PAGES ON THE SCCC WEBSITE

LIVE STREAM ADVERTISING OPPORTUNITIES:

- 30 SECOND ADVERTORIAL
- STATIC OR ANIMATED ADVERTISING
- COMPETITIONS AND GIVEAWAYS



“I GENUINELY THOUGHT THAT OUR STREAM WAS HEAD AND SHOULDERS ABOVE OTHERS, AND ALMOST AS GOOD QUALITY AS A SKY SPORTS BROADCAST.”

BARBARA - WESTON-SUPER-MARE

DIGITAL, SOCIAL AND E-MARKETING ADVERTISING

Advertising across our digital, social and e-marketing channels is both cost effective and highly measurable. Whether it's through simple display advertising or more bespoke content marketing intended to engage our audiences in authentic ways, we work hard to deliver returns and campaigns of maximum impact and effectiveness.

Opportunities include:

DISPLAY ADVERTISING

E-NEWSLETTER ADVERTISING

TARGETED E-NEWSLETTERS TO SEGMENTS OF OUR DATABASE

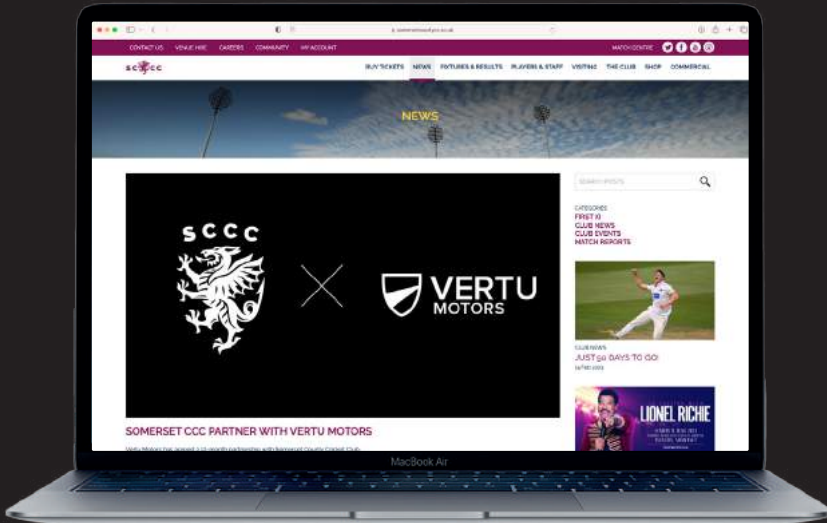
DEDICATED THIRD PARTY E-NEWSLETTERS

NATIVE ADVERTISING

SPONSORED SECTIONS AND/OR CONTENT

CREATION OF BESPOKE CONTENT CAMPAIGN

PRE AND POST VIDEO ADVERTISING



GROUND SIGNAGE

Hard to turn off and ignore, ground signage will give your brand visibility on both match and non-matchdays. Quite simply, you will play a highly visual role in all the exciting action at the Cooper Associates County Ground.

Opportunities include:

FIXED ADVERTISING BOARDS

GROUND POSTERS

UPPER TIER BRANDING

STAND BRANDING

PITCH MATS



CONTENT OPPORTUNITIES

Our team are skilled at storytelling and creating video content that engages our fans and brings a brand's proposition to life. Working closely with our partners, we design exactly the right material to perfectly align our brands and generate interest from our audiences. Once created, it is shared across all our channels to amplify the impact further. Here are just a few examples of our work

WPA - JACK LEACH



BEHIND THE WYVERN



WHERE'S WALLER?



THATCHER'S - PETER TREGO



Peter Trego
540 Appearances for Somerset CCC, Club Legend

MATCHDAY ACTIVATIONS

Activations are an effective way to bring your brand to life and connect with consumers. In addition to creating a totally immersive experience, they provide opportunities to sample, drive data capture and ultimately sales.



MATCH SPONSORSHIP

An effective way to drive awareness of your business, reward employees and entertain existing or prospective clients.

Matchday Sponsorship includes:

- TABLE OF 10 IN THE COUNTY ROOM
- WAITER/WAITRESS SERVICE
- FULL DINING EXPERIENCE
- BEHIND THE SCENES TOUR OF THE COOPER ASSOCIATES COUNTY GROUND
- PITCHSIDE GROUP PHOTOGRAPH
- SIGNED SHIRT
- ONE MINUTE OF IN-PLAY LED ADVERTISING PER HOUR OF PLAY
- P.A ANNOUNCEMENT ON THE DAY
- MENTION AS SPONSORS IN OUR PRE AND POST MATCH COMMUNICATION



PLAYER SPONSORSHIP

An entry level sponsorship opportunity that helps drive awareness of your business and supports SCCC's upcoming campaign.

The package includes:

- SCCC TO ANNOUNCE SPONSORSHIP ON OFFICIAL X & LINKEDIN PLATFORMS
- LOGO BRANDING AND WEB-LINK TO FEATURE WITHIN PLAYER PROFILE ON SCCC OFFICIAL WEBSITE
- MATCHDAY EXPOSURE IF SPONSORED PLAYER FEATURES IN MATCHDAY XI
- ONE MINUTE OF LED ADVERTISEMENT PER HOUR ON MATCHDAYS ALONGSIDE OTHER PLAYER SPONSORS
- INVITATION FOR TWO TO EXCLUSIVE 'PLAYER MEET & GREET' WITH SQUAD
- SIGNED SHIRT AND PHOTO WITH SPONSORED PLAYER
- AFFILIATE MEMBERSHIP TO THE SCCC IN-FIELD BUSINESS CLUB



SCCC are excited to announce the launch of our re-imagined business networking membership; the Infield Business Club.

Building on the success of the LBW Club, the rebranded Infield Business Club Membership offers new and enhanced opportunities for like-minded businesses in the southwest to connect and collaborate through networking and sport.

- What is included:**
- Two invitations to six networking events (including one at a County Championship and a Vitality Blast game)
 - Fourteen tickets to use across County Championship cricket and eight tickets to One-Day cup Cricket
 - Use of a box on non-matchdays for networking and business events up to four times a year*
 - Two places at our annual golf day

- Additional benefits:**
- 10% discount on meetings and events at The Cooper Associates County Ground
 - Logo on the Somerset County Cricket Club website
 - Announcement of your membership on the club's owned channels
 - Private LinkedIn group
 - Access to priority ticket windows (including T20 finals day)
 - Priority and discounted rates for additional networking events and business lunches

Upgrade – Premium Membership

Two Platinum Long Room Memberships which allow entry to all County Championship matches, group stage of the Metro Bank One Day Cup matches and group stage of Vitality Blast matches.

Members will have use of the Long Room for these fixtures which offers magnificent views of all the action set against the spires of the iconic backdrop of Taunton's two church towers.



OUR PARTNERS



COMBINING

HERITAGE & TRADITION

WITH DIGITAL
TRANSFORMATION



HIGOS TESTIMONIAL

“CULTURALLY, SCCC HAS BEEN A PERFECT FIT AND IS AN IDEAL HOME FOR OUR BRAND PARTNERSHIP. WORKING WITH THE TEAM AT SCCC IS ALWAYS A PLEASURE, AND THEY WORK VERY HARD TO ENSURE THAT WE BENEFIT FROM ALL ASPECTS OF OUR PARTNERSHIP. THE TEAM AT SCCC FEEL LIKE A FAMILY AND WE HAVE SEEN SOME TANGIBLE BENEFITS SINCE WE BEGAN WORKING TOGETHER.

RAISING OUR PROFILE IN THE SOUTH WEST BUT ALSO ENTERTAINING OUR CLIENTS, HOLDING STAFF CONFERENCES & CHRISTMAS PARTIES AND ENGAGING THE EXTENSIVE MEMBERSHIP AND SOCIAL MEDIA FOLLOWERS HAS MADE OUR PARTNERSHIP WORK SUPERBLY WELL FOR US AND WE HAD NO HESITATION IN RENEWING FOR A FURTHER 2 YEARS.”

MATTHEW J HARTIGAN ACII
MANAGING DIRECTOR



COOPER ASSOCIATES TESTIMONIAL

COOPER
ASSOCIATES

GLOBAL SPORTS MEDIA TESTIMONIAL

GLOBAL
SPORTS MEDIA

“WE Hugely value our long-standing partnership with Somerset County Cricket Club. Our association with Somerset CCC has significantly elevated awareness of our brand within the region, creating a number of new opportunities for our business. The Cooper Associates County Ground is a fantastic venue for us to entertain clients and associates in a relaxed setting.”

NEIL WYATT – MARKETING DIRECTOR

“FROM INITIAL CONTACT THROUGH TO CONTRACT COMPLETION, CAROLINE AND THE SOMERSET CCC COMMERCIAL TEAM WERE OUTSTANDING TO WORK WITH. EFFICIENT, PROFESSIONAL AND A FANTASTIC REPRESENTATION OF THE CLUB. THIS HAS CONTINUED POST-CONTRACT WITH THE TEAM GOING ABOVE AND BEYOND EXPECTATIONS.

WE ARE DELIGHTED TO HAVE A PARTNERSHIP WITH THE CLUB, AND WOULDN'T HESITATE TO WORK WITH THEM IN THE FUTURE.”

ROBERT DYAN – DIRECTOR

WPA TESTIMONIAL

“AS A SOMERSET BASED BRAND IT’S IMPORTANT FOR WPA TO SUPPORT OUR LOCAL COMMUNITY. TO BE ASSOCIATED WITH SOMERSET COUNTY CRICKET CLUB, AND HELPING THEM ACHIEVE THEIR AIMS, IS ONE OF THE WAYS WE SUPPORT THE COMMUNITY IN WHICH WE LIVE AND WORK.

WORKING WITH THE SCCC COMMERCIAL TEAM HAS BEEN HUGELY ENJOYABLE. THEY ARE ABSOLUTELY COMMITTED TO MAKING SURE THAT WE, AS A SPONSOR, GET THE MAXIMUM VALUE OUT OF OUR SPONSORSHIP. THEY ARE ALWAYS KEEN TO COLLABORATE ON NEW IDEAS OR CONCEPTS, AND ARE ALWAYS WILLING TO TRY NEW THINGS.

WORKING WITH SCCC HAS CERTAINLY IMPROVED OUR BRAND RECOGNITION LOCALLY AND NATIONALLY. ON A LOCAL BASIS ITS HELPED WITH RECRUITMENT AS POTENTIAL EMPLOYEES GENERALLY RECOGNISE OUR BRAND AS A RESULT OF OUR PARTNERSHIP WITH SCCC.”

MARK SOUTHERN
EXECUTIVE DIRECTOR – SALES AND MARKETING



Health Insurance



THATCHERS TESTIMONIAL

“THATCHERS HAVE HAD A LONGSTANDING PARTNERSHIP WITH SCCC DATING BACK OVER A DECADE, RIGHT FROM THE BEGINNING IT WAS A NATURAL PARTNERSHIP TO JOIN THE COUNTY TEAM WITH OUR SOMERSET CIDER.

WE’VE LOVED EVERY MINUTE WORKING WITH SCCC AND SEEN HOW THE CLUB AND SPORT HAS DEVELOPED! AS A FAMILY BUSINESS, WE FEEL LIKE THE CLUB ARE AN EXTENSION OF OUR FAMILY – WE’RE OPEN, HONEST AND ALWAYS THINKING OF NEW WAYS TO HELP EACH OTHER. WE WANT EVERYONE TO HAVE A MEMORABLE TRIP TO THE GROUND AND ENJOY THE PERFECT SERVE OF THATCHERS CIDER AS PART OF THE EXPERIENCE.

WE’VE ALWAYS SEEN A POSITIVE REACTION TO OUR CIDER BRANDS AT THE CRICKET AND THE RECENT EMERGENCE OF THE EXCELLENT ONLINE STREAMING AND DIGITAL SIDE OF SOMERSET HAS NOW ENABLED US TO ENGAGE WITH CRICKET FANS AT HOME, ON-THE-GO AS WELL AS IN-GROUND.

WATCHING CRICKET IS SUCH A SOCIABLE GAME AND THE PERSONIFICATION OF SUMMER — PERFECT FOR A CIDER! THE TEAM AT SOMERSET ARE PROACTIVE, POSITIVE AND MAKE THINGS HAPPEN — THAT’S ALL YOU CAN ASK FOR!”

PHILIP MCTEER
HEAD OF MARKETING



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —



HONOURS BOARD

2017 - INVESTING IN SOMERSET AWARD: SOMERSET BUSINESS AWARDS

2017 - FAN INNOVATION AWARD: BUSINESS OF CRICKET AWARDS

2019 - COMMUNITY ENGAGEMENT IMPACT AWARD: BUSINESS OF CRICKET AWARDS

2019 - SCCC NAMED MOST ENGAGED SOCIAL MEDIA ACROSS ALL SPORT

2021 - YOUTUBE CHANNEL OF THE YEAR: SPORTS BROADCASTER AWARD

2022 - YOUTUBE SILVER PLAY BUTTON FOR 100,000 SUBSCRIBERS

2022 - BEST DIGITAL INNOVATION 2020-2022: BUSINESS OF CRICKET AWARDS

2023 - SOMERSET BUSINESS AWARDS WINNER: SURVIVE & THRIVE CATEGORY

2023 - TRANSFORMING THE WOMENS GAME: BUSINESS OF CRICKET AWARDS

2023 - DIGITAL CAMPAIGN OF THE YEAR AWARD: BUSINESS OF CRICKET AWARDS

2023 - SARAH TRUNKS DINESH PATEL MVP: BUSINESS OF CRICKET AWARDS



AS A CLUB WE STAND, STEADFAST, PROUD
BEACONS FOR THIS REGION, MODEST YET LOUD

ONCE BOTHAM, NOW ABELL, NOW BANTON, ONCE ROSE
WE PLAY FOR OUR FUTURE, FOR NEW LEGENDS TO GROW

WE WALK OUT TOGETHER WHEN THE CHIPS ARE DOWN
BE PROUD, BE STRONG – TAKE A GOOD LOOK AROUND

THIS IS OUR END – AS A CLUB WE SHOUT
THROW WHAT YOU MAY, WE WON'T GIVE OUT

WE FIGHT FOR TOMORROW, FOR MOMENTS NOT GONE

FOR CLUB, FOR COUNTY...

...WE BAT ON

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