



BERKSHIRE CRICKET



SPONSORSHIP PORTFOLIO 2026

BERKSHIRECRICKET.ORG

Who We Are

GROWING CRICKET ACROSS BERKSHIRE, FROM GRASSROOTS TO COUNTY LEVEL.

Our Role

- Responsible for leading and developing cricket across Berkshire
- Responsible for recreational, pathway, and community cricket
- Trusted, long-standing organisation with county-wide reach

Our Mission

- Deliver more cricket to more people, in more places
- Grow participation without creating barriers
- Develop players, coaches, officials, and volunteers
- Use cricket to create positive community impact





Our Reach (People)

BERKSHIRE CRICKET REACHES THOUSANDS OF PLAYERS, SCHOOLS AND COMMUNITIES ACROSS THE COUNTY EVERY YEAR.

ADULT PLAYERS

6,500+

Adults playing cricket in Berkshire in 2025

YOUTH PLAYERS

6,000+

U18s playing cricket across Berkshire

PATHWAY PLAYERS

1,000+

Number of players in the Berkshire Cricket county pathway
300+ females

SCHOOLS / PUPILS

15,000

Coached by Berkshire Cricket coaches, including 500 SEND participants

TEAMS

850+

Teams across 200+ clubs
500+ Street Cricket players

WOMEN & GIRLS

120+

Number of teams delivering women & girls cricket.



Our Reach (Digital)

OUR DIGITAL PLATFORMS ALLOW PARTNERS TO REACH CRICKET AUDIENCES CONSISTENTLY THROUGHOUT THE YEAR.

NEWSLETTER

10,000

Weekly Berkshire Bulletin
45% average open rate
Schools Newsletter
1,200+ subscribers
40% open rate

PLAYCRICKET.COM

197k+

Berkshire Cricket page
views on playcricket.com
in 2025

FOLLOWERS

9,200+

Across Instagram, X,
Facebook, TikTok and
LinkedIn

VIEWS

600k+

Across Instagram, X,
Facebook & TikTok
15,000+ Interactions
(2025 figures)

YOUTUBE

850+

YouTube subscribers
350+ average livestream
viewers

WEBSITE

4k+

4,000+ monthly visitors
50,000+ annual visits
Berkshirecricket.org

Content from Berkshire Cricket regularly reaches players, families, volunteers and cricket supporters across the county and beyond.



PRINCIPAL PARTNER



BERKSHIRE CRICKET PARTNER

Berkshire Cricket delivers programmes that reach thousands of players, schools and communities every year. A Headline Partner plays a key role in helping us expand access to the game, develop young players and deliver inclusive cricket programmes across the county.

Partnership could include:

- Strategic partnership with Berkshire Cricket across key programmes: Schools cricket, Women & girls, Disability & Community participation initiatives
- Support for participation, youth development and community cricket
- Brand visibility across Berkshire Cricket digital platforms and communications
- Recognition across events, competitions and community programmes
- Promotion through social media, newsletters and website content

Partnership developed collaboratively to align with partner objectives.

Limited to one Headline Partner.

From £50,000 per year

We work with a range of partners and supporters who help us deliver cricket programmes across Berkshire



Partnering With Berkshire Cricket



Community impact

Support programmes that increase participation and create opportunities for young people across Berkshire.



Brand visibility

Promote your brand across events, teams, competitions and digital platforms.



Digital reach

Feature in newsletters, social media, website content and live streams.



Audience engagement

Connect with players, families, clubs and cricket supporters across the county.

PARTNERSHIPS ARE DEVELOPED
COLLABORATIVELY TO ENSURE OUR PARTNERS
RECEIVE GENUINE VALUE, VISIBILITY AND
MEANINGFUL COMMUNITY IMPACT.



SPONSORSHIP OPPORTUNITIES



TEAMS & PATHWAY

Men's XI
Women's XI
County Pathway
Pan-Disability
Walking Cricket
Over 50s

Includes branding across team communications, digital content and matchday visibility

From £3,000



LEAGUES & COMPETITIONS

Berkshire Youth Cricket Leagues (BYCL)
Schools Competitions
Table Cricket
Women's Softball

Includes naming rights, event branding and digital promotion

From £1,000



PLAYERS

Sponsor a Berkshire Men's XI or Women's XI player for the 2026 season. Great opportunity to be part of a players cricket journey

Includes player profile on website, social media posts & sponsor tags throughout the season.

From £350



SPONSORSHIP OPPORTUNITIES



COMMUNITY PROGRAMMES

Support programmes that increase participation across Berkshire:
Disability Cricket
Walking Cricket
School Cricket
Street Cricket

Includes programme recognition across digital platforms and events

From £500

EVENTS SPONSORSHIP

Matchday Sponsorship
Disability Festival
Tapeball Tournament Title Partner
Cricket Collective Awards
End of Season Event

Includes event branding, digital promotion & visibility on Berkshire Cricket platforms

From £500

DIGITAL & MEDIA

Newsletter Partner
BerkshireCricket.org
Social Media
Honours Board
Notice Board
Yearbook

Promote your brand through our digital platforms and communications.

From £250



To discuss partnership opportunities
with Berkshire Cricket please contact:

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Registered Charity: 1165948

