

Wanted: Sponsorship from Local Businesses

By Russell Eggar

All across Yorkshire, the sponsorship of local sports clubs by both large and small companies during the winter is a common occurrence. There are also opportunities to increase business through local sport during the summer.

Local cricket in the area is popular and has the potential to attract huge crowds and a wide range of would-be customers.

The Halifax League covers a large area of West Yorkshire with teams in Halifax but also on the fringes of Bradford and Huddersfield. By sponsoring a league team, businesses can reach hundreds if not thousands of potential customers through advertising.



Mythrolmroyd Cricket Club is a firmly established club in the Halifax League and they are currently looking for new sponsorship deals with local businesses. With many options available, the club can offer more than just cheap advertising; it can provide the chance for local businesses to be associated with sporting success.

The club has made significant improvements in recent years both on and off the field. Although it is a relatively small club it harbours big ambitions. It already has the best facilities in the league with a brand new pavilion and an attractive home ground, Ewood Holmes on Moderna Way.

This has been a catalyst for the regeneration of the club and achievements by all the club's teams. The club has five sides and 100 members across many age groups and backgrounds. Last season saw every team competing for honours in the top divisions. And once again the trophy cabinet is bulging.

The two junior teams (under-15s and under-17s) have performed creditably in the last few years and both finished third in their respective leagues in 2006. The Sunday

team is competing in the top division and also gained a well earned third place at the end of the season.

The first team went into the 2006 season as Parish Cup holders and after a long hard season finished just off the pace in third place. This, however, was eclipsed by the second team who finished the season as league and cup champions. All the club's sides are in the ascendancy and hope to better their achievements in 2007 season - a hope that could become reality if new sponsors can provide the teams with more support.

MCC is currently looking to negotiate with local businesses for sponsorship deals. At the moment the club is offering prominent advertising at their home ground for an investment of just £150 for the first season and £100 thereafter. This will also reduce income tax liability. The package includes an 8ftx2ft advertising board with artwork, a match sponsorship arrangement, and the opportunity to be the guest of the club for the day. There are also reduced rates for the use of the clubhouse for any event the business may choose.

The club are also offering a matchball sponsorship deal at £20 per match which includes sponsor signs at the entrance to the club and a free tea.

As the club's ambitions are high, they are also looking to negotiate with companies who are interested in sponsoring a particular team or indeed the whole club. With this, businesses will gain everything offered above plus increased advertising on shirts, in programmes and on the club website, www.mytholmroydcricquetclub.co.uk and also VIP treatment at the club for the duration of the sponsorship.

Mytholmroyd Cricket Club is open to the type of relationship that may develop with sponsors - and they are interested in talking with any interested local businesses.

- **For more information on sponsoring Mytholmroyd Cricket Club please contact treasurer Mark Henshaw on 07879 851249 or via email at treasurer@mytholmroydcricquetclub.co.uk.**