



**COMMERCIAL
BROCHURE**



AS A CLUB WE STAND,
STEADFAST,
PROUD.

BEACONS FOR THIS REGION,
MODEST YET LOUD.



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VISION, RELEVANCE, OPPORTUNITY

CRICKET AND INDEED SOMERSET CRICKET REALLY MATTERS TO THE PEOPLE OF THE SOUTH WEST. IT IS A PART OF THEIR LIVES AND HAS PLAYED AN IMPORTANT ROLE BOTH ON AND OFF THE FIELD FOR NEARLY 150 YEARS. THIS CLUB IS PART OF THE VERY FABRIC THAT MAKES THE WEST COUNTRY SO SPECIAL.

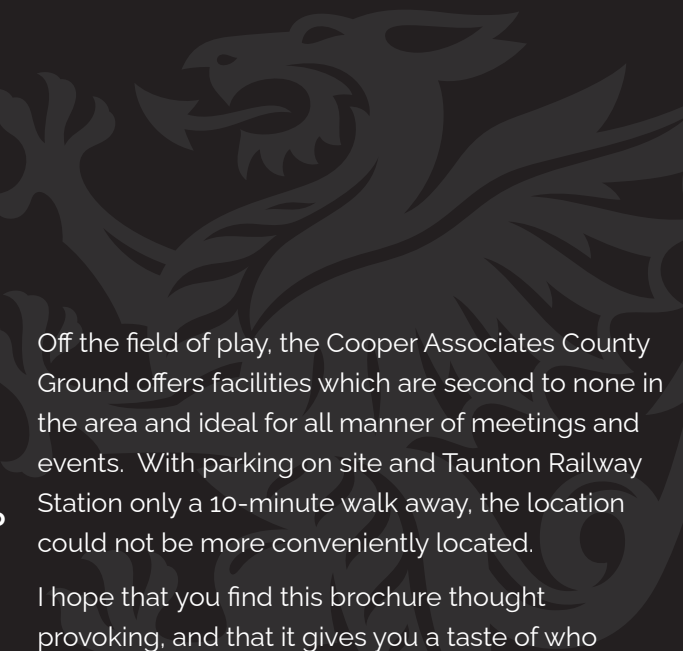
GORDON HOLLINS CEO

Welcome to Somerset County Cricket Club!

We seek to inspire people from all backgrounds across the region to play, follow and/or attend cricket, while at the core of our ambitions is offering young talented cricketers a pathway into professional sport. We are immensely proud of the number of players from the South West who have gone on to play for England. Importantly, any profits made are re-invested in supporting the delivery of these objectives.

Steeped in history, yet forward-thinking, Somerset County Cricket Club unifies the entire South West as rivalries from other sports are put aside in the summer when people come together from all over the peninsula to cheer on their heroes at the Cooper Associates County Ground.

Over recent years, the Club has made great progress on the field, becoming the most successful team in the country across the three formats of the game. In doing so, the profile and 'reach' of the Club has risen to an unprecedented level, resulting in Somerset now being the most 'followed' sporting club in the South West and being recognised across the sporting world.



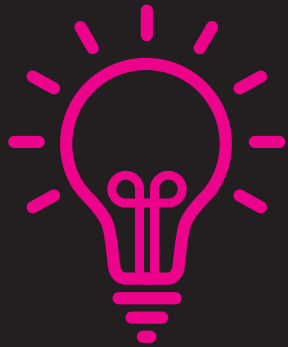
Off the field of play, the Cooper Associates County Ground offers facilities which are second to none in the area and ideal for all manner of meetings and events. With parking on site and Taunton Railway Station only a 10-minute walk away, the location could not be more conveniently located.

I hope that you find this brochure thought provoking, and that it gives you a taste of who we are and how you could become a part of the Somerset Cricket Family. With your support we can further consolidate our position as the most important sporting brand in the South West, while providing your business with an opportunity to be part of that journey to our mutual advantage

Gordon Hollins - Chief Executive Officer

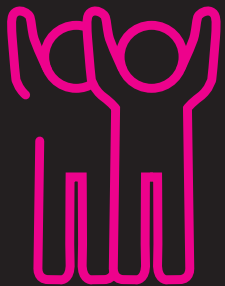


WHY CRICKET?



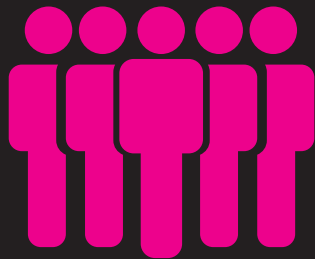
AN INNOVATION PLAYGROUND

A SPORT



FOR EVERYONE

Cricket as a sport is constantly innovating to attract new audiences. Additionally SCCC works hard to give everyone an opportunity. 36% 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

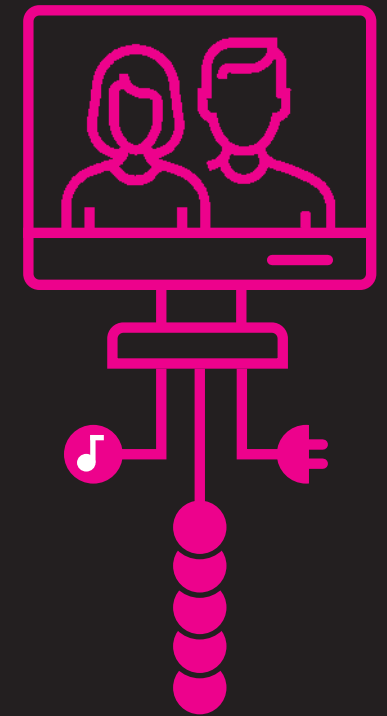
2ND
BIGGEST



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



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 2023

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



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

VENUE



A VENUE



TAKE A LOOK AROUND THE COOPER ASSOCIATES COUNTY GROUND HERE →



DAYS A YEAR

THE EVOLUTION OF THE COOPER ASSOCIATES COUNTY GROUND

TIMELINE OF MAJOR RECENT DEVELOPMENTS:

ONDAATJE / IAN BOTHAM STAND — MID 90’S.

SOMERSET STAND, JAMES HILDRETH STAND & PEGASUS — 2009

ANDREW CADDICK PAVILION — 2009

COLIN ATKINSON PAVILION REDEVELOPED — 2010

MARCUS TRESCOTHICK PAVILION — 2016

FLOODLIGHTS — 2019

ALL THE ABOVE WAS TO ENABLE THE CLUB TO HOST INTERNATIONAL CRICKET (2017 & 2019)

GIMBLETT’S HILL REMODELLED INTO ACCESSIBLE SEATING — 2022

CHANGING PLACES TOILET & BIG SCREEN — 2023



THE NEW GIMBLETT’S HILL ACCESSIBLE SEATING DEVELOPMENT



WHAT’S NEXT?
DEVELOPING A GROUND
FOR THE FUTURE

VENUE DEVELOPMENT IS A KEY PART OF THE CLUB’S STRATEGY AND A MASTERPLAN IS CURRENTLY BEING DRAWN WHICH FOCUSES ON PROVIDING:

- LEADING PLAYER FACILITIES (PLAYING, CHANGING, TRAINING AND REHABILITATION)
- OUTSTANDING MEMBER AND SUPPORTER FACILITIES
- FLEXIBLE CONFERENCE & EVENT SPACES TO ENABLE THE GROUND TO BE A 365 DAY A YEAR VENUE.

THE MASTERPLAN IS CURRENTLY AT THE FEASIBILITY STAGE WITH THE FINDINGS AND PROPOSED REDEVELOPMENT OF THE COOPER ASSOCIATES COUNTY GROUND BEING PUBLISHED IN MAY 2023.

THE OPPORTUNITIES ARE

LIMITLESS

IN CRICKET



SOCIAL MEDIA REACH — 1,080,900 FOLLOWERS

TV REACH — 694,000 VIEWERS

LIVE STREAM REACH — 2,700,000 VIEWS

WEBSITE REACH — 775,429 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 2022

 PAKISTAN
 **210,000**
broadcast views 2022

 INDIA
 **40,000**
Instagram followers

 BARBADOS
 **5,000**
broadcast views 2022

 DUBAI
 **10,000**
Facebook followers

 SOUTH AFRICA
 **3 million**
video views 2022

 SRI LANKA
 **3 million**
video views 2022

 BANGLADESH
 **10,000**
Facebook followers

 AUSTRALIA
 **2 million**
video views 2022

SOCIAL MEDIA



81M VIDEO VIEWS IN 2022



58M TWITTER IMPRESSIONS IN 2022



43M PEOPLE REACHED ON FACEBOOK IN 2022



607,000 FACEBOOK FOLLOWERS



169,800 TWITTER FOLLOWERS



125,000 INSTAGRAM FOLLOWERS



14,100 TIKTOK FOLLOWERS



165,000 YOUTUBE SUBSCRIBERS

TOTAL SOCIAL FOLLOWING:

1,080,900

1 MILLION FACEBOOK INTERACTIONS IN 2022

500,000 INSTAGRAM INTERACTIONS IN 2022

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

733,129



1

SOMERSET

1,078,359



2

SURREY

838,109



178,197




302,327




323,600



363,000



396,745



376,181



836,972



SCCC

1,080,900

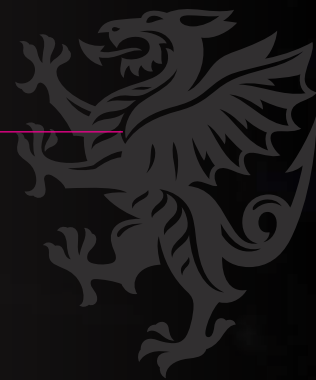
ECB TV VIEWING DATA

SCCC HAS HAD **585 HOURS** OF TV COVERAGE SINCE 2018 INCLUDING THE COVID HIT 2020 SEASON

SCCC'S 2021 QUARTER FINAL AGAINST LANCASHIRE HAD A PEAK AUDIENCE OF **366,000** AND WAS **THE MOST WATCHED BLAST QUARTER FINAL ON RECORD**

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



sky sports

SCCC 2022 FINALS DAY

UNIQUE VIEWING FIGURES:*

1,788,000

*UNIQUE VIEWERS WHO WATCHED FOR 3 MINUTES OR MORE

LIVE STREAM

YOUTUBE CHANNEL OF THE
YEAR 2021

8,100,000
VIEWS 2021 / 2022

94
DAYS STREAMED
2021 / 2022

1.1M
2021 / 2022
TOTAL WATCH HOURS

UK AUDIENCE 32% 2021 / 2022

32 MINS
UK AUDIENCE
AVERAGE WATCH TIME
2021 / 2022

PEOPLE AGED 18-35
73%
2021 / 2022



WEBSITE: 2022 IN NUMBERS

5,136,000 PAGE VIEWS

4,059,000 UNIQUE PAGE VIEWS

AVERAGE PAGE TIME 2 MINS. 5 SECS.

1,062,000 MATCH CENTRE VIEWS

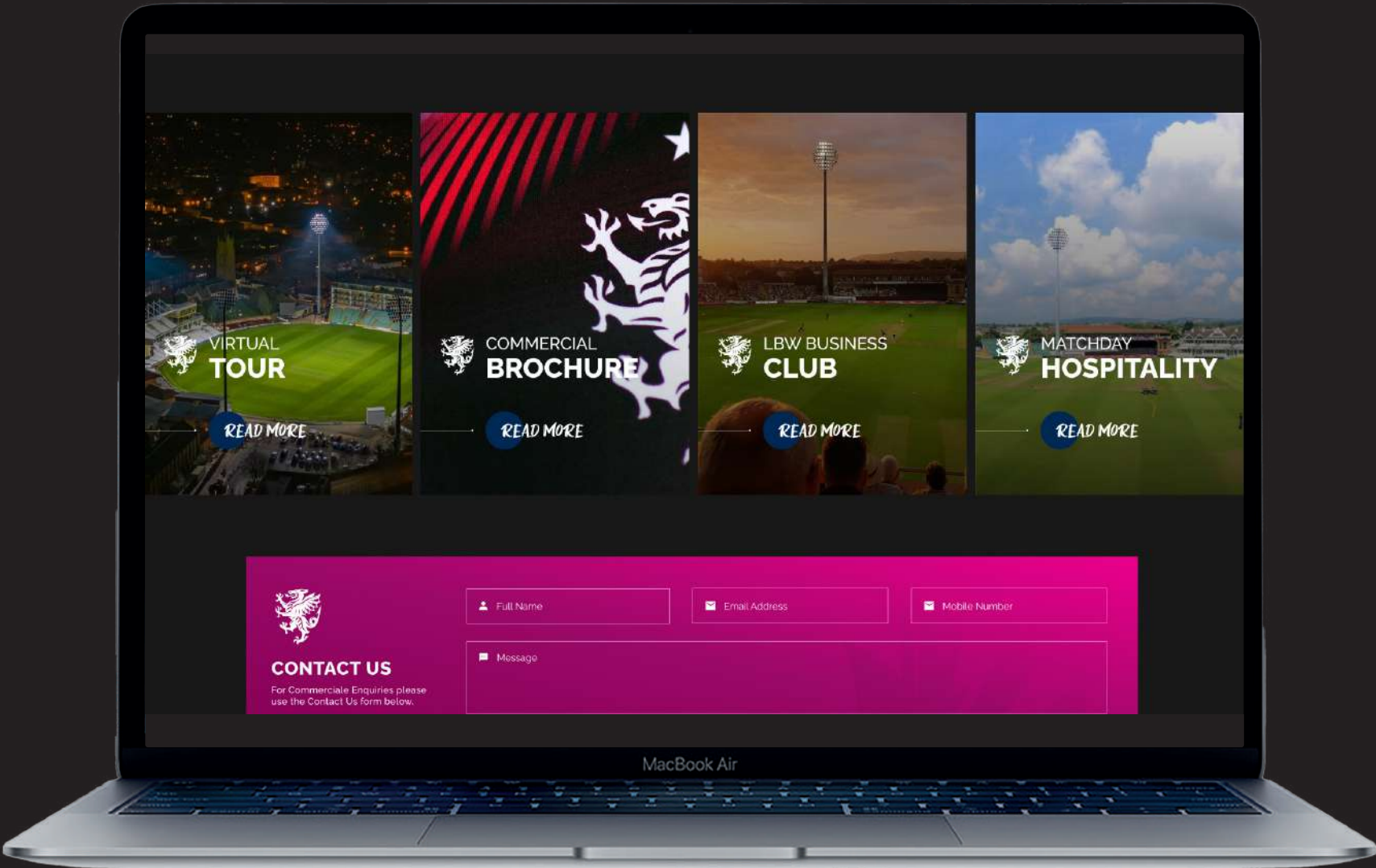
AVERAGE TIME ON MATCH CENTRE PAGE 4 MINS. 37 SECS.

UK AUDIENCE 86%

66% MOBILE USERS



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





IN BOWL

ATTENDANCE – OVER 100,000 PER YEAR

HIGHEST RETENTION OF FANS IN VITALITY BLAST 2022

OVER 6,000 MEMBERS 2023

HIGHEST % OF GROUND OCCUPANCY IN VITALITY BLAST ACROSS THE UK

12,500 PEOPLE ATTENDED LAST ENGLAND MEN'S GAME

15,000 PROJECTED FOR LIONEL RITCHIE CONCERT IN 2023

REGULARLY HITTING GLOBAL MEDIA OUTLETS



EMAIL

53,000 EMAIL ADDRESSES

OPEN RATE 42% – UK ALL SPORTS AVERAGE 27.1%

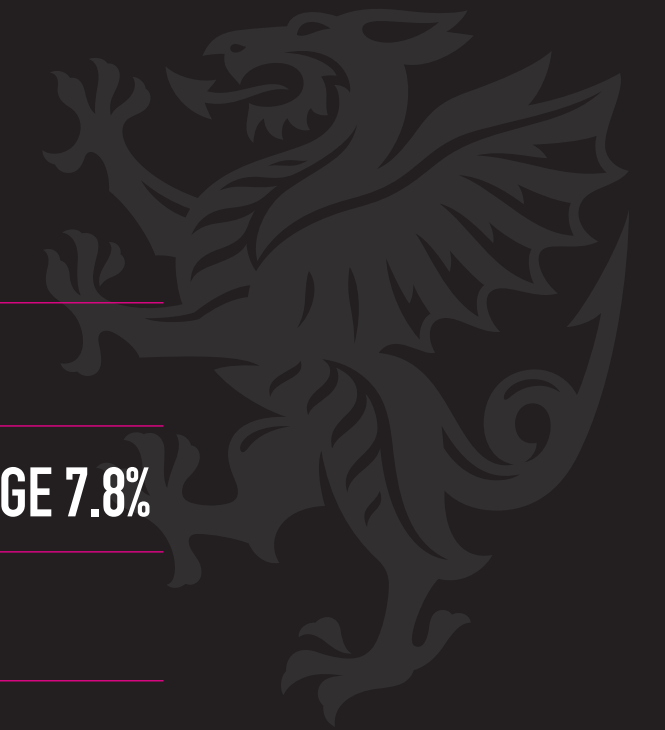
CLICK TO OPEN RATE 9.7% – UK ALL SPORTS AVERAGE 7.8%

OVER 10M EMAILS SENT IN 2022...

...ACROSS 490 CAMPAIGNS

3RD PARTY DATABASE OF 40,000

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

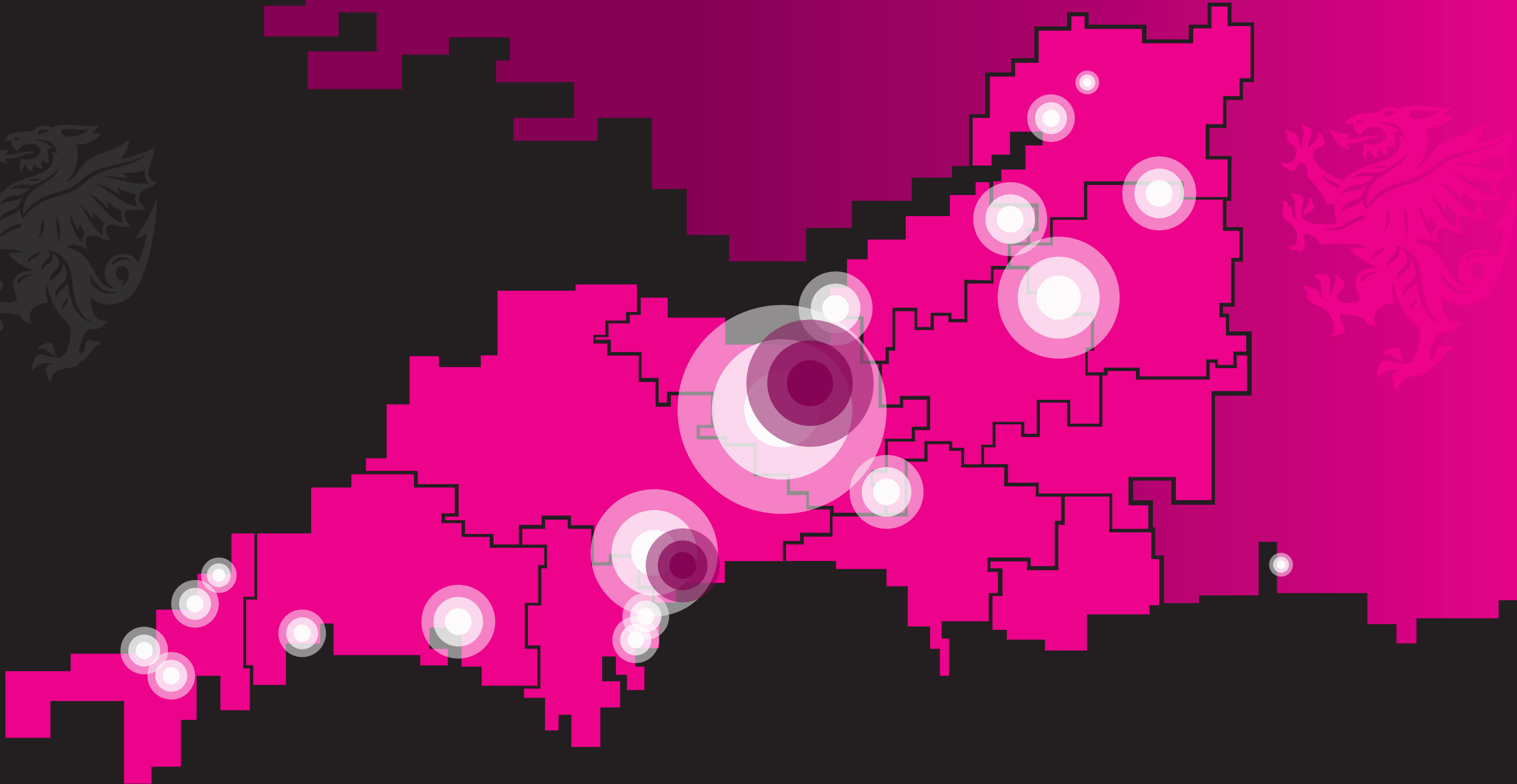




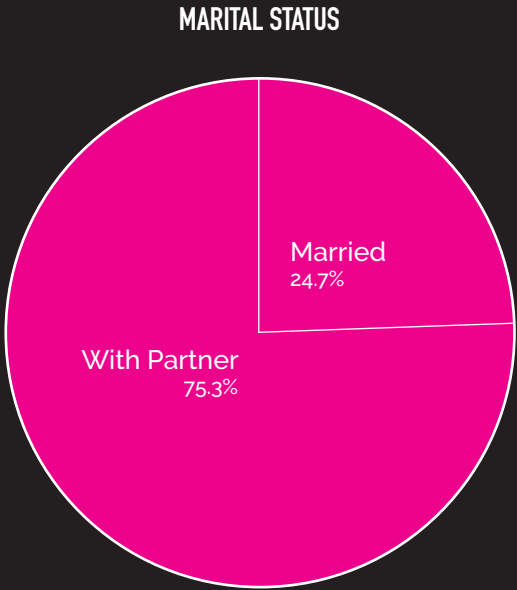
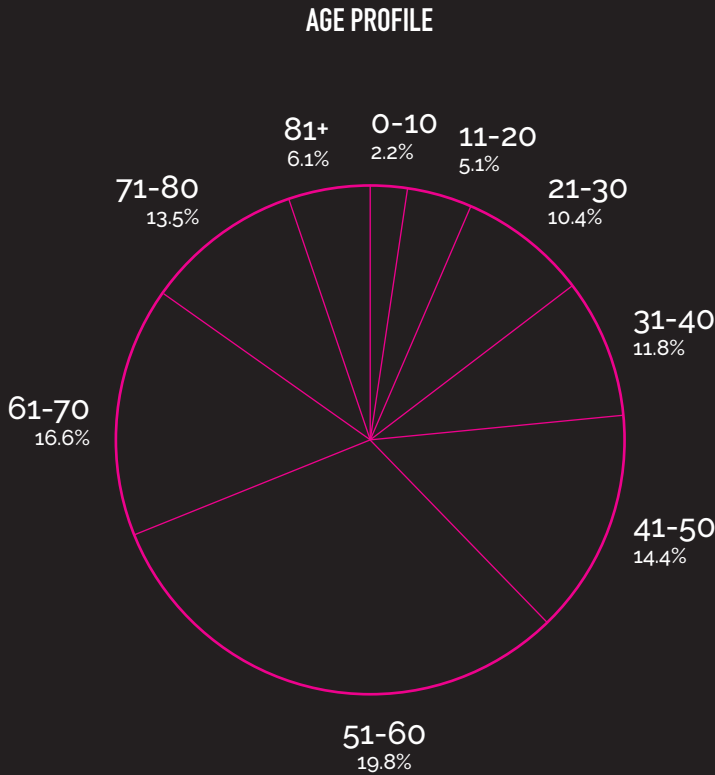
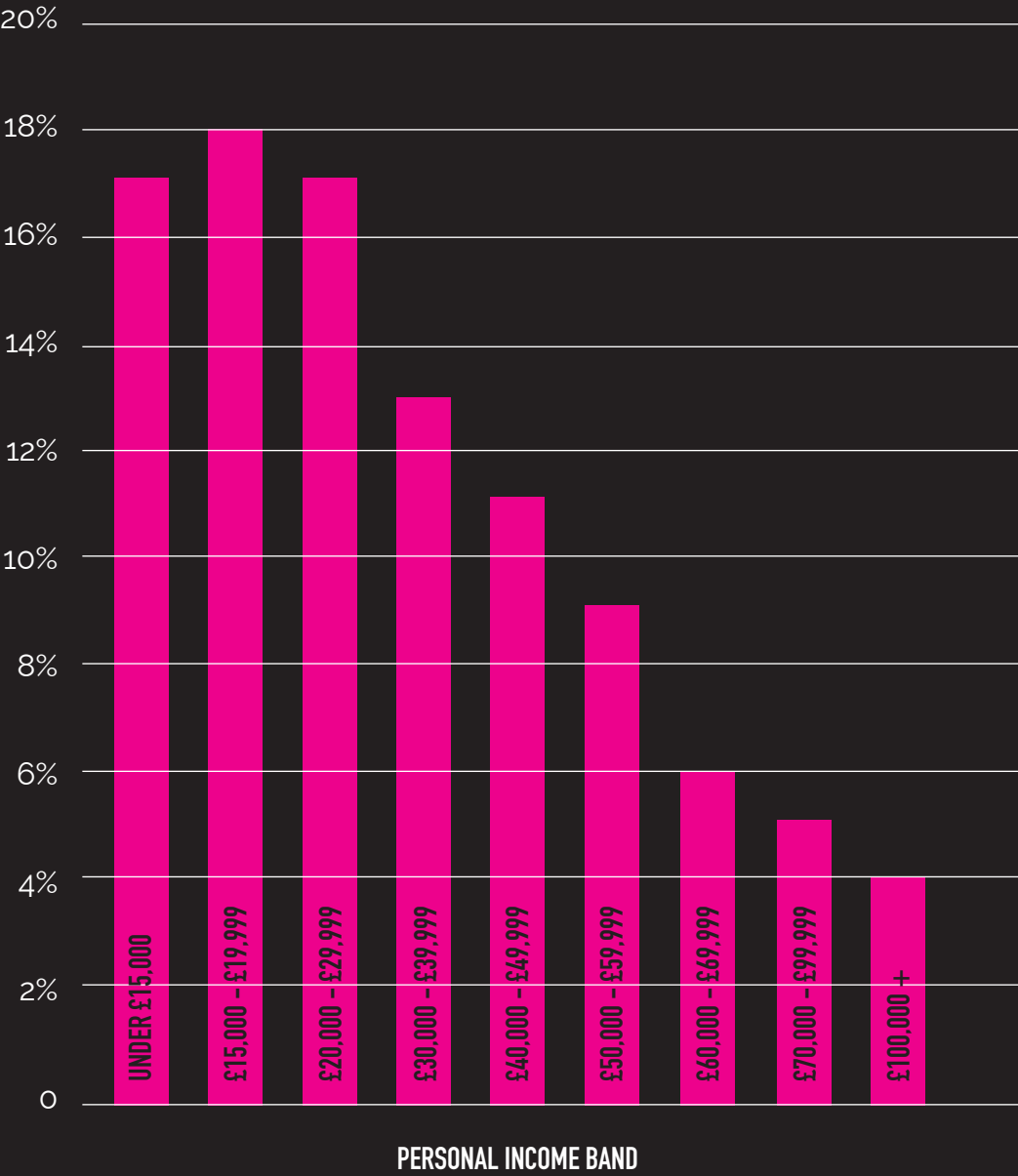
OUR FANS

MEMBERSHIP 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)

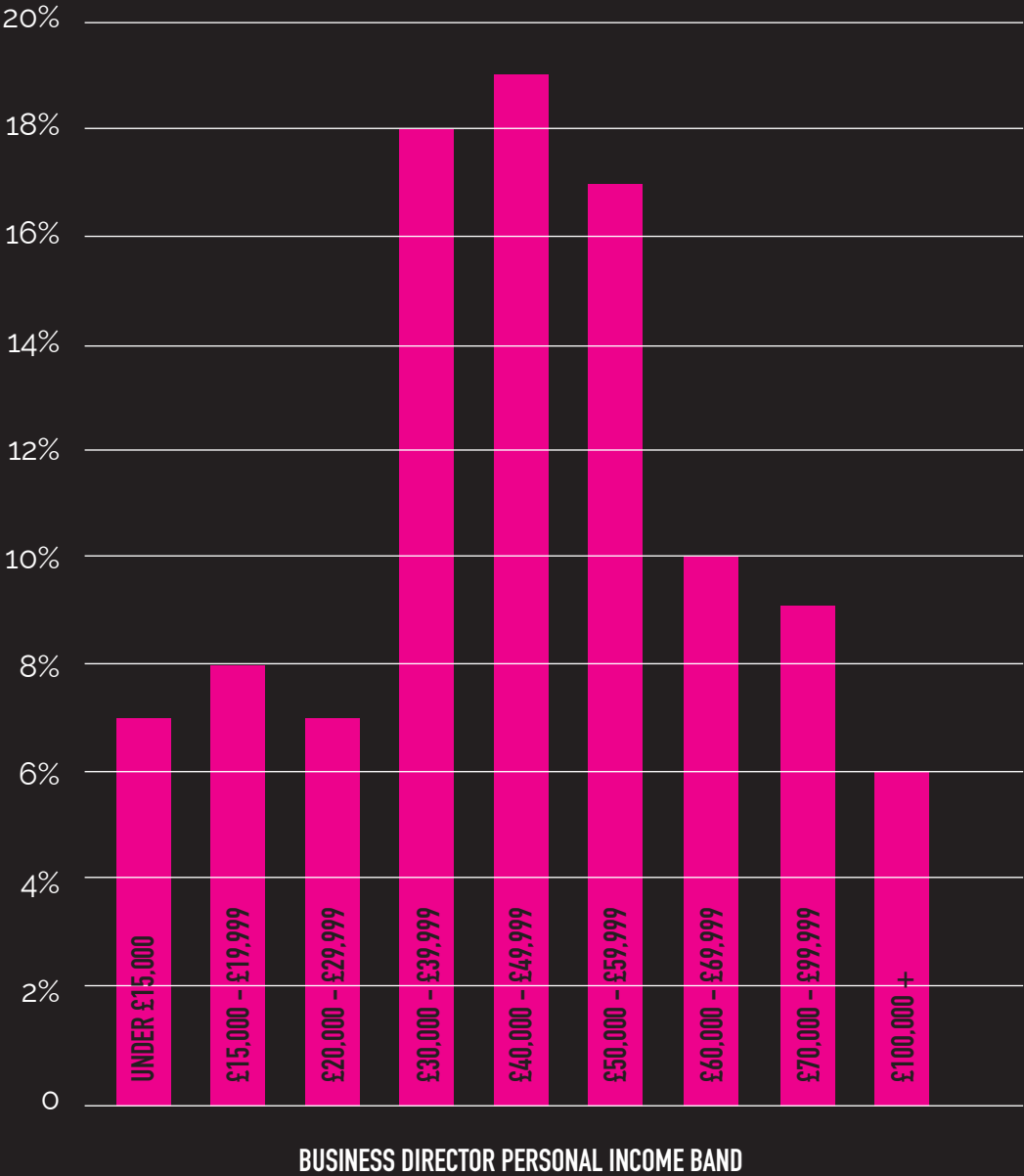
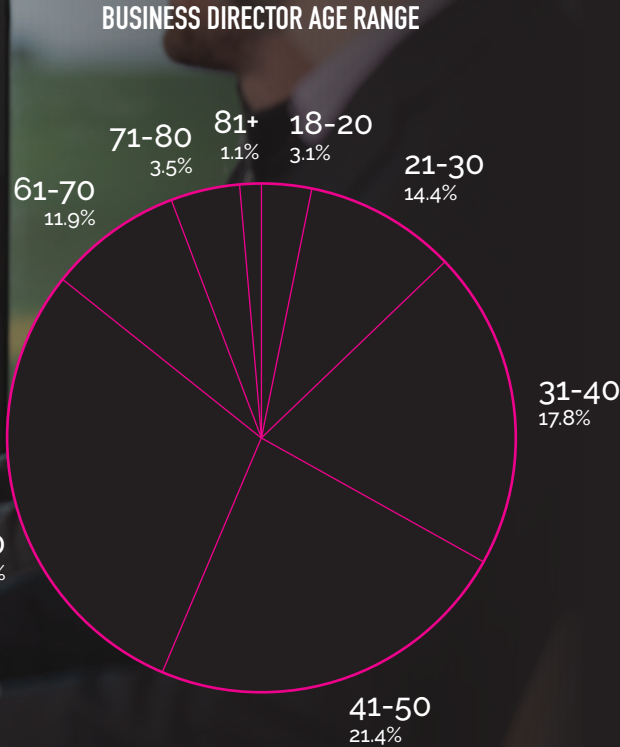


OUR DEMOGRAPHICS

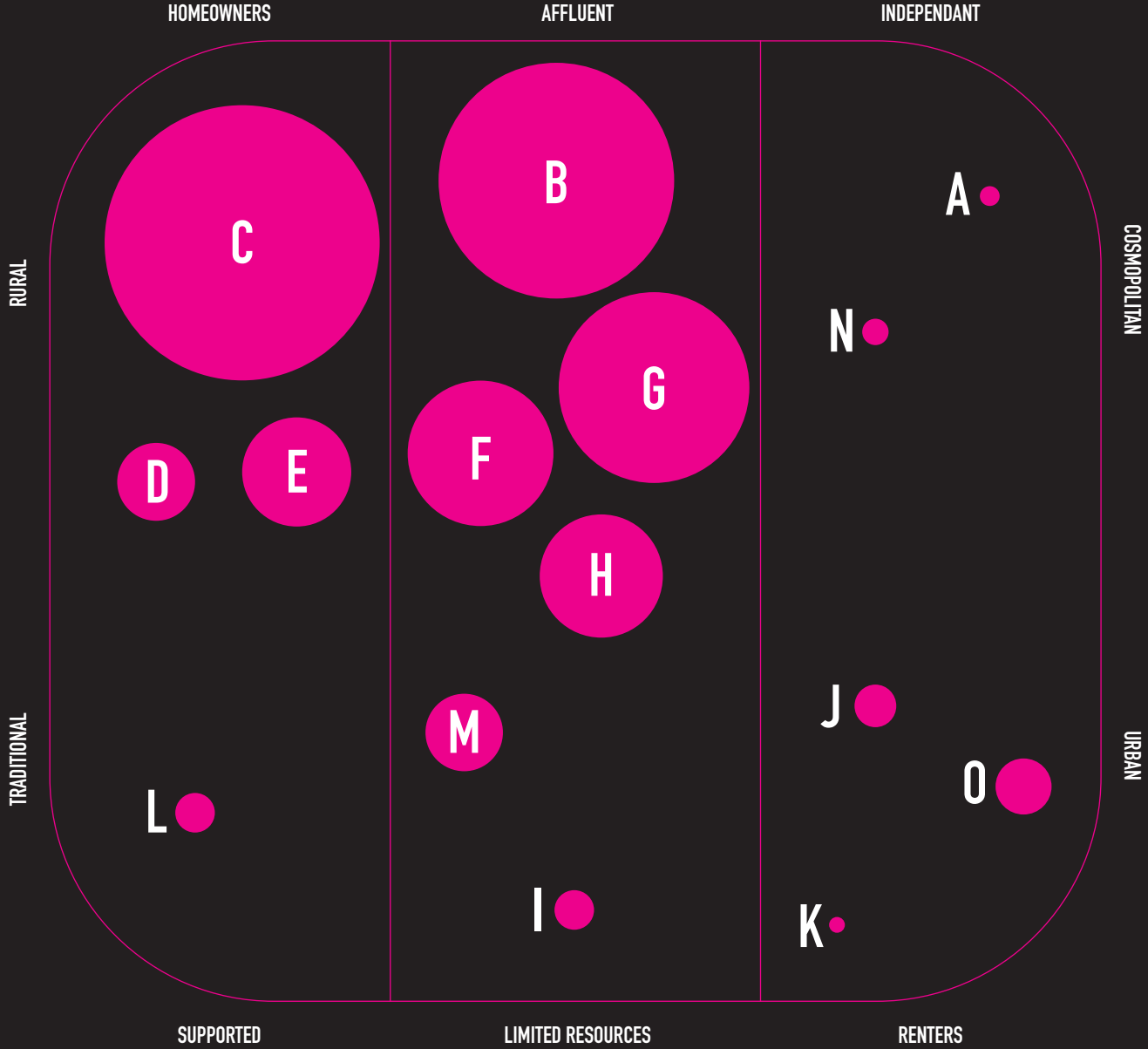




BUSINESS OWNER DEMOGRAPHICS



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



AGE
66–70

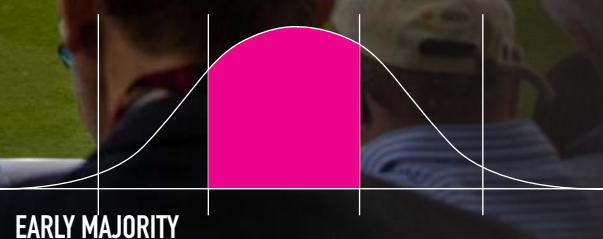
NUMBER OF CHILDREN
0 CHILDREN

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

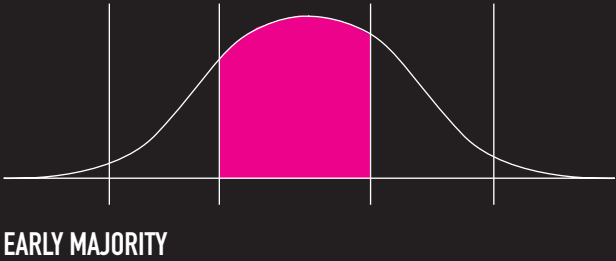
MID-CAREER CONVENTION – 5.7%

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

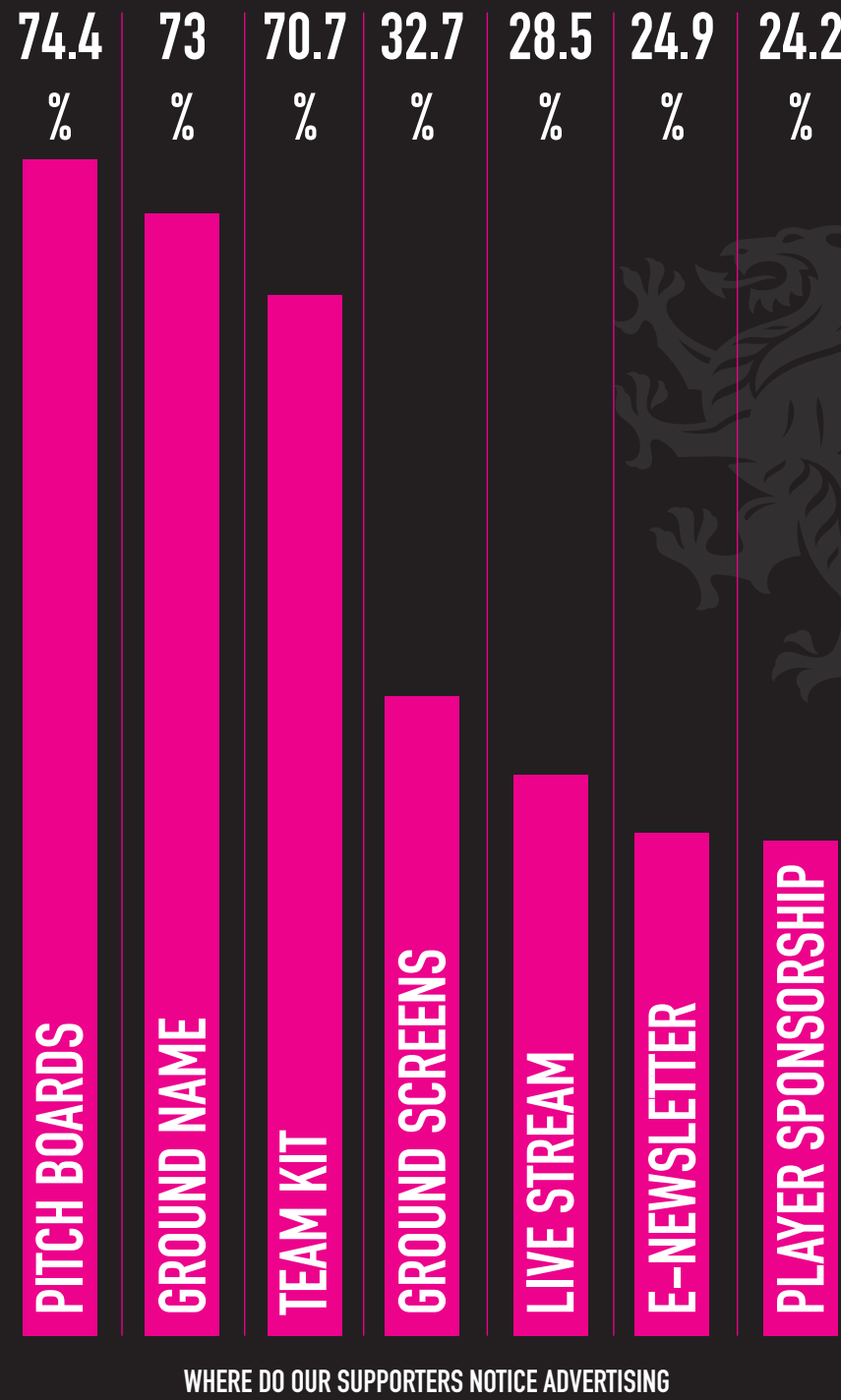
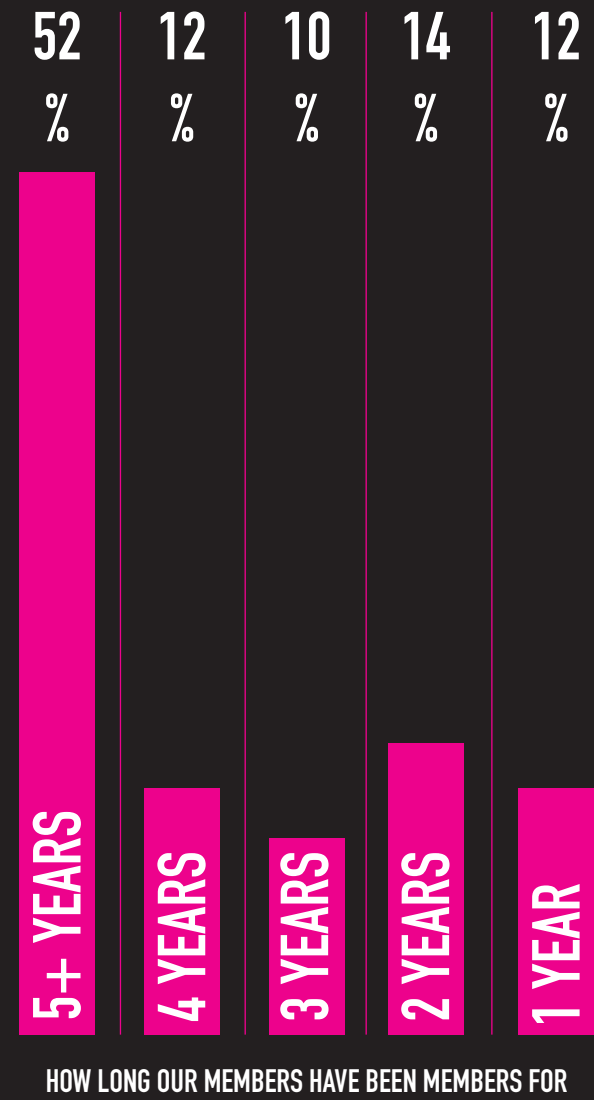


ASSOCIATED BRANDS



	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

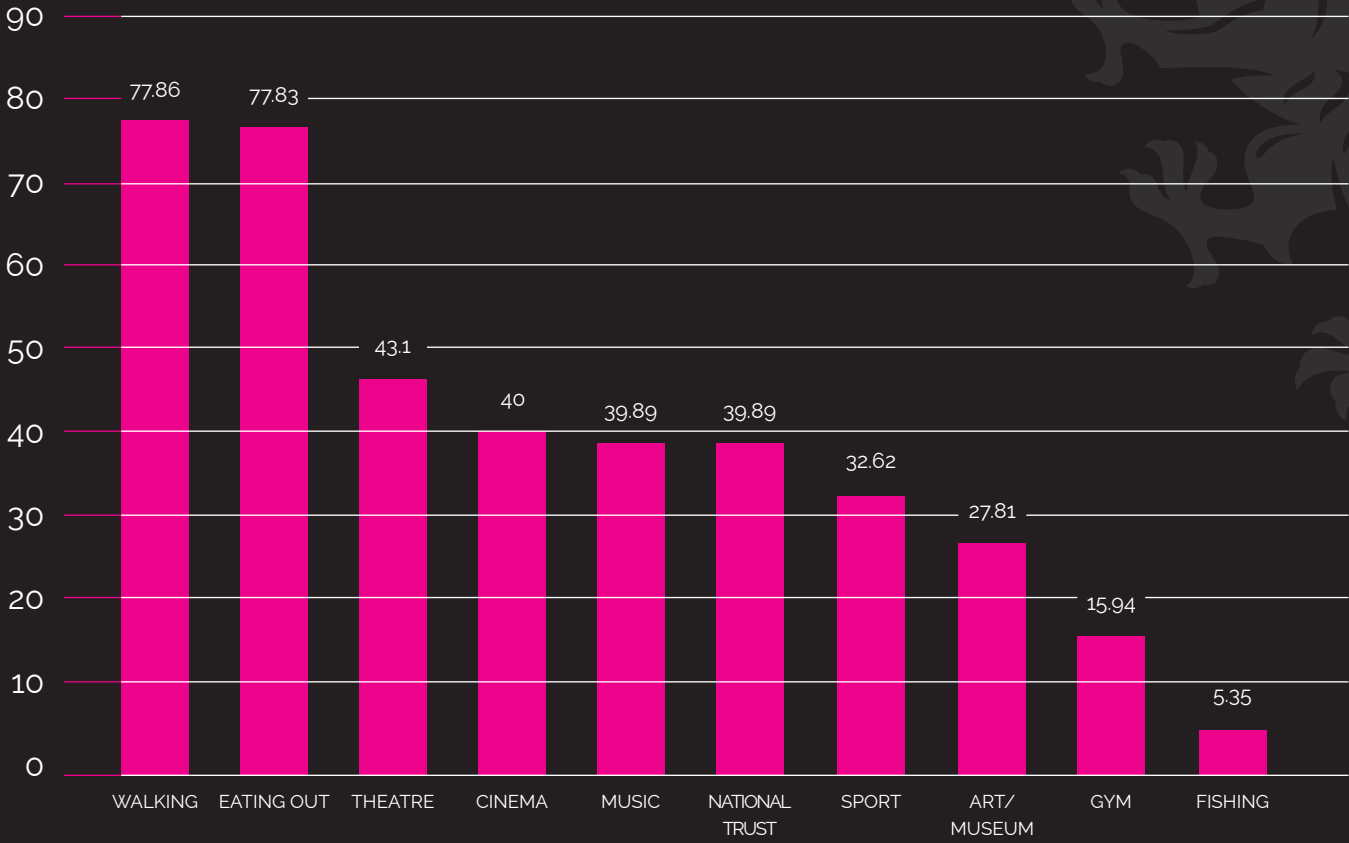
64.7%

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

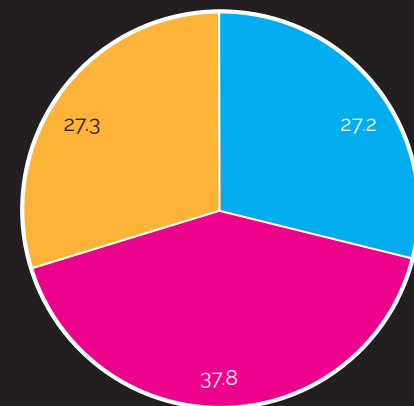
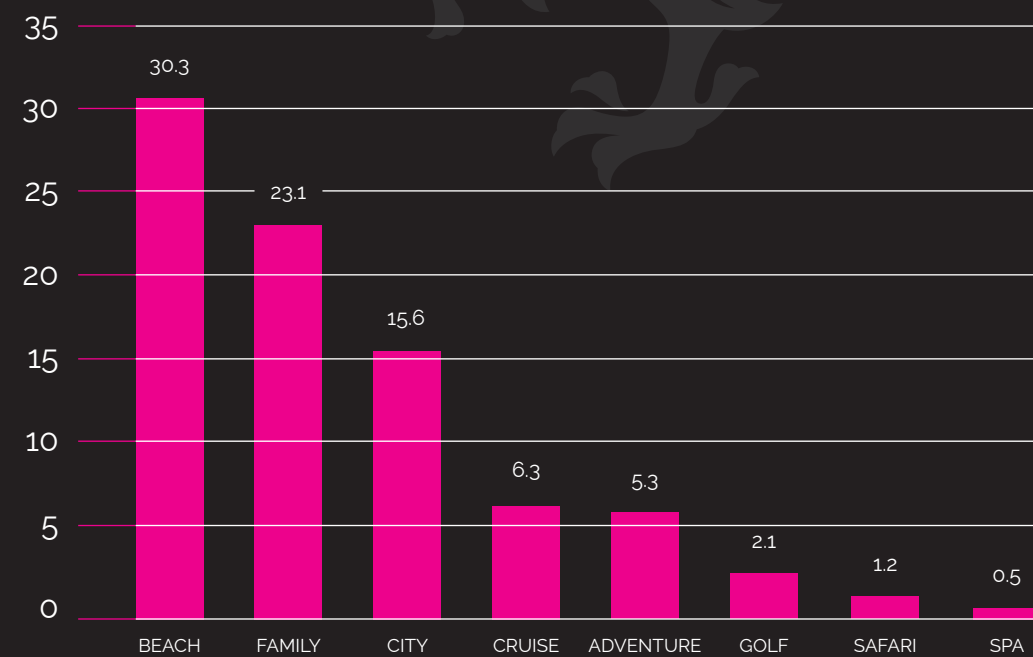




LEISURE ACTIVITIES

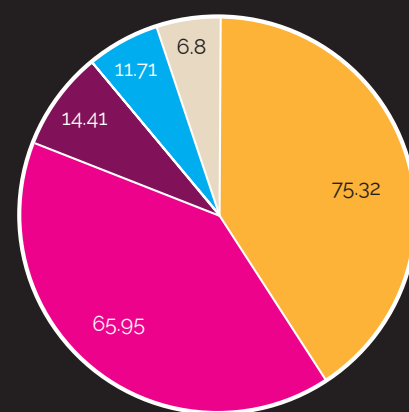


TYPE OF HOLIDAY



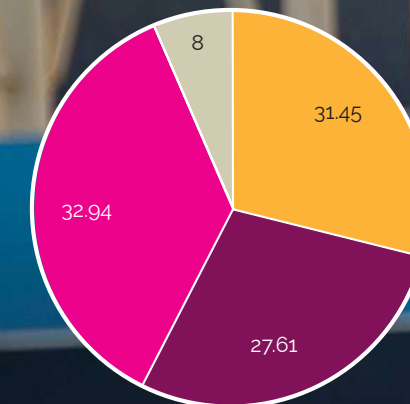
- 1
- 2
- 3

2022 STAYCATION PLANS



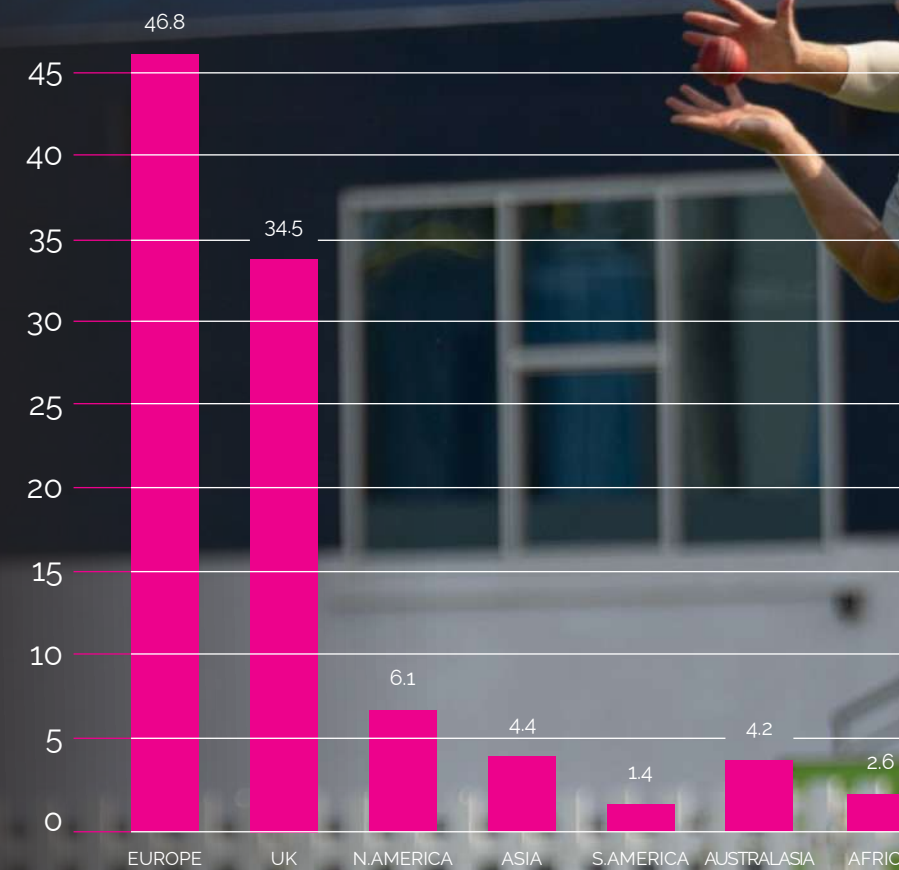
- Hotels / B&B
- Holiday Homes
- Caravan
- Camping
- Glamping

2022 TRAVEL PLANS

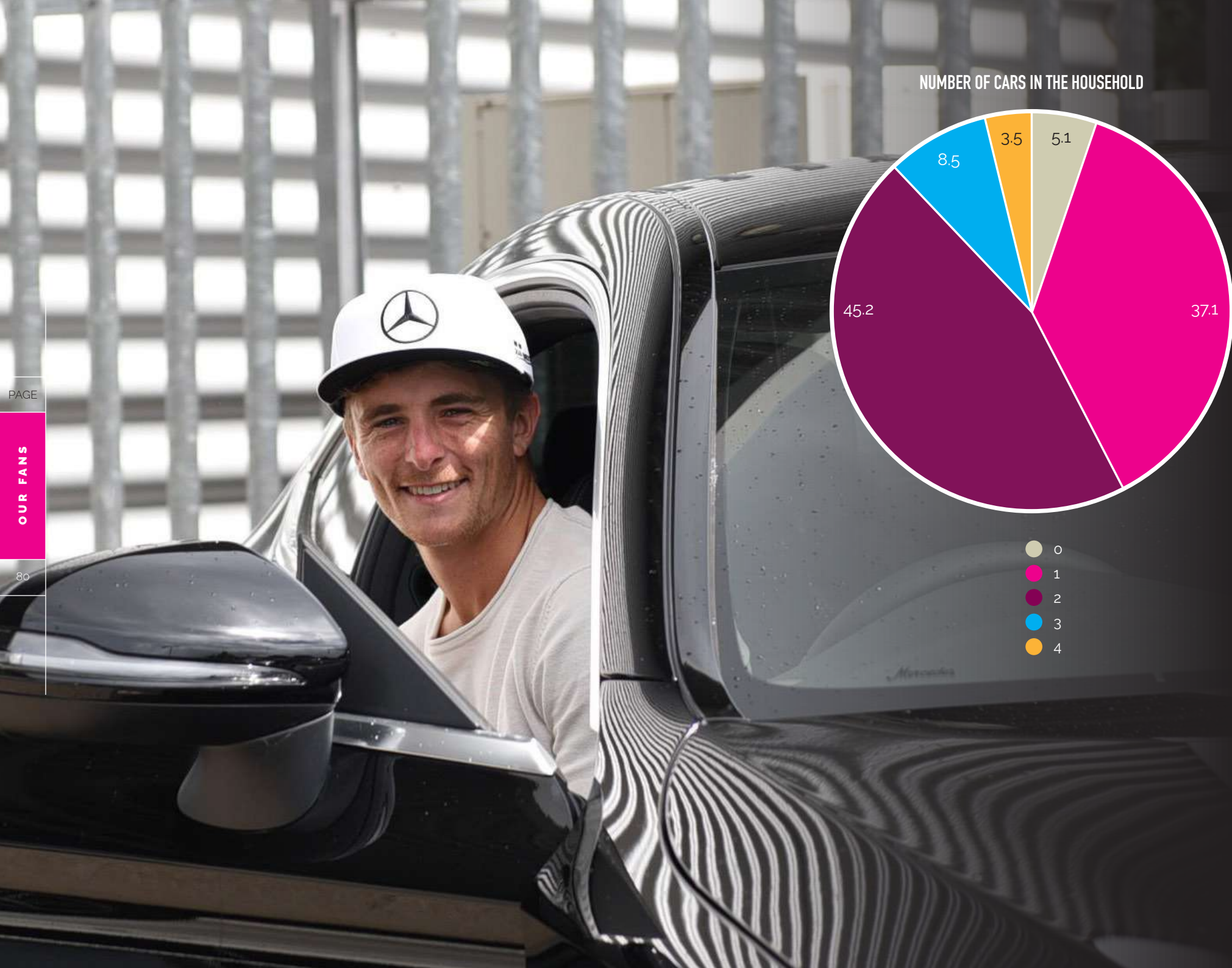


- Going Abroad
- Staying Local
- Both
- No Plans

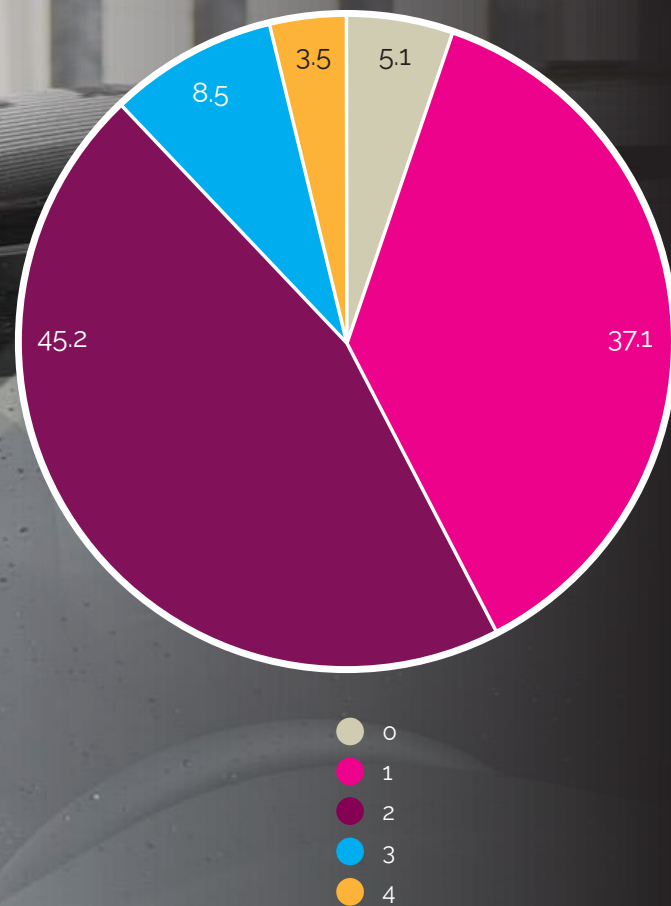
HOLIDAY DESTINATIONS



TOM ABELL WARMING UP IN ABU DHABI



NUMBER OF CARS IN THE HOUSEHOLD

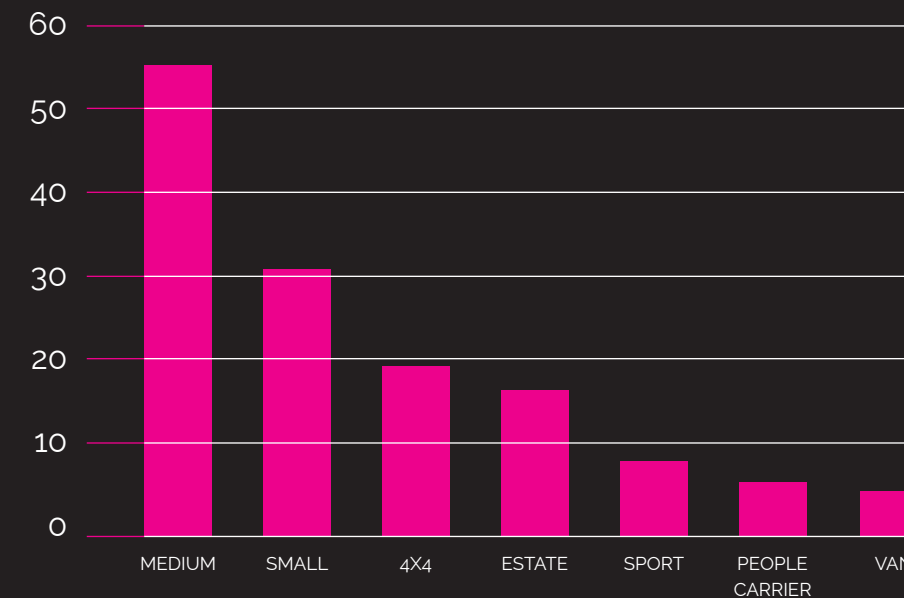


CARS

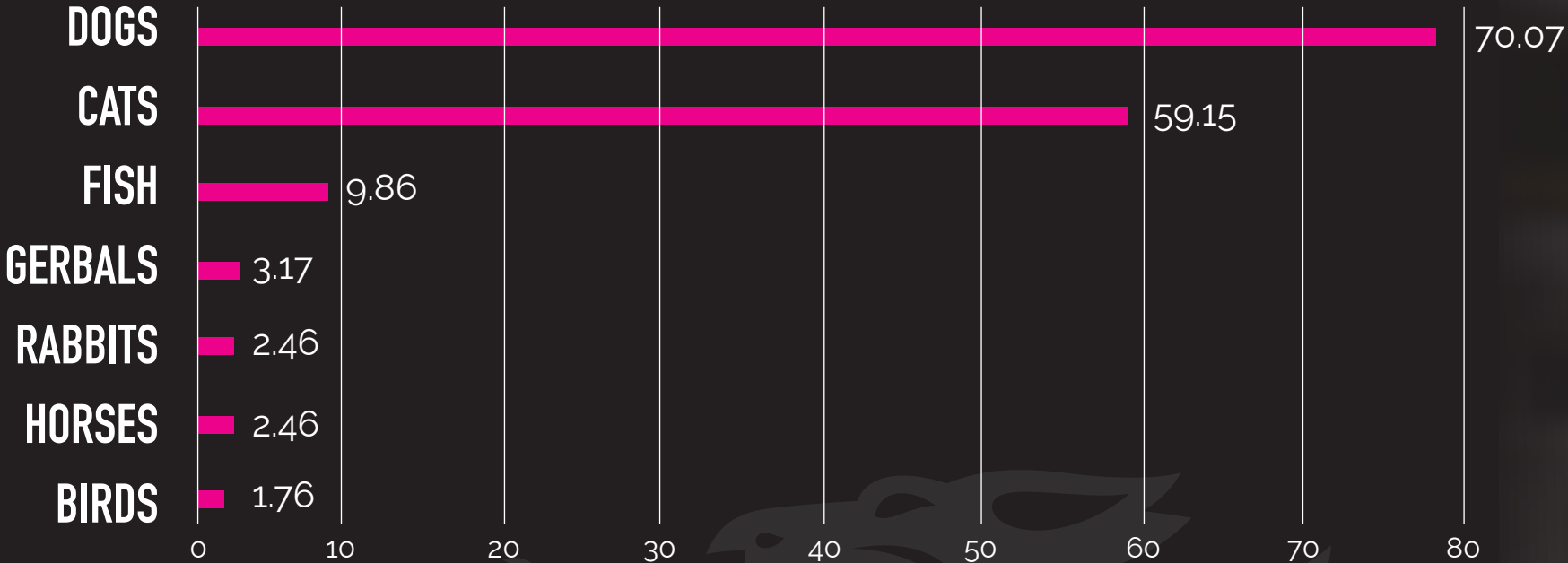
23.16% OF OUR FANS ARE LOOKING TO BUY AN ELECTRIC CAR

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

NUMBER OF PEOPLE



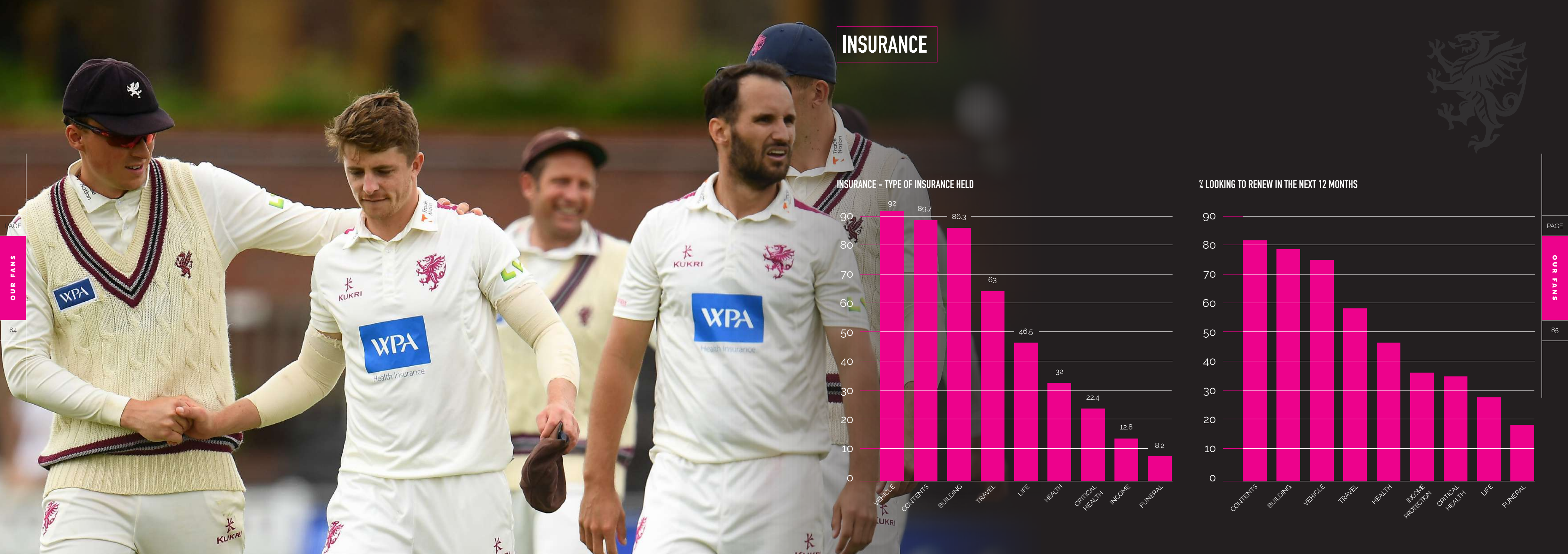
Our fans love pets, and as the only sport to allow dogs into their grounds, we provide the perfect environment to drive awareness and engagement for pet related products.



PETS

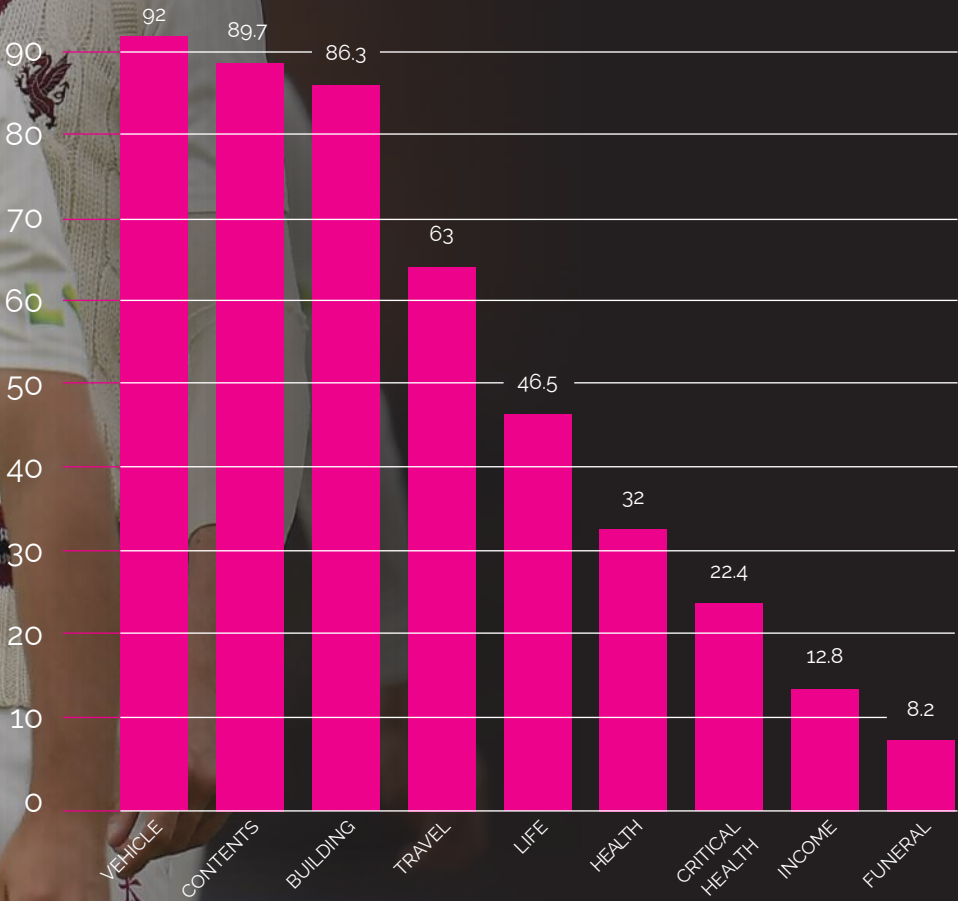
WELCOME



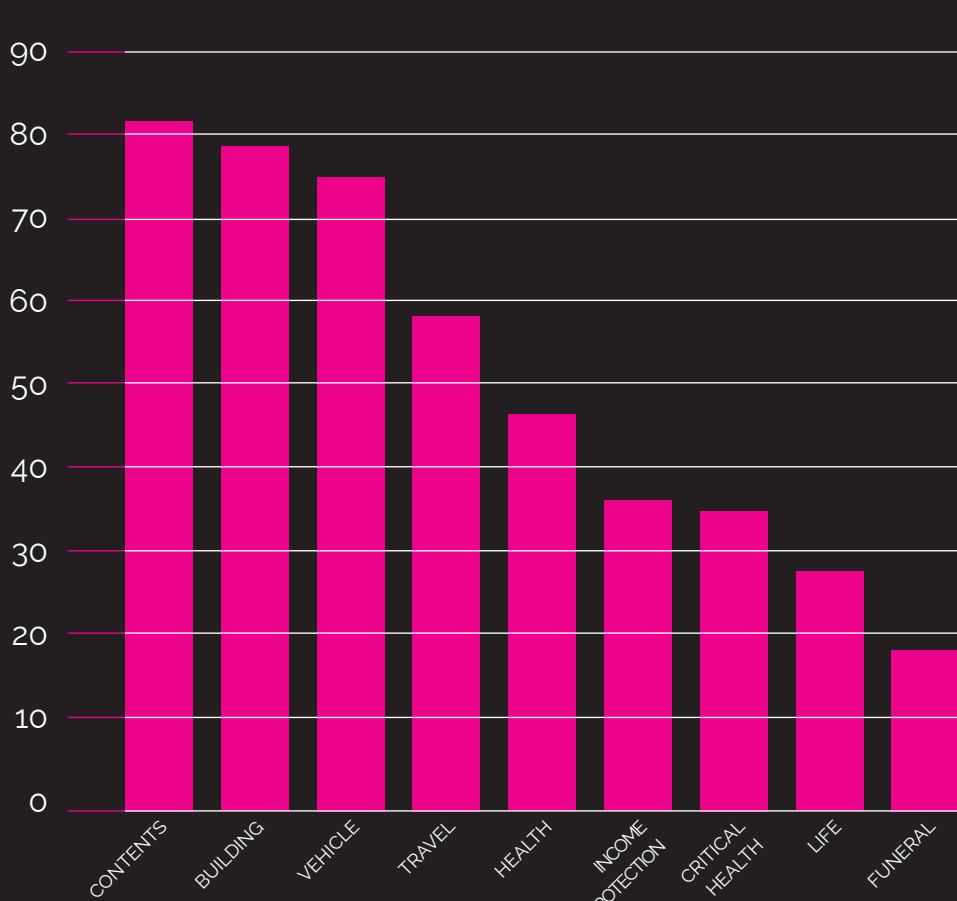


INSURANCE

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

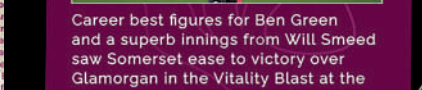
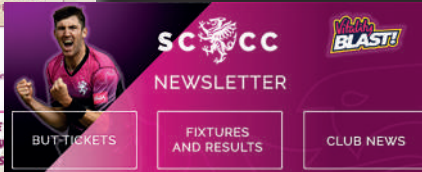
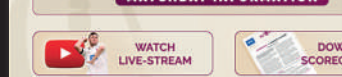
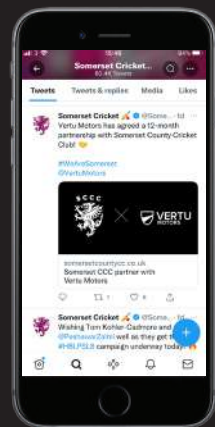
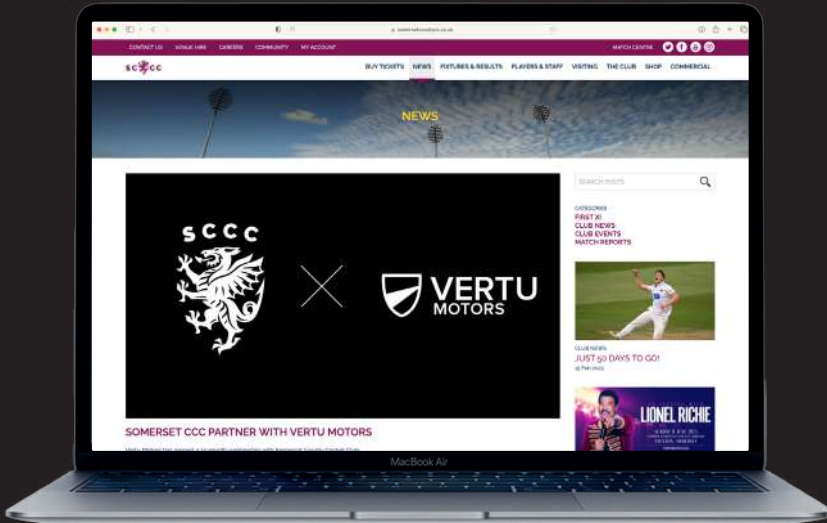
DEDICATED THIRD PARTY E-NEWSLETTERS

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



WHERE'S WALLER?



BEHIND THE WYVERN



THATCHER'S – PETER TREGO



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
- PRESENTATION OF PLAYER OF THE MATCH
- 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 TWITTER & LINKEDIN PLATFORMS
- PLAYER WILL BE ENCOURAGED TO ENGAGE ON SOCIAL MEDIA 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 LBW BUSINESS CLUB



LBW BUSINESS CLUB

LEADING BUSINESSES IN THE WEST

LBW BUSINESS CLUB

The LBW Club was designed by Somerset County Cricket Club to bring like-minded people from a variety of local companies together through the business of sport.

Since it's introduction, the LBW Club has been a huge success in enabling local businesses to meet, discuss ideas and make new connections.

- AFFILIATE MEMBERSHIP

- Two invitations to five networking events
- An invitation for two to a business event at a Vitality Blast match
- Two tickets to a One-Day Cup match
- Two tickets to a LV= Insurance County Championship match
- 10% discount on meetings and events
- 5% discount on matchday hospitality at a One-Day Cup match
- 5% discount on matchday hospitality at a LV= Insurance County Championship match
- Tour of the ground
- Logo on the Somerset County Cricket Club website
- Announcement of your Membership on the Club's owned channels
- Opportunity to purchase up to two guest passes for a One-Day Cup match at a discounted price
- Opportunity to purchase up to two guest passes for a LV= Insurance County Championship match at a discounted price
- Priority booking and discounted rates for additional networking events and business lunches
- Private LinkedIn group
- Access to priority ticket windows (including T20 Finals Day)**

**Subject to Somerset qualification

- PREMIUM MEMBERSHIP (ABOVE INCLUDED)

- Two Platinum Long Room Memberships which allow entry to all LV= Insurance County Championship matches, group stage One-Day Cup matches and group stage 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 iconic backdrop of Taunton's two church spires.



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 HUGEY 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





BRADFORDS TESTIMONIAL

“SOMERSET COUNTY CRICKET IS SUCH A WELL-RESPECTED CLUB AND IS IN THE HEART OF OUR TRADING AREA. WE ARE EXCITED ABOUT OUR EVER-GROWING PARTNERSHIP, AND WE ESPECIALLY LOOK FORWARD TO HELPING SUPPORT YOUNG CRICKETERS ACROSS THE REGION THROUGH OUR JOINT COMMUNITY CUP ACTIVITIES. THE DEVELOPMENT OF YOUNG TALENT IS CLOSE TO OUR HEARTS, AND WE HOPE THAT WE CAN HELP SOMERSET CCC CONTINUE TO FIND AND DEVELOP TALENTED CRICKETERS AND ADD VALUE TO THE CLUB THROUGH SUPPORT, AWARENESS, AND ENGAGEMENT.

WORKING WITH THE WHOLE TEAM AT SCCC AND COLLABORATING ON NEW IDEAS IS AN ABSOLUTE PLEASURE, IT VERY MUCH HAS A ONE BIG FAMILY FEEL, NOTHING IS EVER TOO MUCH EFFORT, AND THEY ARE ALWAYS COMMITTED TO SUPPORTING US AS A SPONSOR TO GET THE BEST VALUE FROM OUR RELATIONSHIP.

THIS ENABLES A UNIQUE JOINED UP APPROACH, AND A SHARED COMMITMENT TO DRIVE OUR PARTNERSHIP TO ADD VALUE TO EVERYONE ASSOCIATED WITH THE CLUB, OUR CUSTOMERS, AND THE LOCAL COMMUNITIES IN WHICH WE BOTH SERVE.”

PAUL MALLOY
HEAD OF MARKETING

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 CHANEL 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 FINALIST: SURVIVE & THRIVE CATEGORY





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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