

# Leeds Bradford UCCE



## Sponsorship Opportunities

### Outline

Leeds Bradford is one of six UCCEs around the UK, the others being Cambridge, Cardiff, Durham, Loughborough and Oxford. The Leeds Bradford squad members are recruited from four academic institutions – Leeds Metropolitan University, University of Bradford, University of Leeds and Bradford College.

Funded by the MCC (Marylebone Cricket Club), they are aimed at talented young cricketers with aspirations and the necessary talent to forge a professional career in the game, but who also have academic ambitions. Committing oneself to a career in cricket rather than pursuing a path to an academic or vocational qualification can be a daunting decision. Many people dream of a career in their chosen sport but are often afraid to take the risk of leaving behind their studies. The UCCEs provide the ‘best of both worlds’; a first class academic education whilst still receiving an unrivalled level of cricket coaching and competitive match play.

Recent cricketers to have successfully made the progression from a UCCE to the England team include current captain Andrew Strauss and Monty Panesar.

Any cricketer or cricket follower will know what an important role the county of Yorkshire has played in our national summer sport for well over a century. In fact more than 20% of all the cricket played in this country takes place in Yorkshire and the cities of Leeds and Bradford have historically been the focal point of Yorkshire cricket. The Headingley Stadium is known around the world and we also boast some of the strongest local leagues in the country. If you add to this the exceptional educational establishments available, it is easy to see why Leeds / Bradford UCCE is the ideal place to come for any aspiring young cricketer who also wishes to further their academic studies.

The cricket facilities we can offer are as good as those at most county clubs. Indeed much of our indoor training & coaching takes place at Yorkshire CCC’s Bradford & Bingley Indoor Cricket School at Headingley. We also have access to some of the most advanced gymnasiums around at both Leeds Metropolitan University & the University of Leeds for our fitness work, where we have access to some of the best sports science support staff. Our home ground is at Leeds University’s picturesque facility at Weetwood, where the Yorkshire Academy and 2nd XI also play their matches. Indeed we enjoy close links with the county club and liaise closely with their coaches, as we do with the county coaches of all our students.

Our playing programme features over 30 days of strong, competitive cricket. We compete in the MCC Universities Championship playing 2-day Grade style matches against the other 5 UCCE centres (with the final between the two top teams taking place at Lord’s) and also play in the BUSA League (one-day 50 over matches). However, the highlights of the season are the matches we play against the first-class counties. Each season we play three such matches, either home or away, which give our students the opportunity to play against some of the top national and international players and the experience of playing on some of the country’s premier grounds. It also gives the students an opportunity to put themselves in the shop window and enables counties to have a good look at them in a match situation. Over recent years our own Ismail Dawood managed to gain a contract with Yorkshire following

impressive displays against the county teams, and William Porterfield went on to star for Ireland in the 2007 World Cup before securing a contract with Gloucestershire and being appointed captain of the Ireland team in 2008.

Our squad members also have the opportunity to represent the MCC on both overseas tours and matches at home against Test touring teams. In 2007 Shaaiq Choudhry represented the MCC against the West Indies. His performances in this match, including a half-century, ultimately helped him secure a contract with Warwickshire CCC. Harry Gurney graduated in 2008 and was a regular in Leicestershire's first XI last season and Toby Roland-Jones, a graduate in 2009, now has a full-time contract with Middlesex. Current squad member Alex Blake featured regularly in Kent CCC's first XI in 2009 and was selected in the England Performance Squad to train in South Africa during the winter of 2009/10.

Our women also receive the same intensive coaching and training as the men, and have the chance to play for their own institutions in the BUSA competition.

## **Funding**

Each of the six MCC Universities Centres receives £70,000 per annum from the MCC to help fund its operations. However, when taking into account the salary of a full-time coach, hire of training facilities (indoor nets), travel, accommodation, kit, specialist coaching, specialist support staff (physiotherapists, optometrists, physiologists, podiatrists, dieticians etc) the actual costs of running such a centre are substantial and each centre has to also rely on external sponsorship.

*The aim of our Centre is to provide the level of coaching and support that First Class counties provide. Such facilities don't come cheaply!*

Furthermore, our students are involved in the programme from September through to July – not just over the summer months. Such is the level of commitment they have to give to the scheme, (as well as fitting in their academic studies), this means that the majority of them simply do not have the time to for part-time jobs whilst at University. Indeed without sponsorship, playing for the UCCE actually costs our squad members a considerable amount of money.

## **Sponsorship Opportunities**

A number of sponsorship opportunities are available:

- 1 Full Kit Sponsorship. Our squad of 20 players and 4 support staff are supplied with high-quality playing and training clothing by SurrIDGE Sports at a discounted rate (17 separate items in total). Players have to wear their team clothing whenever on official UCCE duties – playing and training – but such is the quality and 'prestige' of the kit, most squad members also wear it when attending university, socialising etc.
- 2 Playing kit only – your name/brand appearing on playing shirts and sweaters, appearing at first class grounds around the country, such as the Oval, Headingley, Lord's
- 3 Training/Leisure kit only – your name/brand appearing on track suits, polo shirts, training shorts and tops, fleece jackets
- 4 Individual Sponsorship – your name/brand appearing on the playing/training/leisure wear of your chosen player. ***Who knows . . . in a couple of years time YOU could say that YOU helped the future Monty Panesar on his way!!***
- 5 Tour Sponsorship – Leeds Bradford UCCE are running a pre-season tour to Cape Town, South Africa in March 2010. This is an essential part of our programme, given that in early April we will be facing county teams who will have been on pre-season tours themselves or players who have been playing Test cricket over the winter! As well as playing and training the team will be undertaking a large amount of community work over there, coaching schoolchildren in the townships around Cape Town.
- 6 Match Sponsorship – of our high-profile 3-day fixture against Warwickshire CCC at our home ground of Weetwood in May 2010, or our 1-day game against the MCC in June 2010.

- 7 Dinner Sponsorship – to help support our Sporting Dinner at Headingley on 26 February 2010 (further details attached)
- 8 Website Sponsorship – your name/brand on our official website, [www.leedsbradforducce.co.uk](http://www.leedsbradforducce.co.uk), with links to your own company website. Furthermore, your name could appear on our page on the official MCC website

### **Benefits to Sponsor**

We fully appreciate that any sponsorship agreement should very much be a two-way affair between both parties. At Leeds Bradford we do not expect companies to 'give' us money for no return! So what could WE offer YOU?

- 1 Your name being associated with four of Yorkshire's leading academic institutions – Leeds Metropolitan University, University of Bradford, University of Leeds and Bradford College – and with some of the most talented young cricketers in the country
- 2 Coverage on the websites of these institutions as well as Leeds Bradford's & MCC's sites
- 3 Possible coverage in local and national press and media
- 4 Branding on all our letterheads, brochures and promotional material
- 5 Advertising banners on display during our home matches at Weetwood
- 6 Lunch and hospitality at Weetwood for our fixture against Warwickshire County Cricket Club in May 2010
- 7 A VIP day out at Lord's – should we make it to the MCCU Final!
- 8 Table at our Sporting Dinner
- 9 Your name/brand being visible on leading County & University grounds around the UK
- 10 Exposure to the lucrative and ever-expanding student market – over 120,000 in Leeds & Bradford
- 11 Hospitality at a Yorkshire CCC Twenty:20 match in 2010
- 12 *The knowledge and satisfaction that you have helped the playing and academic careers of some of the most talented cricketers in the country.*

### **Tailored For You**

The above information contains a whole range of sponsorship possibilities. We would be more than happy for the chance to talk to you in more to discuss any particular sponsorship opportunities that cover your own needs and budgets. However, we are confident that we have the facilities to offer opportunities to sponsors of any size.

For further information or to arrange an initial meeting, please feel free to contact our PR & Marketing Manager, Nick Davis, on 07711 570718.