



**Sticky Wicket VI, 21<sup>st</sup> June 2012**

***“even hotter and stickier!”***

**Regent’s Park, London**

**Sponsorship Opportunities**

**For more information contact**

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### **Sticky Wicket V:**

Sticky Wicket is essentially a cricket competition for teams of people involved in the exhibition and events industry held annually to raise money for The Lords Taverner's. However, the event is used within the exhibition and event industry as an unrivalled networking opportunity – a chance to entertain clients, meet new people and create new business opportunities.

Now in its 6<sup>th</sup> year the event is well established and will attract a maximum of 16 teams of cricketers for the first time. In addition, throughout the day there will be a large number of people visiting the event for entertainment or even as their company Summer Outing.

Lunch is provided for all team members and there is a bar (using a wristband system) available for spectators.



ExCel London - Winners of Sticky Wicket VI 2011

## The Charity



# THE LORD'S TAVERNERS

‘Sport and recreation are essential for young people and the mission of The Lord’s Taverners is to give a ‘sporting chance’ to those in need. This is achieved by focusing on youth cricket in disadvantaged areas and sports and recreational equipment for young people with disabilities and special needs, including sports wheelchairs, specially-adapted minibuses and sensory play areas.’

For more information on this vitally important charity visit: [www.lordstaverners.org](http://www.lordstaverners.org)

## The Opportunity

Sponsorship opportunities are available to allow companies to show their support for the charity, to demonstrate their commitment to the exhibitions & events industry and to raise the profile of their organisation by targeting highly influential industry professionals.

## Entering a Team

**£3000**

- Team of 10 (including 1 Lord’s Taverner)
- Lunch for Team supplied by Leith’s
- Drinks included all day for the team + 30 guests (done on a wrist band system)
- Roped off seating area for your team and guests
- Logo on [www.StickyWicket.org](http://www.StickyWicket.org) and all electronic & printed promotional material
- Great opportunity to mix with the great & the good
- Fun day for your clients and colleagues
- Help support the good works of [www.LordsTaverners.org](http://www.LordsTaverners.org) to continue to give disabled and underprivileged children a sporting chance
- The opportunity to win the coveted Sticky Wicket Trophy!

The teams currently confirmed are Aztec Event Services, Clarion Events, EC&O, ExCel London, Fresh RM, Informa, Melville, NEC, Ocean Media, SO Group and UBM Live

## Sponsorship Categories

### Shirt Sponsor:

**£2,000**

Every member of a team will be given a shirt with your logo on the front right, a Sticky Wicket logo on the front left and the team name on the rear of the shirt.

We will produce 10 shirts per team for the event and would be happy to include another 10 shirts for the sponsor

Sticky Wicket to provide:

- 1 x sponsors logo on each shirt front right hand chest
- 1 x sponsors logo on the event website with acknowledgement as shirt sponsor
- Half page advert for sponsor in the event programme (A5 size)
- 10 x shirts for the sponsors personnel attending the event
- 5 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

- Logo in suitable format for print
- Artwork for half page advert in event programme

### Bar Sponsor

**£3,000**

The bar will be located in a central area close to the pitches. It will be run and sponsored by Grange Hotels, and will allow all those invited by the teams or sponsors that attend the event with wristbands to have free drinks throughout the day.

It will certainly be the central focus for networking during the day!

Sticky Wicket to provide:

- 1 x sponsors logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement as bar sponsor
- Full page advert for sponsor in the event programme (A5 size)
- 1 x sponsors logo on event wristbands
- 10 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

- Logo in suitable format for print
- Artwork for full page advert in event programme

## **Programme Sponsor**

**£1,000**

The event programme is an important guide to events during the day and includes details of the teams and the cricket timetable.

Sticky Wicket to provide:

- 1 x sponsors logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement as programme sponsor
- Full page advert on rear cover for sponsor in the event programme (A5 size)
- 5 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

- Logo in suitable format for print
- Artwork for full page advert in event programme

## **Umpire Sponsor**

**£500**

The umpires are a key part of the day and each will be provided with a branded jacket supporting the name of the sponsor. The jackets will be viewed by all players and spectators.

Sticky Wicket to provide:

- 1 x sponsors logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement as 'Umpire sponsor'.
- 1 x sponsors logo for use in event programme
- 1 x sponsors logo on each of the umpires coats
- 2 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

- Logo in suitable format for print

## **`Zero the Duck`**

**£500**

The `duck` is something no player wants to see welcoming them off the pitch but it is a great opportunity for photographs and publicity.

Sticky Wicket to provide:

- 1 x sponsors logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement as sponsor of `Zero the Duck`
- 1 x sponsors logo for use in event programme
- 5 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

- Logo in suitable format for print
- Duck costume and suitable occupant

**`Raffle Ticket Sponsor`**

**£1,000**

The Sticky Wicket Raffle will generate approx £3000 and tickets will be sold in advance through the industry and on the day itself.

Sticky Wicket to provide:

- 1 x sponsors logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement as sponsor of the 'Raffle Tickets'
- 1 x sponsors logo for use in event programme
- 5 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

- Logo in suitable format for print on tickets