



# **Sticky Wicket XII, 11th July 2018**

**The Hub, Regent's Park, London**

## **Briefing and Sponsorship Document**

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[www.stickywicket.org](http://www.stickywicket.org)

10<sup>th</sup> January 2018

## Sticky Wicket - Overview

Sticky Wicket is an annual cricket tournament made of teams from companies involved in the exhibition and events industry with the objectives of having a fun day out with industry colleagues and to raise money for The Lord's Taverner ([www.LordsTaverners.org](http://www.LordsTaverners.org))

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 12<sup>th</sup> year, the event is well established in the event calendar and from 8 teams in the first year there are now 16 teams from companies in our industry competing for the Sticky Wicket Trophy and which in total has raised £377,249.70 for the Lord's Taverners whilst having a great amount of fun! In addition, throughout the day there will be a large number of people visiting the event for entertainment and socialising or some even using as an opportunity to hold their company Summer Day Out.

Lunch is provided for all team members and there is a bar (using a wristband system) available for Team guests, and which can be purchased by general spectators on the day.



## Format of the Day

09:30 - Players are requested to arrive at the Hub

10:00 - Captains meeting

10:30 - First round of matches start and take place concurrently on four pitches to ensure maximum involvement. There will be no interruption during the day as in the schedule. Lunch will be supplied to the players between 12 noon and 2.00pm.

16:00 – 16:45 Sticky Wicket Final

16:45 – Raffle / Auction

17:00 - Presentation of Sticky Wicket Trophy to the winning team and cheque to The Lord's Taverners

18:00 - After Party – Thomas Lord Suite, Lord's Cricket Ground

## Rules of the Tournament

1. Normal laws of the game of cricket apply except where stated below.
2. Each team will have a captain who is responsible for ensuring his players take the field on time and that each game is played within the 'spirit' of Sticky Wicket.
3. Captains to toss during the previous match's innings.
4. Each team will be made up of a squad of ten players including 2 ladies with eight players playing per side in each game with a minimum of 1 lady playing per side in each game
5. Each side will bowl five overs per game with no player bowling more than one over per innings.
6. Field placings - organised scattering!
7. The penalty for both a wide or a no ball will be no extra ball and three runs for the batting side, except in the last over when one run and an extra ball will be bowled for each infringement.
8. Each batsman has to retire at twenty-five but may return at the end of the innings if the side is bowled out - last man stands.
9. The points awarded for the result of each game are as follows:- Winner = 4 points, Tie = 2 points, Loss = 1. Batting bonus points:- 50 runs or above = 1 point and 70 runs or above = 2 points.
10. If the team batting first score less than 50 and the team batting second win within their allotted 5 overs then they will be awarded 4 points for the win plus 1 bonus point.
11. A wide will be given if the ball is bowled the leg side or outside the return crease on the off side.
12. If the results are not reported by both captains to the Information Point immediately following the game the match will be forfeited.

## The Charity



**LORD'S TAVERNERS**  
Giving young people a sporting chance

***'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 details visit : [www.LordsTaverners.org](http://www.LordsTaverners.org)



10<sup>th</sup> January 2018

## 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

**ALL 16 SOLD**

One of 16 Teams each made up of a squad of 10 Industry Colleagues  
Lunch supplied for the Team Players  
Drinks included all day for the team + 10 guests (done on a wrist band system)  
Roped off seating area for your team and guests  
Bucket of Beers (10) & Food for 10 people at the After Party at Thomas Lord Suite, Lord's  
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 disadvantaged young people a sporting chance  
The opportunity to win the coveted Sticky Wicket Trophy!

## The 16 Teams for 2018 – Sticky Wicket XII

### Teams 2018



## Sponsorship Categories

### **'Headline Sponsor'**

**£7,500**

The Tournament will be known as Sticky Wicket Xli 2018 *sponsored by Company Name* and will allow all those invited by the teams or sponsors that attend the event with wristbands to have free drinks throughout the day!

Sticky Wicket to provide:

Sticky Wicket to be known as "Sticky Wicket XII *sponsored by Company Name*"

5 Invites to the Captain's Meeting – TBC June 2018

1 x sponsors logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement as headline sponsor

Full page advert for sponsor in the event programme (A5 size)

10 x wristbands for use by the sponsor at the bar during the event day

Bucket of Beers (10) & Food for 10 people at the After Party at Thomas Lord Suite, Lord's

Sponsor to provide:

Logo in suitable format for inclusion on both website and in the printed programme

Artwork for full page advert in event programme

### **'After Party'**

**£5,000**

The after party at the Thomas Lord Suite, Lord's Cricket Ground will attract approx 250 industry colleagues who have either been at the event during the day or are coming for an after work drink. Branding in the Thomas Lord Suite is key to this opportunity, and the venue is very flexible and happy to work with whoever takes up this sponsorship.

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 'After Party sponsor'.

1 x sponsors logo for use in event programme

Branding at the Thomas Lord Suite, Lord's Cricket Ground as agreed with the venue

10 x wristbands for use by the sponsor at the bar during the event day

Bucket of Beers (10) & Food for 10 people at the After Party at Thomas Lord Suite, Lord's

Sponsor to provide:

Logo in suitable format for inclusion on both website and in the printed programme.

### **'Shirt Sponsor'**

**SOLD - Freeman**

Every member of a team will be given a shirt with your logo on the front, a Sticky Wicket logo on the left breast, Lord's Taverners logo right breast.

We will produce 10 shirts per team for the event with each team logo printed on the back.

Sticky Wicket to provide:

1 x sponsors logo on each shirt front

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 wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

Logo in suitable format for inclusion on both website and in the printed programme/shirts

Artwork for half page advert in event programme

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## **'Bar Sponsor'**

**£4,000**

The Bar is a focal point of attention for all players and spectators.

Sticky Wicket to provide:

The Bar to be known on all collateral as 'The *Sponsor's Name Bar*'

1 x sponsor's logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement as 'The *Sponsor's Name Bar*'.

1 x sponsor's logo for use in event programme

10 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

Logo in suitable format for inclusion on both website and in the printed programme

Sponsor branded Plastic Pint and Half Glasses (numbers TBC).

Sponsor beer Mats to be placed on all tables and bar

Sponsor branded Wristbands to be given out to all players / sponsors and to those that purchase wrist bands

Sponsor branding in Bar Area TBC and to be agreed with The Royal Parks

## **'Sticky Wicket Trophy Sponsor'**

**SOLD - Live Buzz**

The Sticky Wicket Trophy is presented each year to the winning team, and provides a great photo opportunity which will be used in the event press.

Sticky Wicket to provide:

All written and verbal references pre, during and post event to the Sticky Wicket Trophy will be in the name of the sponsor

Opportunity for the sponsor to be included in the trophy presentation and photos that will be used by the industry press and on the website

1 x sponsor's logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement of the sponsor

1 x sponsor's logo for use in event programme and referenced as Sticky Wicket Trophy 2012

5 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

Logo in suitable format for inclusion on both website and in the printed programme

## **'Info Point'**

**£1,000**

The info point will be the main focus of attention for all players and spectators requiring assistance and where the main scoreboard will reside.

Sticky Wicket to provide:

1 x sponsor's logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement as 'Info Point sponsor'.

1 x sponsor's logo for use in event programme

1 x sponsor's logo on the front of the info point

10 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

Logo in suitable format for inclusion on both website and in the printed programme

### **‘Programme Sponsor’**

**£500**

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 inclusion on both website and in the printed programme

Artwork for full page advert in event programme

### **‘Raffle Ticket Sponsor**

**SOLD - Ceva Logistics**

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 inclusion on both website and in the printed programme/tickets

### **‘Wooden Spoon’**

**SOLD - Brintex Events**

The Sticky Wicket Wooden Spoon is presented each year to the side that have not necessarily played the best cricket but played the tournament with the right spirit.

Sticky Wicket to provide:

Opportunity for the sponsor to be included in the trophy presentation and photos that will be used by the industry press and on the website

1 x sponsors logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) and all e-collateral with acknowledgement of the sponsor

1 x sponsors logo for use in event programme and referenced as Sticky Wicket Trophy 2012

5 wrist bands for free drinks all day for guests

Presentation of Wooden spoon to the ‘winner’ after the final

Sponsor to provide:

Logo in suitable format for inclusion on both website and in the printed programme



**‘Ball Sponsor’****SOLD - Maelstrom Events**

Sticky Wicket to provide:

Big red cricket ball visual with the sponsor’s logo in the heading of the sticky wicket website

1 x sponsors logo on the event website ([www.stickywicket.org](http://www.stickywicket.org)) in the list of sponsors and all e-collateral with acknowledgement as ball sponsor.

Logo and reference in programme as ball sponsor for 2012

5 x wristbands for use by the sponsor at the bar during the event day

Sponsor to provide:

Logo in suitable format for inclusion on both website and in the printed programme

**‘Zero the Duck’****SOLD - GES Logistics**

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 inclusion on both website and in the printed programme

Duck costume and occupant for the costume!