



DERBYSHIRE COUNTY CRICKET CLUB COMMERCIAL BROCHURE 2026

WE ARE **DERBYSHIRE**





Why Derbyshire?

We're at the Heart



Derby - London 1hr 30 mins

Derby - Sheffield 27 mins



Derby - Nottingham 22 mins

Derby - Manchester 1hr 35 mins

LOCATION

Located centrally with unrivalled air, road and rail infrastructure and access to **80% of the country's population within 4 hours.**

HOME FOR BUSINESS

Global names such as **Alstom, JCB, Nestlé, Rolls-Royce** and **Toyota Manufacturing UK** have chosen Derby providing the cities platform for growth.

THE PEOPLE

At the heart of the country, over **6 million people live within an hour of Derby.**

CITY & COUNTY

An unrivalled quality of life; with **The Peak District National Park**, an abundance of outdoor leisure activities, a **UNESCO World Heritage Site** and iconic historical attractions.

WHY CRICKET?



OPPORTUNITY

With more people playing and watching cricket, the future of the game is **full of opportunities** with interest at an all-time high.



TV COVERAGE

With even more cricket on free-to-air TV with The Hundred and Internationals, coverage grows year-on-year, with **2.2 million online views** on BBC SPORT alone.



INVESTMENT

The Hundred sale will enable **additional investment** into both the professional and recreational games, in the most intriguing and exciting period the sport has ever seen.





WHY DERBYSHIRE CRICKET?

TV: Over 100 hours of TV exposure worldwide.

VISIT: Over 85,000 people visit The Central Co-op County Ground each year for cricket and non-cricket events.

SOCIAL: Over 323,000 people follow the Club across it's social media channels.

DATABASE: Over 40,000 contacts on the Club's database.

WEBSITE: Over 1.2 million page views each year.

LIVE STREAM: Over 2.5 million views in 2025, reaching more than 130 countries.



**117,000
FOLLOWERS
November 2025**



**36,000
FOLLOWERS
November 2025**



**78,000
FOLLOWERS
November 2025**



**84,000
FOLLOWERS
November 2025**

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OFFICIAL & PREFERRED PARTNERS

Principal Partner
Central **COOP**

Official Partners



Official:

- Logo to appear on:
DCCC website and footer, linking to your website
All email and letter footers sent from DCCC
All DCCC e-tickets and scorecards
- Automatic Membership to our 1870 Business Club
- Invitation to exclusive events, including Media Day and player of the year awards.
- Team of 4 in our Annual Golf Day

Preferred:

- Logo to appear on:
Preferred Partner page on DCCC website, with a link to your website
- Automatic Membership to our 1870 Business Club
- Invitation to exclusive sponsor events

1870 BUSINESS CLUB

BUSINESS CLUB BENEFITS

Join our exclusive network of businesses. Gain automatic membership by spending in excess of £2,000 (per annum) on sponsorship, advertising, events and/or hospitality.

Business Club Benefits:

- Two complimentary places to all 1870 Business Club events (Eight events held in 2025).
- Your company logo on our dedicated 1870 Business Club web page.
- 20% discount on additional Matchday Hospitality bookings during the season and 10% discount on food and room hire
- The '1870 Boardroom Day Package'. A discounted meeting room package, consisting of: All day room hire of the Boardroom, unlimited tea and coffee, lunch, private facilities. £47pp for bookings of 10+. Bookings under 10 will be a £425 flat rate.



MEMBERS





1870 BUSINESS CLUB

MATCHDAY SPONSORSHIP

MATCH SPONSOR

- Corporate Hospitality for 20 people
- Revolving advert on our 80m2 digital screen
- Article to appear on derbyshireccc.com announcing your match sponsorship
- Public address announcements
- Join the Captains on the pitch for the coin toss
- Pre-match gift presentation
- An additional 20 general admission tickets, issued upon request

FROM £2,000 +VAT





MATCHDAY SPONSORSHIP

ASSOCIATE SPONSORSHIP

- Corporate Hospitality for 10 people,
- Revolving advert on our 80m2 digital screen
- Pre-match gift presentation
- Join the Captains on the pitch for the coin toss.
- An additional 10 general admission tickets, issued upon request

FROM £1200 +VAT

MATCHBALL SPONSORSHIP

- Corporate Hospitality for 4 people
- Revolving advert on our 80m2 digital screen
- Pre-match gift presentation
- An additional 10 general admission tickets, issued upon request

FROM £600 +VAT

KIT SPONSORSHIP

- Television and Live Stream coverage, on average 185,000 people watch each Vitality Blast game in the UK
- In-ground and Live Stream exposure at all home and away matches across the country
- Exposure through the DCCC official kit launch and promotional images, on DCCC official website, social media and within the press.

Mens and Womens Team opportunities available for 2026.



IN-GROUND ADVERTISING

Over 85,000 visitors to The Central Co-op County Ground in 2025, 20,000 non-cricket fans for events, concerts and functions.

FIXED ADVERTISING BOARDS

- Pitch-facing boundary boards
- Elevated pitch-facing boards
- External boards facing the Nuffield Health (Approx.8,000 members), Travelodge (100 rooms), car parks and through-road

From **£2,200 + VAT**





IN-GROUND ADVERTISING

80m2 DIGITAL SCREEN ADVERT

Your 10 second advert will be on a show reel, with a maximum of nine other sponsor adverts.

From **£1,500 + VAT per Season**

MATCHDAY PROGRAMME

Your full-page advert will be seen by over 2,000 Hospitality Guests throughout the season, and by all customers who purchase the programme.

From **£800 + VAT**

PRODUCT PLACEMENT

Matchdays are a perfect opportunity for you to reach out to a captive audience. If you have a product or service to promote, why not bring it into the ground?

DIGITAL ADVERTISING

An average of over 4m social media impressions a month across all channels, with over 75% of content accessed through mobile devices.

SOCIAL MEDIA POSTS:

Live Stream Clips

Company logo to appear on all match footage clips shared on the clubs social media channels

From £2,000 per competition

Interview Sponsorship

Company logo to appear on all Club Interviews shared on the clubs social media channels

From £2,500 per competition

Feed preview



Derbyshire County Cricket Club

Published by Henry Marden · 10 July ·

Brookes is bowled by Samit
Seven overs to go, Rapids are 95-5.



Boost this post to get more reach for Derbyshire County Cricket Club.

Boost

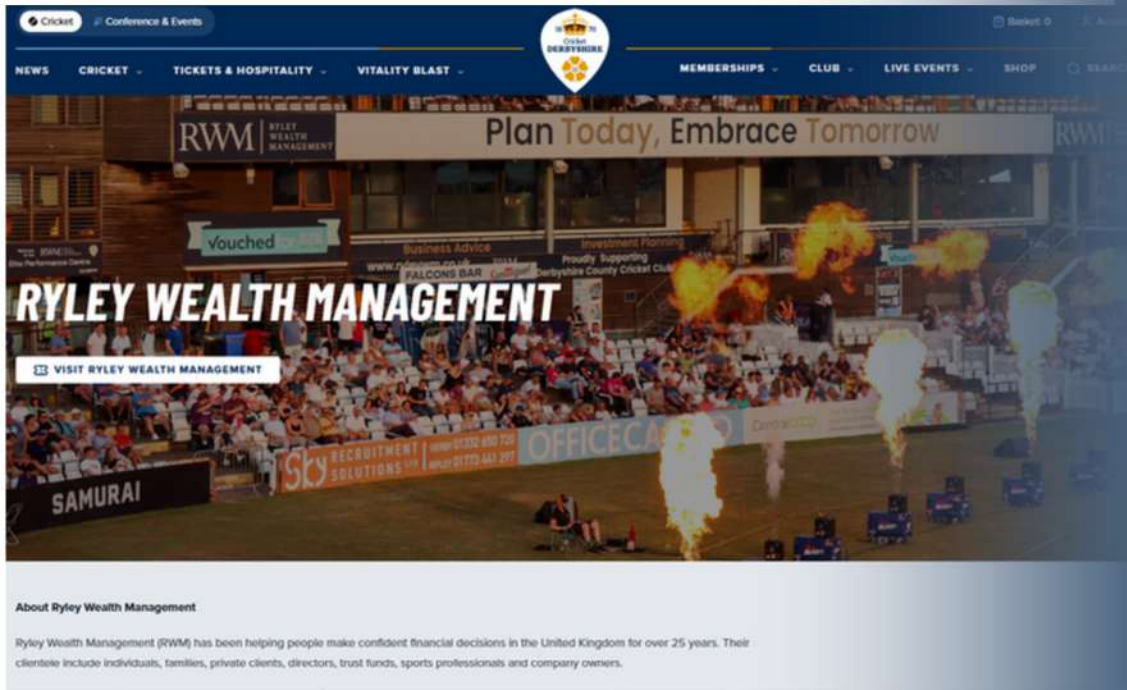
5.4K

5 21

Like

Comment

Share



DIGITAL ADVERTISING

1.2m website views throughout the season, 235k new visitors with an average of three minutes per session visit.

WEBSITE FEATURE ARTICLE

Dedicated news article for your business at derbyshireccc.com with link to your website.
From **£500 + VAT**



E-SHOT ADVERTS

Flexible email campaigns , to include adverts in Club newsletters, or targeted solus campaigns.
From **£250 + VAT**

MATCH CENTRE ADVERTS

Visible to all supporters watching the live match footage at derbyshireccc.com
From **£300 + VAT**



LIVE STREAM ADVERTISING

Average of over 140,000 viewers in 2025's T20 Blast, with over 2.5 million views across the season.

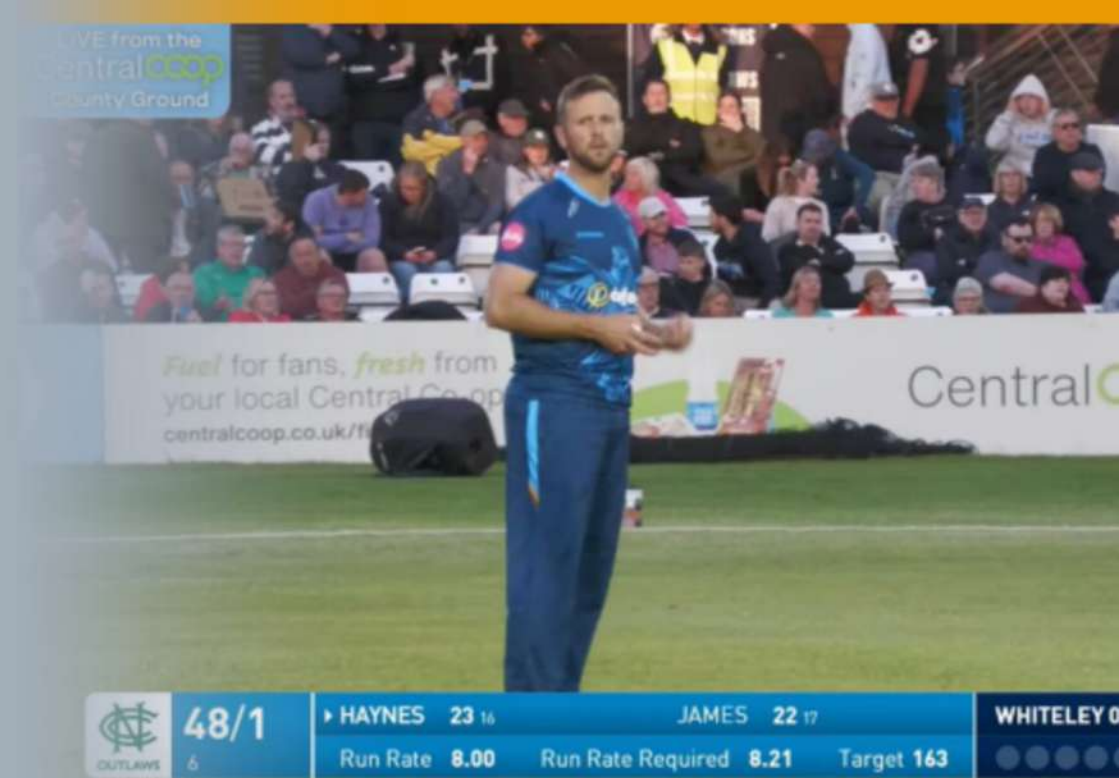
Advertise on the 5th most watched stream, out of the 18 First Class Counties, with a total watch time equating to 362,000 hours.

One of the fastest growing live-streams in cricket with a 134% increase in views (2024 vs 2025)

IN-STREAM ADVERT

A five- ten second intro clip with your logo played once per session and during intervals and a link to company website.

From £1,250 per competition





PLAYER SPONSORSHIP

Your Company logo next to your player on derbyshireccc.com and on player's entrance graphic during all home matches, on our 80m2 Digital Screen.

Live Stream and player's milestone graphics across social media, and a direct link to your company website

A gift from your sponsored player at the end of the season alongside two tickets to the Player of the Year Gala Dinner



MEN'S PLAYER SPONSORSHIP

From **£400 + VAT PER PLAYER**

WOMEN'S PLAYER SPONSORSHIP

From **£250 + VAT PER PLAYER**

CLUB EVENTS

FIREWORKS & FUN FAIR

Derby's biggest fireworks display returns for 2026.

Your Logo to appear on all printed and/or digital promotional material, including flyers and social media.

A 10 second advert on our 80m2 digital screen, shown a minimum of 30 times throughout the night

'Premier Upgrade' hospitality or 'General Admission' tickets for staff, clients, friends, or family

Headline and Associate Sponsorship
From **£3,000 + VAT**

ADVERTISING OPPORTUNITIES

In-Ground Advertisement
From **£300 + VAT**





CLUB EVENTS

ANNUAL GOLF DAY

Play alongside Derbyshire players, coaching staff and local business community.

- Team of Four in our Annual Tournament
- Cooked breakfast before shotgun start.
- Three-course dinner, presentation and charity auction
- Sponsored hole featuring your business branding

From **£400 +VAT Per Team**

PLAYER OF THE YEAR AWARDS

The prestigious event celebrates the Men's and Women's summer's success stories with our players, staff.

- Black Tie Event
- Three Course Dinner
- Awards Presentation

From **£75.00 + VATpp**



T20 GROUP DISCOUNT

5-7 Adults: 10% off

8-19 Adults: 20% off

20+ Adults: 30% off

T20 LOCAL BUSINESS OFFER

£10 Adult Tickets

20+ Adults: Juniors Go FREE!

GROUP TICKET OFFERS

T20 GROUP DISCOUNTS

Organising a staff trip out? Or looking for an outing with your friends and family?

We have exclusive ticket offers for businesses, as well as discounts for all general group bookings.

LOCAL RIVALS COLLIDE

Bespoke offers, available for The East Midlands Derby & Yorkshire at Chesterfield, upon request.

See our fixtures and standard prices online at derbyshireccc.com



CORPORATE AWAY DAYS

Whether you're looking for a team building day with your staff, entertainment for your clients or an office day out: Derbyshire County Cricket Club is the perfect venue for a wide range of corporate activities



CRICKET FACILITIES

Hire indoor nets or book exclusive use of the pitch and changing rooms.



CONFERENCES & TEAM BUILDING

Conference spaces that can hold 20-300 guests



MATCHDAY HOSPITALITY

Watch from the best seats in the house with a 4-course meal, welcome drink and private bar. See 2026 Hospitality Brochure for more details.



CRICKET MEMBERSHIP

CORPORATE MEMBERSHIP

- Entry to all home matchdays
- Access to the Members Lounge & Bar
- Two (2) Transferable Membership cards in the name of your company
- Season long Car Park Pass included for all home matchdays
- Five (5) complimentary Member Guest Day Passes for home matchdays across season (T&Cs apply)

From **£619 inc VAT**



EXECUTIVE CORPORATE MEMBERSHIP

Why not upgrade to an Executive Corporate Membership, with access to the Executive Lounge.

- Complimentary Tea, Coffee and Biscuits
- Six (6) complimentary Executive Member Guest Day Passes
- Invitation to annual Chair's Lunch event in 2026

From **£969 inc VAT**

WE ARE **DERBYSHIRE**

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