

DERBYSHIRE COUNTY CRICKET CLUB

COMMERCIAL BROCHURE 2027

WE ARE DERBYSHIRE

18 70 Cricket 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 **3.1 million online views** in 2026, an increase of **7.5%**.

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: Average of 93,000 viewers for each of our televised fixtures in 2026.

VISIT: Over 90,000 people visit The OurCoop County Ground each year for cricket and non-cricket events.

SOCIAL: Over 355,000 people follow the Club across it's social media channels.

DATABASE: Over 63,000 contacts on the Club's database.

WEBSITE: Over 1.7 million webpage views in 2026.

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

141,000 FOLLOWERS November 2026

41,000 FOLLOWERS November 2026

76,000 FOLLOWERS November 2026

96,000 FOLLOWERS November 2026

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Principal Partner

Our Coop

Official Partners

Absolute Networks · Carlsberg Britvic · dafabet · Derby & Burton Hospitals County · Monarch Security Services · Nelsons · Purpose Media · RWM

Preferred Partners

DCRS · focus group · Howden · Morley Hayes · Office Care Cleaning Evolved · Roberts Travel Group · Ron Brooks · University of Derby · Seat Unique · Sportvision · WDS · yappl

OFFICIAL & PREFERRED 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



1870 BUSINESS CLUB

BUSINESS CLUB BENEFITS

Join our exclusive network of businesses. Gain automatic membership with an annual spend in excess of £2,500 on sponsorship, advertising, events and/or hospitality.

Business Club Benefits:

- Two complimentary places to all 1870 Business Club events (eight events held in 2026).
- 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 for 10 will be a £475 flat rate.

ALSO AVAILABLE ON SELECTED MATCH DAYS







MEMBERS


Absolute Networks
AJS Structural Design
arc
Armsons Barlow
Baron & Grant
bates weston
Brampton
brm
Carfulan
Carlsberg Britvic
Chesterfield Borough Council
Chevin Homes
the conference works
cosy
dafabet
DCRS
Derby & Burton Hospitals Charity
djh
djh tech partners
ECB
East Midlands Chamber
EMBARK Federation
Love Learning, Love Life
focus group
Fredericks
greenhatch group
Handelsbanken
Heatons
HOWDEN
hsg
John Benfield HR Consultancy
iGaming.com
KITLOCKER
MAG East Midlands Airport
Matthew Montague Architects
KingsOffice
MD Marketing Derby
Meldex charity
ODI
MONARCH Security Services
Morley Hayes
NELSONS
Business Law | Personal Law | Investment
new balance
Nuffield Health
OFFICECARE Cleaning Evolved
Our Coop
Owen Taylor
OWZAT CRICKET
[ ] Performalytics
PURPOSE MEDIA.
EST 1995
Ron Brooks
Rothesay
Roberts Travel Group
RWM Kelly Wealth Management
Galloway
SEAT UNIQUE
Sky Recruitment Solutions
Smith Partnership Solicitors
sportsrooms
SPORT VISION
TDP Outdoor Furniture
Treetops Hospice
unite
University of Derby
Walkerpack
WDS
1867 Wheeldon
Workchain
yappl

KEY EVENTS IN 2027

FEBRUARY



INAUGURAL 1870 BUSINESS CLUB QUIZ

MARCH



MARKETING DERBY BREAKFAST

APRIL



CRICKET SEASON BEGINS

MAY



DCCC ANNUAL GOLF DAY



T20 BLAST-OFF

JUNE



BRM CHESTERFIELD FESTIVAL

JULY



ENGLAND LIONS AUSTRALIA A

AUGUST



ONE-DAY CUP AT REPTON AND CHESTERFIELD

SEPTEMBER



END OF SEASON PLAYER OF THE YEAR GALA DINNER

OCTOBER



ANNUAL DIWALI CELEBRATION

NOVEMBER



FIREWORKS EVENT

DECEMBER



CHAIR'S CHRISTMAS CANAPES

MATCHDAY SPONSORSHIP

MATCH SPONSOR

- Corporate Hospitality for 20 people
- Revolving advert on our 80 and 59m^2 digital screens
- 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 80 and 59m^2 digital screens
- 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 80 and 59m^2 digital screens
- 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 190,000 people watch each T20 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.

Men's and Women's Team opportunities available for 2027.

IN-GROUND ADVERTISING

Over 90,000 visitors to The OurCoop County Ground in 2026, including 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

LIMITED AVAILABILITY

DIGITAL SCREEN ADVERTISING

Your 10 second advert will be on a show reel with a maximum of nine other sponsor adverts on our 80 & 59m^2 big screens.

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 **£500 + 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?

From **£350 + VAT**

DIGITAL ADVERTISING

An average of over 4.5m 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

#WeAreDerbyshire



Derbyshire CCC @DerbyshireCCC · Jul 1

MONTY MADSEN COMBO!







DIGITAL ADVERTISING

1.7m website views throughout the season, 250k 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 that include adverts as part of wider Club messaging to a database of all 1870 Business Club members.
From **£250 + VAT**

WOMEN'S DIGITAL PARTNER

A new opportunity to become the face of all things Women's cricket in 2027.

Benefits include: Logo on Women's match centre, feature article on the Club website, Player Sponsorship of your choice.

From **£1,000 + VAT**

LIVE STREAM ADVERTISING

Average of over 135,000 viewers per game in 2026's T20 Blast, with over 2.5 million views across the season.

Advertise on the 5th most watched Blast 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 135% increase in views (2025 vs 2026)

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



Derbyshire Falcons vs Lancashire Lightning



LIVE CRICKET | Derbyshire Falcons vs Lancashire Lightning





PLAYER SPONSORSHIP

Your Company logo next to your player on derbyshireccc.com and on player's entrance graphic during all home matches, on our 80m^2 Digital Screen and live stream.

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 complimentary tickets to the Player of the Year Gala Dinner.

MEN'S PLAYER SPONSORSHIP

From **£400 + VAT PER PLAYER**

Available players: Amrit Basra, Zak Chappell, Nick Potts.

WOMEN'S PLAYER SPONSORSHIP

From **£250 + VAT PER PLAYER**

Available players: Emily Hughes, Aamna Khan, Malisha Tennakoon, Lauren Kenvyn, Gemma Rose, Matilda Atherton-Gater.

CLUB EVENTS

FIREWORKS & FUN FAIR

Derby's biggest fireworks display returns for 2027.

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

A ten second advert on our 80 and 59m^2 digital screens, shown among a maximum of nine other external messages.

'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 **£350 + 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 and sponsors.

· Black Tie Event
· Three Course Dinner
· Awards Presentation

From **£80 + VATpp**



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 and fixtures at Repton School 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 2027 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 **£649 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 2027.

From **£989 inc VAT**



Jimmy Drew
Head of Commercial Partnerships
Jimmy.Drew@derbyshireccc.com
Tel: 07896 853027

Ewan Godfrey
Commercial Executive
Ewan.Godfrey@derbyshireccc.com
Tel: 07970 308435

Joseph Smith
Commercial Sales Executive
Joseph.smith@derbyshireccc.com
Tel: 07484 542185

WE ARE **DERBYSHIRE**

commercial@derbyshireccc.com
Tel: 01332 388121

Derbyshire County Cricket Club
The OurCoop County Ground
Derby, DE21 6DA