

# OXFORD DOWNS CRICKET CLUB



## SPONSORSHIP BROCHURE

SEASON 2026

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# A Vibrant Inclusive Club

Welcome to Oxford Downs Cricket Club, the leading cricket club in Oxfordshire. Whilst competitive cricket is important to us, we are equally proud of how we have developed into being an important social and sports hub for West Oxfordshire. This comes from our roots that stretch back over 100 years to its founding in 1923. The club was formed by two farming families as a place for people to gather and enjoy playing and watching cricket. From relatively humble beginnings the “Strollers” have now grown into being one of the largest and most competitive clubs in the Thames Valley region whilst still being a volunteer led organisation.

This season, our First Team finished second in the Home Counties Premier League making them the highest ranked team in Oxfordshire. The HCPL is the highest level of amateur cricket, and this represents a massive achievement for the club. We are incredibly proud of this given that the ethos of the club is to develop the majority of the first team players from our home-grown youth pathway. The club is much bigger though than just the first team as we also have three other teams representing the club in the Cherwell League on Saturdays, a lively Sunday team (the soul of the club that reflects its origins) and a vibrant youth section comprising of All Stars, U9, U11, U13, U15 and U19s.

Cricket week is an annual tradition that is very special. We play friendlies against wandering teams from all over the country every day and there are the most amazing lunches and teas. Regarding teas, ITV's Mark Pougatch has proudly declared that Oxford Downs teas are the best in Oxfordshire!!!!

The latest growth area of the club has been the explosion of interest in Womens Cricket. Whilst the club had the “Pink Sheep” team for 10 or so years, in the last two years we have taken this to another level. From humble beginnings playing soft ball friendlies with a glass of wine, last year our Womens team embarked on their first season of 11 a side hard ball cricket and won the league and were promoted undefeated.

All of the above requires facilities and coaching staff so that adults and youth players alike enjoy their cricket and can achieve their potential.

The club isn't just important to the area during the cricket season in the summer, it is still extremely busy throughout the autumn and winter with family friendly events and has become the place to be for friends to gather and watch live sport events such as Rugby and Football in the clubhouse. Also, our Annual Beer Festival is now in its 4<sup>th</sup> year and draws in people more and more people from all over Oxfordshire in late September/early October.

In the modern era it is becoming increasingly harder to fund club cricket through membership subscription and bar takings alone and therefore our sponsors are crucial for us to not only maintain our facilities and standards, but to expand and develop them further to ensure we grow and prosper for the benefit of the community.

Thank you for taking the time to read this brochure and should the additional information in the pack raise any questions, please do not hesitate to contact us.



WHO WE ARE

# A Proud History

- Earliest record of cricket in Standlake in 1869
- ODCC Established 1923
- Entered competitive League Cricket in 1994
- 2002 fire burns down the clubhouse
- A third team entered the league in 2004
- The club reach the Semi Finals of the National Village Knock Out Cup in 2007
- New pavilion & facilities open in 2008
- First Team win promotion to HCPL Division 2 in 2018
- Fourth team enters the league in 2021
- Womens Team win promotion to HCPL Division 2 in 2025



CLUB HISTORY

# Giving Sponsors Exposure...

- ✓ Club Footfall up 31%, 2022-2025
- ✓ Club Merchandise sales (much of it sponsor branded) topped £6,000 in 2024
- ✓ Record number of members, 620 in 2025
- ✓ Instagram followers reach 1,468 in 2025, 2<sup>nd</sup> highest in HCPL
- ✓ 175,000 Instagram views, 1,200 interactions in just ONE month (August 2025)
- ✓ More YouTube Subscribers than the rest of the HCPL combined in 2025
- ✓ Live Stream views of games regularly surpass 1,000 views, per game!
- ✓ Post match highlights package regularly receive 800 views!
- ✓ The ONLY YouTube Live stream WITH commentary in HCPL
- ✓ YOUR LOGO could be there!!!



GROWING YEAR ON YEAR

# Playing Shirt Sponsor (Front)



## Overview :

Your logo would be on the front of all club playing shirts (Adult AND Youth) giving you the huge visibility and exposure to our members, parents and junior. It will also feature prominently and be tagged in all team sheets and on social media posts and broadcasts

## Benefits :

- Being associated with Oxfordshire's highest ranked cricket club
- The Club's most visible Premier Sponsor. Members young and old are a walking advert for your business.
- Exposure as lead sponsor on the club's new website
- Multiple boundary banners on the outfield
- Logo featured and tagged on all team sheets on social media
- Your Logo featured on the reverse of the Welcome sign by the clubhouse ensuring people see it as they leave the pavilion and they use our practice nets.
- Use of the clubhouse for team meetings (Dates TBC)

**NOW TAKEN**

SPONSORSHIP

# Playing Shirt Sponsor (Sleeve, Back)

## Overview :

Your logo would be on the sleeve or back of all club playing shirts (Adult AND Youth) giving you the huge visibility and exposure to our members, parents and juniors. It will also feature prominently and be tagged in all team sheets and on social media posts and broadcasts.

## Benefits :

- Being associated with Oxfordshire's highest ranked cricket club
- One of the Club's most visible sponsors as your logo will be on all new club playing shirts and jumpers. Members young and old are a walking advert for your business.
- Exposure as a leading sponsor on the club's new website
- 2 boundary banners on the outfield
- Logo featured and tagged on all team sheets on social media



~~NO LONGER AVAILABLE Price Per Sleeve : £1,000 per year (min 3 year term)~~

~~NO LONGER AVAILABLE Price for Back : £2,000 per year (min 3 year term)~~

SPONSORSHIP

# Live Stream Sponsor

## Overview :

Your chance to be the headline sponsor of our growing YouTube Channel feed. Oxford Downs has more YouTube subscribers than the rest of the Home Counties Premier League Division 1 clubs combined!!!!

The ONLY YouTube Live stream WITH commentary in HCPL.

## Benefits :

- Being associated with Oxfordshire's highest ranked cricket club
- Featured prominently as our lead sponsor on our YouTube channel with your brand being highly visible during our live stream and recorded highlights
- Gaining access to the 1,000 viewers we have of our live games and over 800 viewers of our highlight's packages
- Sponsorship signage on the "Bear Pit" (our on-site broadcast studio)
- "The Best Live Stream in the Country" Premier League Podcast, 2025
- Logo featured and tagged on all team sheets on social media
- Exposure as a sponsor on our new website

Price : £1,500 per year



SPONSORSHIP

# Scoreboard Sponsor

## Overview :

Naturally, nowhere gets more eyes at the ground than our scoreboard, whether it's a senior game, a junior game or people just taking a lap. It really is a focal point of the ground that people constantly look at. It's the perfect space to get exposure!!

## Benefits :

- Being associated with Oxfordshire's highest ranked cricket club
- Being one of the Club's most visible sponsors as your logo will be seen by spectators at the ground and on our YouTube stream
- Exposure as a sponsor on the club's new website
- An additional boundary banner on the outfield
- Logo featured and tagged on all team sheets on social media

~~Price : £1,000 per year~~



SPONSORSHIP

# Scorers Hut Sponsor



## Overview :

One of the prize locations at the cricket club. Located by the pavilion and close to the home changing room, its one of the most visible spots at the ground with people constantly walking past.

## Benefits :

- Being associated with Oxfordshire's highest ranked cricket club
- One of the Club's most visible sponsors as your logo will be seen by spectators and on our YouTube stream
- Exposure as a sponsor on the club's new website
- An additional boundary banner on the outfield
- Logo featured and tagged on all team sheets on social media

~~Price : £750 per year~~

SPONSORSHIP

# Covers Sponsor



## Overview :

Whether the sun is shining or if the rain is pouring down then our covers are one of the most visible sights at the ground. They are crucial in enabling us to get games going at the club and if you aren't pushing them on or off, then you will be walking past them or leaning against them whilst having a chat and a beer with a friend.

## Benefits :

- Being associated with Oxfordshire's highest ranked cricket club
- One of the Club's most visible sponsors as your logo will be seen by spectators and on our YouTube stream
- Exposure as a sponsor on the club's new website
- An additional boundary banner on the outfield
- Logo featured and tagged on all team sheets on social media

Price : £2,000 per year (min 3 year term)

SPONSORSHIP

# Boundary Banner Sponsor



## Overview :

The banners we have displayed around our boundary are larger than most clubs in the Thames Valley region. These colourful banners are 1m x 3m!!! And despite the distance to the pavilion, these are still highly visible to spectators and those who are wandering around the ground on a lap of the outfield

## Benefits :

- Being associated with Oxfordshire's highest ranked cricket club
- One of the Club's most visible sponsors as your logo will be seen by spectators and online followers during games and all season long
- Exposure as a sponsor on the club's new website
- Unlike other clubs, the price includes the production of the banner and any replacements due to wind damage

Price : £250 per year

SPONSORSHIP

# Player Sponsorship

**LINE UP**

**START TIME - 11AM**  
**LOCATION - HOME**  
**HOME COUNTIES PL**

**W WATTS**  
**SMITH**  
**SANDBACH**  
**CROUCH**  
**DELPORT**  
**COSTLEY**  
**WARNER**  
**G WATTS**  
**ARMSTRONG**  
**BROCK**  
**A LIST**

**VS HIGH WYCOMBE**

**HCPCL**  
Home Counties  
Home Counties League

**wellers**  
business oxygen

**KEYSTONE LAW**

Egg Free  
**Cake Box**  
HANDMADE HAPPINESS

**James French.com**  
specialist 4x4 centre limited

**WITNEY LAKES**  
BY THE CLUB COMPANY

## Overview :

Sponsoring a player at ODCC is a great way to support individuals and the club whilst at the same time gaining exposure for your organisation. You'll be directly contributing to the development of local talent and the success of the cricket club as a whole.

## Benefits :

- Being associated with Oxfordshire's highest ranked cricket club
- Your logo being featured and tagged on all team sheets (when the player plays) on social media
- Exposure as a sponsor on the club's new website

Price : £250 per year

SPONSORSHIP

# We would be delighted if you can support us



COMMUNITY CLUB



OXFORD DOWNS  
CRICKET CLUB

Established 1923

Thank you!

Paul Fowler

Sponsorship & Grounds, ODCC

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OXFORD DOWNS

# Social Media Comparison



## HCPL

High Wycombe 201

Oxford Downs 717

Finchampstead 61

Aston Rowant 54

Banbury 94

Henley 59

Great Brickhill 155

Harefield (no channel)

Wargrave 53

Stoke Green 153

## Other Oxon Clubs

Horspath 670

Thame 33

Oxford 185

Witney Mills (no channel))

## HCPL

High Wycombe 1544

Oxford Downs 1468

Finchampstead 1224

Aston Rowant 1154

Banbury 1057

Henley 907

Great Brickhill 952

Harefield 1185

(R)Wargrave 1852

(R)Stoke Green 1730

## Other Oxon Clubs

Horspath 379

Thame 491

Oxford 1157

Witney Mills 1515

**Professional dashboard** 8 Aug-6 Sep

**Insights**

**Your post is high performing**  
112 accounts engaged with this post, more than your other posts.

**Views** ↗ 175.5K >

**Interactions** ↗ 1.2K >

**New followers** ↗ 42 >

**Content you shared** 271 >

