



# Sponsorship Opportunities

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# History

Church of Ireland Young Men's Society, CIYMS, has its origins in a basement beside City Hall where it started life as a soup kitchen providing meals for Belfast's poor. We moved out to our current site at Belmont after a benefactor bought the land for sports pitches and to provide opportunities for people to get into sport.

As the name suggests the initial focus was on young men from the Church of Ireland, but we are now a proud inclusive club of members across all faiths and genders.

We the Cricket Club are just one section amongst many with Rugby, Hockey, Tennis, Squash, Bridge, Badminton and amateur dramatics all proudly operating under the CIYMS banner, contributing to a thriving social scene around the club and in our bar.

Throughout our history we have had a great focus on family, community and providing opportunities for everyone to get involved in the great game of Cricket.

## Why sponsor CIYMS CC?

Boasting 5 Senior Mens teams, a midweek team and 9 Junior teams for boys and girls CIYMS CC is one of the biggest cricket clubs in Northern Ireland.

We field junior teams at Under 19, 17, 15, 13 and 11 age groups and have a dedicated Girls team at Under 13 level. We also have a Kwik Cricket section for primary aged children with over 250 members at this level alone, and representation from primary schools across Belfast and North Down.

In total our membership across all sections runs to nearly 500, with a strong family orientated culture

We are a cross community club, an inclusive club, and firmly believe that cricket is a game for all.

Our facilities are used by both the Northern Cricket Union and Cricket Ireland for representative fixtures, training and hosting touring International teams.

We share our facilities with a rugby club, 2 hockey clubs, tennis, bowls, a drama society gym members, bridge players and countless social members of our Society bar.



# Recent Successes

2019 was clubs most successful year in our history. Our First XI swept all before them winning 4 out of the 5 Competitions they compete in. In the fifth they were agonisingly beaten from the last ball of the semi-final. In the same year our Third XI and Fourth XI both won their leagues and our Fifth XI won their cup competition.

In 2021 our First XI made it three wins in a row in the NCU Challenge Cup and our Under 15s were beaten finalists in the Graham Cup.



*Challenge cup winners 2021*



*Fifth XI cup winners 2019*

# Higher Honours

As a club we take great delight in the achievements of our own going on to register higher honours at representative and international level. Currently we have 6 Ireland Internationals in our ranks, with more having represented Ireland A and Ireland Under 19s.

We have a number of players who are regulars at the interprovincial level.



*Mark Adair roars at Lords*

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*James Cameron-Dow winds up vs Afghanistan*

# Match Sponsorship

## Single match sponsor

Match sponsorship is a great way to enjoy all that Belmont has to offer, with high quality cricket and surroundings. Match sponsors will be free to avail of the warm welcome & exceptional service in the bar and enjoy views of the game from the balcony or around the ground.

This package includes:

- recognition as match sponsor on social media, pre-match fixture announcement & teamsheets and the Club's website
- Company Logo on the pre-match fixture announcement & team-sheet
- invitation to the match being sponsored
- lunch during the innings break
- Selection and Presentation of the Player of the Match award
- Opportunity to meet the players post-game

Sponsorship of Cup Finals would be charged at a higher rate than other single match options

## Match Ball Sponsor

Sponsoring the match ball used by the First XI, enabling the club to provide elite equipment

This package includes:

- recognition as the Ball sponsor recognition as match sponsor on social media, pre-match fixture announcement & team-sheet and the Club's website
- invitation to the match
- lunch during the innings break
- picture with the Captain & Match Ball

## Competition Sponsor

Packages are available for those who want to sponsor more than just a single match, but rather an entire First XI competition campaign. These are:

- Irish Senior Cup
- NCU Challenge Cup
- NCU T20 Cup
- NCU Premier League

\*All Ireland T20 Cup is also a possibility for sponsorship, however qualification for this is dependent on winning the NCU T20 Cup

# Around The Ground

## Pitch Side Advertisement Board

The ideal way to highlight your brand, advert or logo at one of the best cricket grounds in Ireland

A year-round advertisement board at the side of the pitch  
Sold on a minimum of a 3-year deal (Artwork to be supplied to specification)

Year 1 includes the cost of production of the board  
Years 2 & 3 costs are solely sponsorship

## Scoreboard

Exclusive advertisement around the scoreboard, including your advert, company name or logo.

With so many aspects to the game the Scoreboard is referred to more in cricket than other local sports

This is based on a three-year deal.  
(Artwork to be supplied to specification)

Pictured below is the scoreboard and examples of pitch side advertisement boards





## Covers

A crucial piece of equipment in the preparation of the best pitch, domed rain covers allow the pitch to dry out and harden up for the ball to bounce evenly and true.

These are a visible piece of equipment at any cricket ground and given our climate are readily noticed

Exclusive advertisement of your company logo on the covers, such as that pictured below

Sold on a multi-year contract only (Artwork to be supplied to specification)



For costs of these options and more information can be obtained via our dedicated sponsorship team (see Contact Details)

# Senior Cricket

## Club Kit sponsorship

A profile boosting opportunity to get your brand out there to the local community. Our teams play across Ulster and Ireland gaining both local and national recognition through press and social media, as well as being fervently supported by loyal fans and members.

Have your company Logo emblazoned on our club's kit for all to see

## Kit Options:

- Back (1 available)
- Sleeve (2 available)
- Cap/Hat (1 available)

## Senior Teams

The opportunity to sponsor a senior team, helping with running costs of the team, and all of the press & online coverage that comes with it

## Includes:

- Invitation to any finals the sponsored team qualifies for
- Your company name included in any announcements about the sponsored teams fixtures and results (eg CIYMS 3rds have reached the Cup Final, thank you to their sponsor YOUR NAME for their support this season)

Team packages can be sold on a single year basis, or longer term contracts. Please enquire about which teams are available

## Website Advertising

Promote your brand on our club's website with your company logo and a direct link through to your own website



# Youth Programmes

## Kwik Cricket

Our largest youth programme, sponsorship of Kwik Cricket is a superb opportunity for your brand to reach far and wide into the family market.

Kwik Cricket is a 10 week programme for primary aged children, both boys and girls, with the focus on fun. We have upwards of 250 kids signed up annually.

Sponsorship enables us to provide the very best in coaching and equipment for the community in a fun and safe environment

## Summer Camps

Cricket camps run throughout the summer holidays to keep boys and girls active, making friends and enjoying the challenges of sport whilst out of school term. We provide coaching and fun in the summer sun.

## Winter Academy

This academy is for the best and brightest CIYMS youngsters and provides them with dedicated small group coaching throughout the winter aiming to push them to be the best cricketers they can be. The ideal sponsorship opportunity for someone with a passion for elite development

These packages all includes:

- Recognition on the club's website, social media, newsletter of your Name/Brand/Logo as named sponsor of Kwik Cricket
- Pitch Side Advertisement Board for the duration of sponsorship (Artwork to be supplied to specification)
- Invitation for 2 to the Club's Annual Awards dinner
- Your company logo on the club's website, with direct link to your own website
- Your company logo included in the club's newsletter
- Company offers advertised to members

All sold on a minimum 3 year deal basis

## Youth Teams

The opportunity to sponsor a team at youth level, where your sponsorship will go towards the running costs of the team, predominantly coaching, match balls & training equipment.

Includes:

- Invitation to any finals the sponsored team qualifies for
- Your company name included in any announcements about the sponsored teams fixtures and results (eg U15s have reached the Cup Final, thank you to their sponsor YOUR NAME for their support this season)

Team packages can be sold on a single year basis, or longer term contracts. Please enquire about which teams are available

# The Belmont Package

The perfect package for you to enjoy the very best of CIYMS CC and develop a deep and lasting connection with the club and its members. This option allows you to maximise potential promotion, feel a part of our culture while getting great value for your sponsorship

Included is:

- CIYMS Society Tie
- Company logo on the Club's website, with direct link to your own website
- Company logo included in Club's newsletter
- Company offers advertised to all members
- Pitch side advertisement board for 3 years
- Match & Ball sponsorship for a game of your choice
- Table of 6 at Club's Annual Awards Dinner
- 2 tickets to a home Ireland cricket international

Package costs and more information can be obtained via our dedicated sponsorship team (see Contact Details)

## Contact Details

To discuss opportunities, register your interest with CIYMS CC or for more information please contact us, our fundraisers are:

David Brown

Naomi Braithwaite

## Michael Burns

Email: [fundraising.ciymssc@gmail.com](mailto:fundraising.ciymssc@gmail.com)

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Facebook: [www.facebook.com/ciymssc](http://www.facebook.com/ciymssc)

Twitter: [www.twitter.com/ciymssc](https://www.twitter.com/ciymssc)

Instagram: [www.instagram.com/ciymssc](https://www.instagram.com/ciymssc)

Linktree: [www.linktr.ee/ciymssc](http://www.linktr.ee/ciymssc)

