

**COMMERCIAL
BROCHURE**



AS A CLUB WE STAND,
STEADFAST,
PROUD.

BEACONS FOR THIS REGION,
MODEST YET LOUD.



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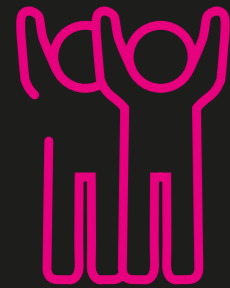
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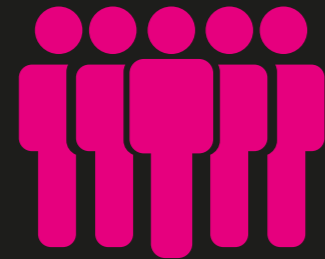
WHY CRICKET?

In an era where sports sponsorship is evolving faster than ever, cricket stands out as a powerhouse of opportunity for brands seeking authentic engagement and measurable returns. With global viewership surging - driven by new formats attracting diverse audiences - investing in cricket in 2026 means tapping into a passionate fan base that spans generations and geographies.

A SPORT FOR EVERYONE



Cricket as a sport is constantly innovating to attract new audiences. Additionally SCCC works hard to give everyone an opportunity. **45%** of the Pathway players come from state schools.



20.3 MILLION FANS

In England & Wales

As a long-format sport, the audience dwell time is significant, affording greater brand visibility and recall.

DWELL TIME



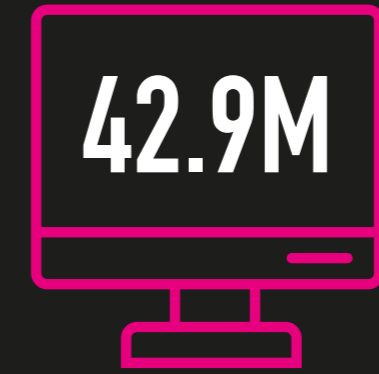
OCCUPANCY

2ND BIGGEST



Cricket has the 2nd most fans of any sport globally with 2.5 billion

GLOBAL SPORT



SEARCHES

Cricket has strong global appeal, generating 42.9 million online searches in September 2025 alone



AN INNOVATION PLAYGROUND

2ND BIGGEST

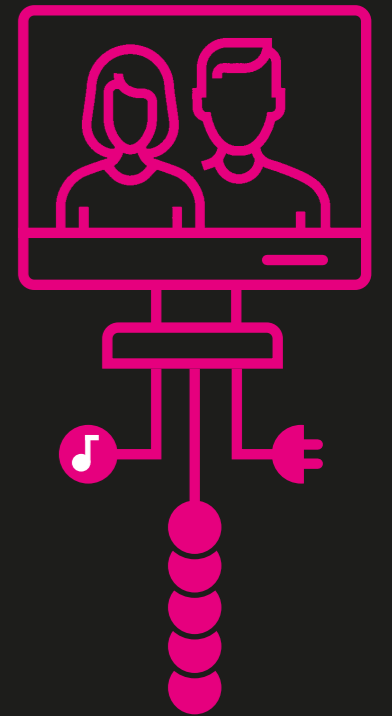


SPORT IN THE UK




Cricket fans are proven to be avid sports fans, following an average of 8.8 sports (more than any other sport).

Avid sports fans tend to be younger, wealthier, early adopters of tech and culturally plugged in.

Sports share of total media consumption raised from 6% in 2008 to 10% in 2025.



COUNTY CRICKET FORMATS

FORMAT	 ROTHESAY COUNTY CHAMPIONSHIP	 T20		 ONE DAY CUP	
	COUNTY CHAMPIONSHIP	MEN	WOMEN	MEN	WOMEN
KIT COLOUR	WHITES	COLOURED KIT	COLOURED KIT	COLOURED KIT	COLOURED KIT
DURATION	4 DAYS	3 HOURS	3 HOURS	1 DAY	1 DAY
TIMINGS	11AM - 6PM	6.30PM - 9.30PM	2.30-5.30PM 6.30PM - 9.30PM	11AM - 6PM	11AM - 6PM
AV. ATTENDANCE	2,500	8,000	1,500	5,000	1,000
AUDIENCE TYPE	<ul style="list-style-type: none"> •CRICKET PURISTS •MATURE 	<ul style="list-style-type: none"> •CRICKET SOCIALS •YOUNG PROFESSIONALS •FAMILIES 		FAMILIES	
COMP. DURATION	APRIL - SEPTEMBER	MAY - JULY		AUGUST	APRIL SEPTEMBER





WHY SCCC?

- S** VITALITY BLAST CHAMPIONS 2023 & 2025 – 5 CONSECUTIVE FINALS DAYS
- O** LONGEST REIGNING DIVISION ONE COUNTY CHAMPIONSHIP SIDE
- M** 2ND MOST FOLLOWED CRICKET CLUB IN THE WORLD ON SOCIAL MEDIA (EXCLUDING IPL)
- E** LARGEST SOCIAL MEDIA REACH OF ANY SPORTS CLUB IN THE SOUTH WEST
- R** REPUTATION FOR DEVELOPING AND NURTURING HOME-GROWN TALENT
- S** COUNTY WITH THE FOURTH LARGEST CATCHMENT AREA
- E** 150 YEARS OF HISTORY
- T** ‘MOST ENGAGED’ ONLINE FAN BASE IN UK SPORT*
- BOLD PLANS FOR THE FUTURE
- C** A REPUTATION FOR DIGITAL INNOVATION
- C** HOME OF WOMEN’S CRICKET
- C** ICC CRICKET WORLD CUP VENUE – 3 MATCHES
- REPUTATION FOR DELIVERING EXCEPTIONAL ROI FOR COMMERCIAL PARTNERS

* <https://wisden.com/stories/archive/news/somerset-uk-social-media-sports>

**SOMERSET IS MORE THAN A CRICKET CLUB.
FOR GENERATIONS, IT HAS BEEN PART OF THE
FABRIC OF THE SOUTH WEST
A PLACE WHERE COMMUNITIES GATHER,
WHERE MEMORIES ARE MADE, AND WHERE
PRIDE IN OUR REGION IS WORN ON THE
SLEEVE. CRICKET HERE MEANS SOMETHING
DEEPER. IT CONNECTS PEOPLE.**



That connection is why we exist. Our purpose is to inspire the South West through cricket. And as the game continues to evolve at pace, so must we.

Today, success in modern sport is no longer defined by what happens between the boundary ropes alone. The clubs that win consistently are those that perform in every part of their organisation - culturally, commercially and operationally. If we want our teams to compete for trophies year after year, the business that supports them has to be just as ambitious and just as high performing.

That belief sits at the heart of our strategy.

We are building an environment where talented people can thrive, where our women's and men's pathways are equally strong, and where every player, member, partner and supporter feels part of something special. At the same time, we

are transforming our ground into a year-round destination - a place that hosts not only elite cricket, but events, experiences and moments that bring new audiences through our gates and broaden our reach across the region and beyond. And underpinning it all is a clear focus on building a resilient, innovative business that generates the resources to continually reinvest back into the game.

The outcome is simple: the stronger we are off the field, the stronger we become on it.

For our partners, that transformation creates real opportunity.

This is not just a branding platform or a matchday presence. It is the chance to align with a club that sits at the heart of its community while expanding its national profile; to connect with deeply loyal audiences through year-round experiences; and to

grow alongside an organisation that is actively investing, innovating and moving forward with intent.

We are not looking for sponsors in the traditional sense. We are seeking ambitious partners who want to build with us - organisations who see the value in shared success, in meaningful connection, and in being part of a story that stretches far beyond the boundary.

This is an exciting chapter for Somerset. One built on purpose, performance and possibility.

We would love you to be part of it.

Jamie Cox - Chief Executive Officer



- We treat people well
- We are on this journey together
- We innovate to succeed
- We are proactive and deliver



SHRUBSOLE

HOSTING THE WORLD'S BEST

BOTHAM

GAYLE



THE SCOTTHICK

FOR 150 YEARS

RICHARDS

KNIGHT

TEAM HONOURS BOARD

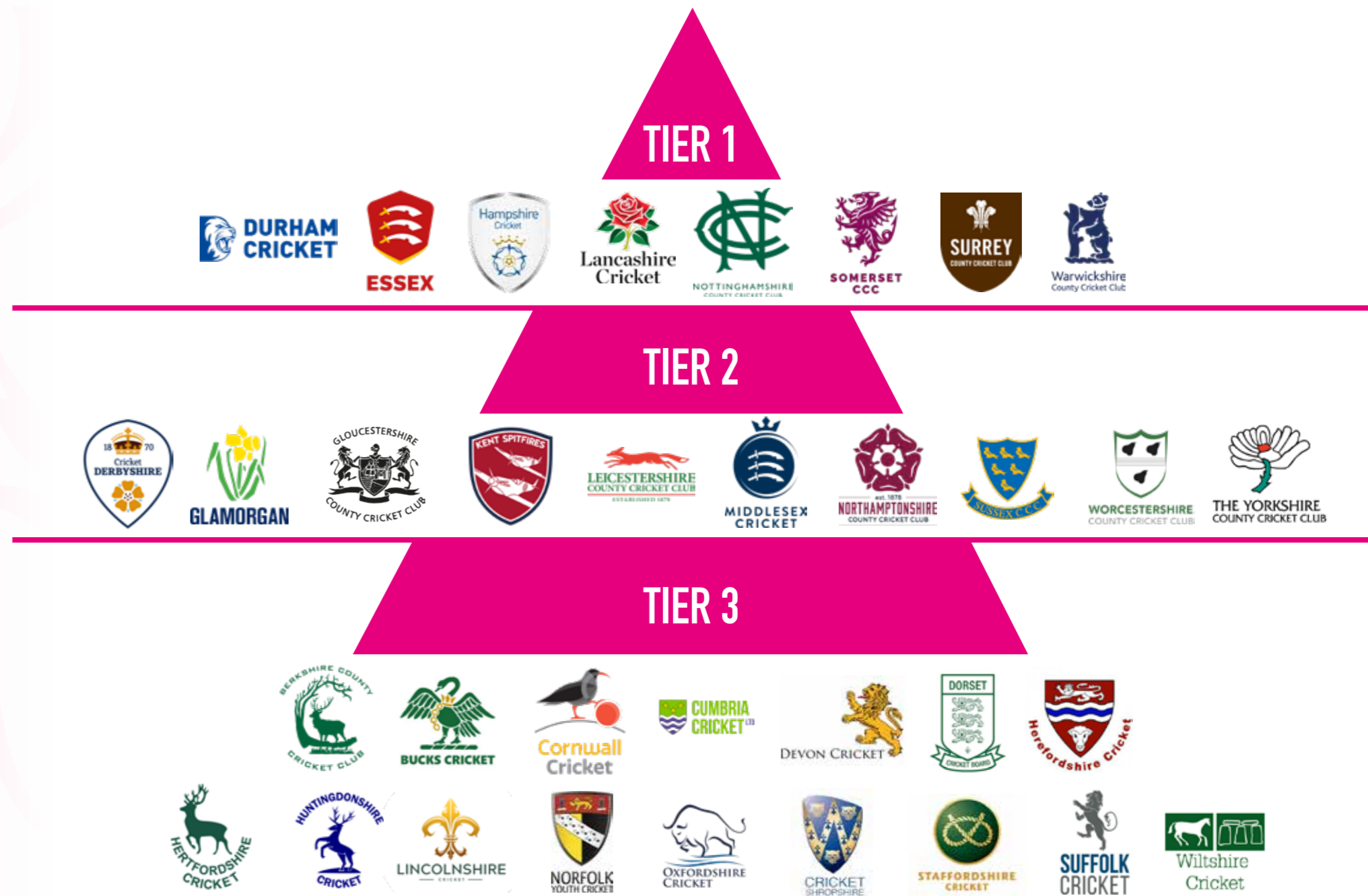
- 🏆 1979: GILLETTE CUP WINNERS
- 🏆 1979: JOHN PLAYER LEAGUE WINNERS
- 🏆 1981: BENSON & HEDGES CUP WINNERS
- 🏆 1982: BENSON & HEDGES CUP WINNERS
- 🏆 1983: NATWEST TROPHY WINNERS
- 🏆 2001: CHELTENHAM & GLOUCESTER TROPHY WINNERS
- 🏆 2005: TWENTY20 CUP WINNERS
- 🏆 2007: COUNTY CHAMPIONSHIP DIVISION TWO WINNERS
- 🏆 2017: WESTERN STORM KSL CHAMPIONS
- 🏆 2019: ROYAL LONDON ONE-DAY CUP WINNERS

- 🏆 2019: WESTERN STORM KSL CHAMPIONS
- 🏆 2020: BOB WILLIS TROPHY FINALISTS
- 🏆 2021: T20 FINALISTS
- 🏆 2022: T20 SEMI-FINALISTS
- 🏆 2023: T20 CHAMPIONS
- 🏆 2024: ODC FINALISTS
- 🏆 2024: T20 FINALISTS
- 🏆 2025: ODC SEMI-FINALISTS
- 🏆 2025: T20 CHAMPIONS



AT THE TOP TABLE OF WOMEN'S CRICKET

SOMERSET HAVE BEEN SELECTED AS ONE OF ONLY EIGHT NEW TIER 1 TEAMS FROM 2025 ONWARDS



JOS BUTTLER 2019



MADRID IN

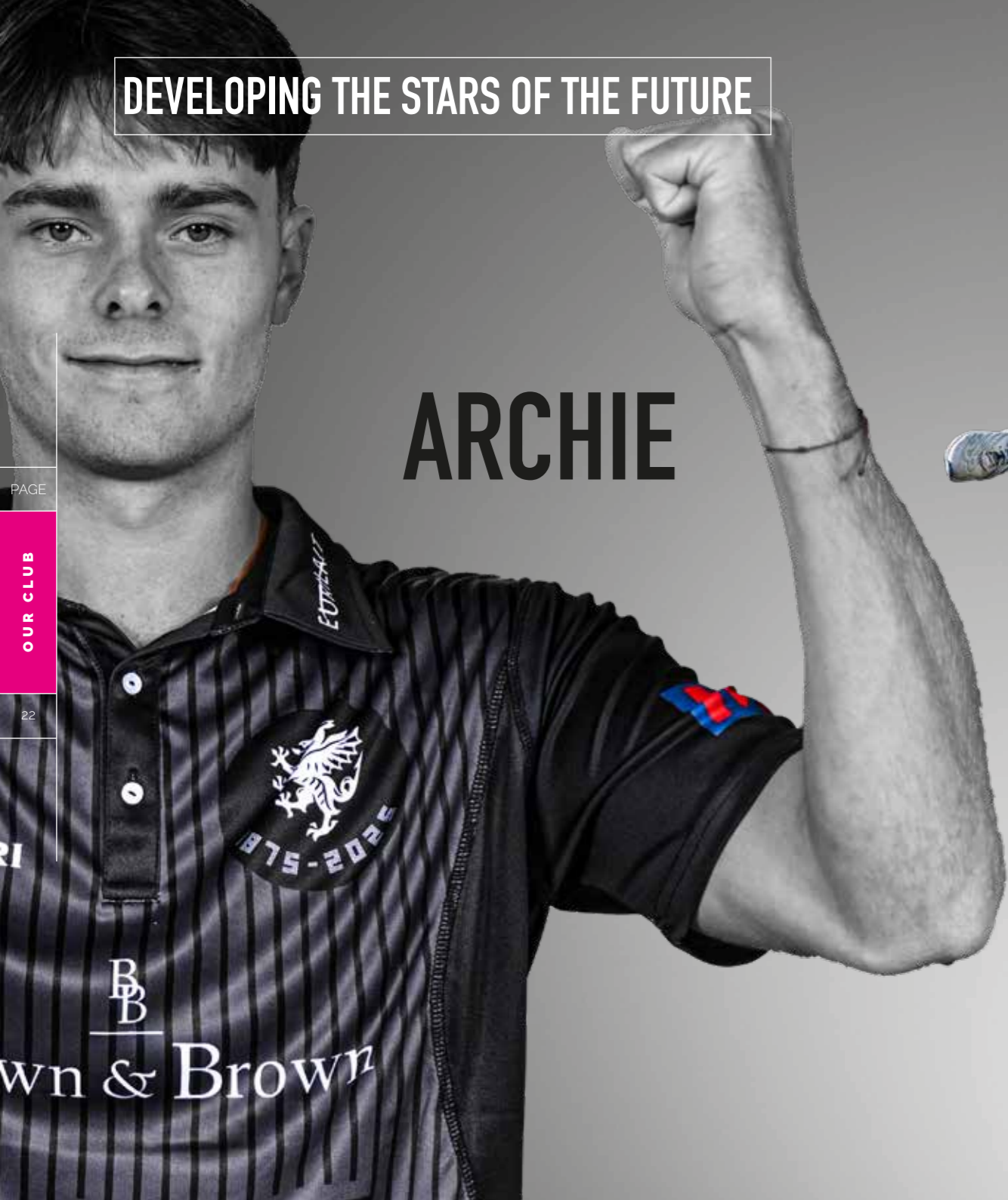
SOMERSET



ANYA SHRUBSOLE 2017

DEVELOPING THE STARS OF THE FUTURE

ARCHIE



VAUGHAN

THOMAS



JAMES



REW

PATHWAY IN NUMBERS

FIVE PLAYERS SIGNED FROM OUR BOYS AND GIRLS ACADEMY INTO PROFESSIONAL SQUADS IN 2025

3

THREE PLAYERS SELECTED IN ENGLAND UNDER 19'S SQUAD

8

8 IN SUPER 4'S (U17'S)

4

4 IN BUNBURY FESTIVAL (U15'S)

110 CLUBS AND 179 SCHOOLS REPRESENTED ACROSS THE PATHWAY

10

ACADEMY PLAYERS WHO
HAVE REPRESENTED ENGLAND
IN RECENT YEARS:

- JOS BUTTLER
- DOM BESS
- SONNY BAKER
- CRAIG OVERTON
- JAMIE OVERTON
- LEWIS GREGORY
- TOM BANTON
- TOM ABELL
- JACK LEACH
- ANYA SHRUBSOLE

3
THREE PLAYERS SELECTED IN ENGLAND UNDER 19'S WINTER SQUADS



465

PLAYERS CURRENTLY IN
THE SOMERSET PATHWAY
(BOYS & GIRLS)

STATE-SCHOOL INCLUSION:

363 PATHWAY AND WIDER PROGRAMME
ATTEND STATE SCHOOLS

TRANSITIONS:

16 PLAYERS PROGRESSED

FROM ACADEMY TO 2ND XI

ENVIRONMENTS IN THE LAST

12-18 MONTHS

JACK

An effective player pathway is the lifeblood of any successful cricket club.

At Somerset County Cricket Club, we believe talent should never be limited by geography or background. That's why we have built one of the most respected development systems in the country - identifying, nurturing and progressing players from communities right across the South West and giving them a genuine opportunity to reach the professional game.

Our pathway provides a clear and inspiring journey, from grassroots participation through the Somerset Cricket Foundation, into youth and county age-group cricket, on to our Academy, and ultimately into our men's and women's professional squads. It is a system designed not just to develop cricketers, but to develop people, building character, confidence and ambition alongside performance.

The results speak for themselves.

Today, 30 members of our professional squads are homegrown graduates of that pathway, and in recent seasons ten Academy players have gone on to represent England cricket team at international level.

For us, this isn't just a talent programme - it's a commitment to the region. It ensures the next generation can see themselves in a Somerset shirt, strengthens our connection with local communities, and creates a sustainable foundation for success on the field for years to come.

MATT DRAKELEY

LEACH



The Somerset Cricket Foundation aims to positively impact the lives of all people in Somerset through Cricket. Our Community Programmes look to take the game to all, making it safe, inspiring and inclusive. Our focus areas of work centre around Disability, Older People, Disadvantaged Communities and Mental Health. We use cricket as a vehicle to enhance and develop participants physical, social and mental well being.

The Foundation delivers a wide spectrum of programmes, projects and initiatives across our communities. In the past year, the Foundation has continued to work with national partners, the ECB, Lords Taverners and Chance to Shine to maximise the reach and impact of cricket here in Somerset. To complement this we have worked hard to develop new partnerships with both Community and Commercial partners to ensure we continue to grow, develop and expand the variety of programmes we deliver. We aspire to continue to develop deep-rooted and sustainable programmes and become a trusted community partner of choice.

143 AFFILIATED CLUBS

567 ADULT TEAMS IN LEAGUES

397 YOUTH TEAMS IN LEAGUES

2422 ALL STARS PARTICIPANTS (27% OF WHICH ARE GIRLS)

1519 DYNAMOS PARTICIPANTS (33% OF WHICH ARE GIRLS)

4378 FREE TICKETS TO CLUBS/SCHOOLS AND VOLUNTEERS TO EXPERIENCE LIVE CRICKET

2850+ HOURS OF COACHING DELIVERED IN 165 SCHOOLS

16,026 CHILDREN TAKING PART





OUR HOME

HOME

WHY THE SOUTH WEST?

MOST POPULAR DESTINATION FOR DOMESTIC TOURISM

700 MILES
OF COASTLINE

£131B
THE TOTAL WORTH OF THE SOUTH WEST

HOME OF THE LARGEST
INFRASTRUCTURE
IN EUROPE AT HINKLEY POINT

THE SOUTH WEST HAS
700,082
BUSINESSES

LARGEST REGION
IN ENGLAND

6,000,000 POPULATION

ENTREPRENEURIAL AND CREATIVE SPIRIT

79.5%

HIGHEST EMPLOYMENT
RATES IN THE UK

14 UNIVERSITIES

CONNECTED TAUNTON



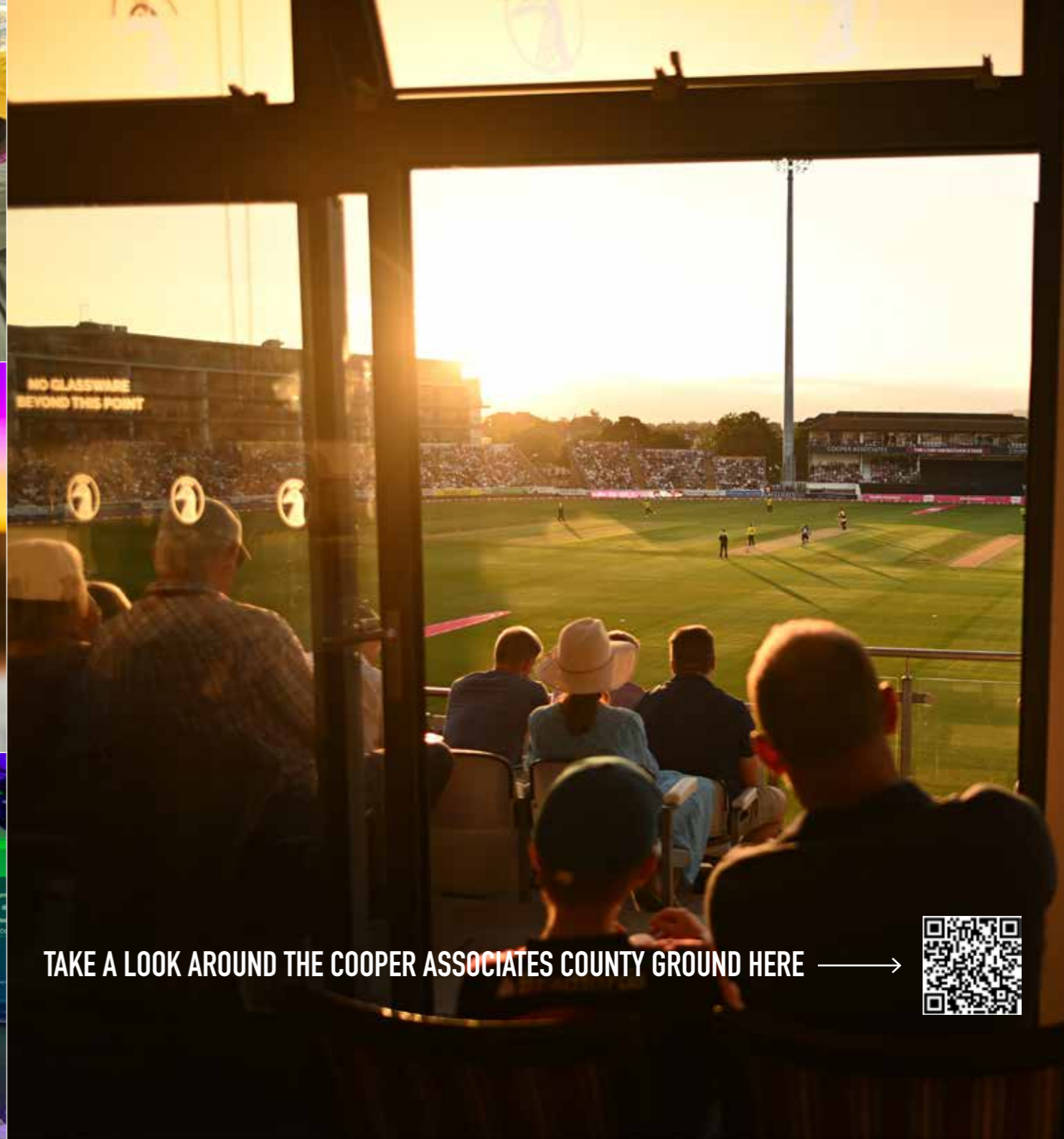
- LONDON-TAUNTON 1HR - 45M
- CARDIFF-TAUNTON 1HR - 24M
- BRISTOL-TAUNTON 30M
- EXETER-TAUNTON 35M
- PENZANCE-TAUNTON 3HRS - 23M

365 DAYS A YEAR



COOPER ASSOCIATES GROUP
Welcome
TO THE
COOPER ASSOCIATES
COUNTY GROUND

WE ARE SOMERSET



TAKE A LOOK AROUND THE COOPER ASSOCIATES COUNTY GROUND HERE →



LARGE SCALE EVENTS

The Cooper Associates County Ground has played host to some of music's biggest names over the last few years.

Sir Elton John, Sir Rod Stewart and Lionel Richie have played sold out concerts at the venue. We offer a range of catering options as well as looking after the key logistics of large events such as ticketing and hospitality. Our highly skilled staff can also support any marketing and sales strategy to our global fanbase.



THE OPPORTUNITIES ARE

LIMITLESS

IN CRICKET



OUR REACH

SOCIAL MEDIA REACH — **1,270,600** FOLLOWERS

TV REACH — **963,820** 2025

LIVE STREAM REACH — **7,500,000** VIEWS 2025

WEBSITE REACH — **713,000** USERS 2025

MATCHDAY REACH — **120,000+** TOTAL 2025 ATTENDANCE

EMAIL REACH — **54,000** ACTIVE SUBSCRIBERS











GLOBAL REACH



41



 UK
 **108,000**
 X followers
 **54,000**
 active email subscribers



 GERMANY
 **8,000**
 broadcast views 2025



 PAKISTAN
 **137,000**
 broadcast views 2025



 INDIA
 **49,000**
 Instagram followers



 USA
 **30,000**
 broadcast views 2025

 DUBAI
 **18,000**
 Facebook followers

 SOUTH AFRICA
 **3 million**
 video views 2025

 SRI LANKA
 **4 million**
 video views 2025

 BANGLADESH
 **57,000**
 Facebook followers

 AUSTRALIA
 **3 million**
 video views 2025

PAGE

OUR REACH

42

PAGE

OUR REACH

43

SOCIAL MEDIA



448M SOCIAL MEDIA VIDEO VIEWS IN 2025



23.2 MILLION INSTAGRAM REACH IN 2025

EXCLUDING FOOTBALL, SOMERSET HAS THE MOST SOCIAL MEDIA FOLLOWERS OF ANY SPORTS CLUB IN THE UK

- 695,200 FACEBOOK FOLLOWERS
- 170,400 X FOLLOWERS
- 146,300 INSTAGRAM FOLLOWERS
- 23,600 TIKTOK FOLLOWERS
- 204,000 YOUTUBE SUBSCRIBERS

- 8,200 LINKEDIN FOLLOWERS
- 22,900 THREADS FOLLOWERS

TOTAL SOCIAL FOLLOWING:

1,270,600

1.7 MILLION FACEBOOK INTERACTIONS IN 2025

1 MILLION INSTAGRAM INTERACTIONS IN 2025

NAMED THE UNITED KINGDOM'S BEST SPORTS CLUB ON SOCIAL MEDIA, FOLLOWING A STUDY OF MORE THAN 80 TEAMS FROM CRICKET, FOOTBALL, RUGBY UNION AND LEAGUE, BASKETBALL AND HOCKEY*

*<https://wisden.com/stories/archive/news/somerset-uk-social-media-sports>

SOCIAL MEDIA FOLLOWING IN COUNTY CRICKET

*CORRECT AS OF 4TH FEBRUARY 2026

SOMERSET V OTHER SOUTH WEST SPORTS



Lancashire
Cricket

3

LANCASHIRE

965,500



SOMERSET
COUNTY CRICKET
CLUB

1

SOMERSET

1,270,600




SURREY
COUNTY CRICKET CLUB

2


SURREY

1,223,900




BRISTOL
BEARS

545,000



EXETER CITY FC

608,000



BATH
RUGBY

560,000




EXETER RUGBY
CHIEFS

505,000




BRISTOL
CITY FC

419,000




P.A.F.C.

630,000



BRISTOL
CITY

1,050,000



SCCC

1,270,600

ECB TV VIEWING DATA

SCCC HAS HAD OVER **1,000 HOURS OF TV** COVERAGE SINCE 2018 INCLUDING THE COVID HIT 2020 SEASON

THE 2025 VITALITY BLAST FINAL VS HAMPSHIRE RECEIVED AN **AVERAGE AUDIENCE OF 267,000**, MAKING IT THE MOST VIEWED MATCH OF THE BLAST IN 2025, WITH A 54% RISE IN AVERAGE AUDIENCE ON 2024'S FINAL

THE AVERAGE AUDIENCE FOR SOMERSET'S T20 BLAST MATCHES THIS YEAR WAS **161,000**, 11% HIGHER THAN THE 2024 T20 BLAST AVERAGE, WITH SOMERSET **REACHING THE FINAL FOR THE 3RD CONSECUTIVE YEAR.**



SCCC 2025 TOTAL TV VIEWING FIGURES

963,820

LIVE STREAM

VIEWS IN 2025
7,500,000

14.3 MILLION LIVE STREAM IMPRESSIONS IN 2025

57

DAYS STREAMED

2025

943,000

TOTAL WATCH HOURS

2025

UK AUDIENCE 38% IN 2025

28 MINS

UK AUDIENCE

AVERAGE WATCH TIME

2025

3,793

AVERAGE
CONCURRENT
WATCHERS

CA

CA



WEBSITE: 2025 IN NUMBERS

3,700,000 PAGE VIEWS

AVERAGE PAGE TIME 1 MINS. 36 SECS.

252,000 MATCH CENTRE VIEWS

AVERAGE TIME ON MATCH CENTRE PAGE 1 MINS. 38 SECS.

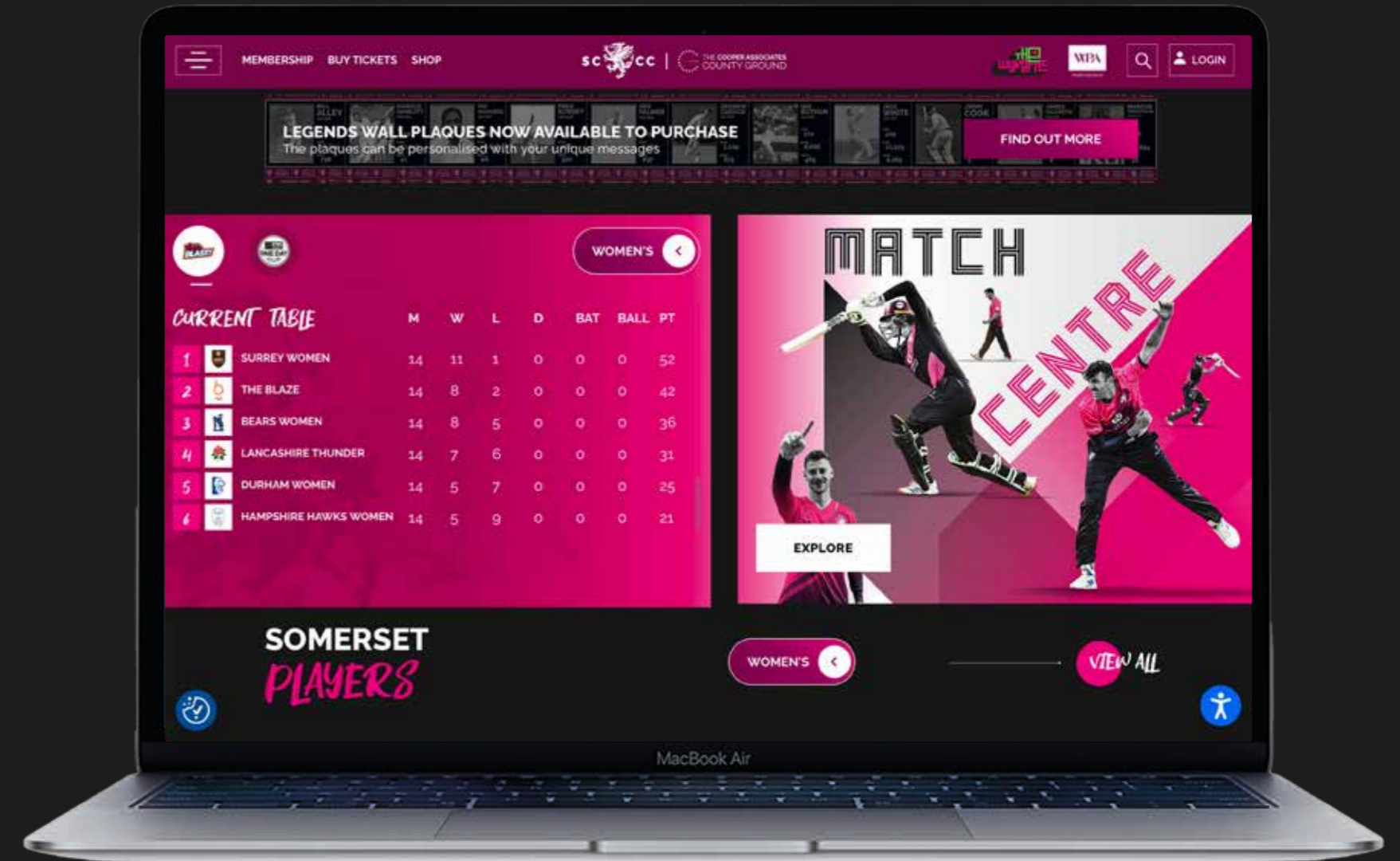
UK AUDIENCE 91%

68% MOBILE USERS

713,000 ACTIVE USERS



NEW! VENUE SPECIFIC WEBSITE LAUNCHED - CACGSOMERSET.CO.UK





IN BOWL

ATTENDANCE – OVER **100,000** PER YEAR

VOTED **BEST ATMOSPHERE** ACROSS ALL COUNTIES IN THE 2025 VITALITY BLAST

HIGHEST RETENTION OF FANS IN VITALITY BLAST 2025

OVER **6,000 MEMBERS** 2025

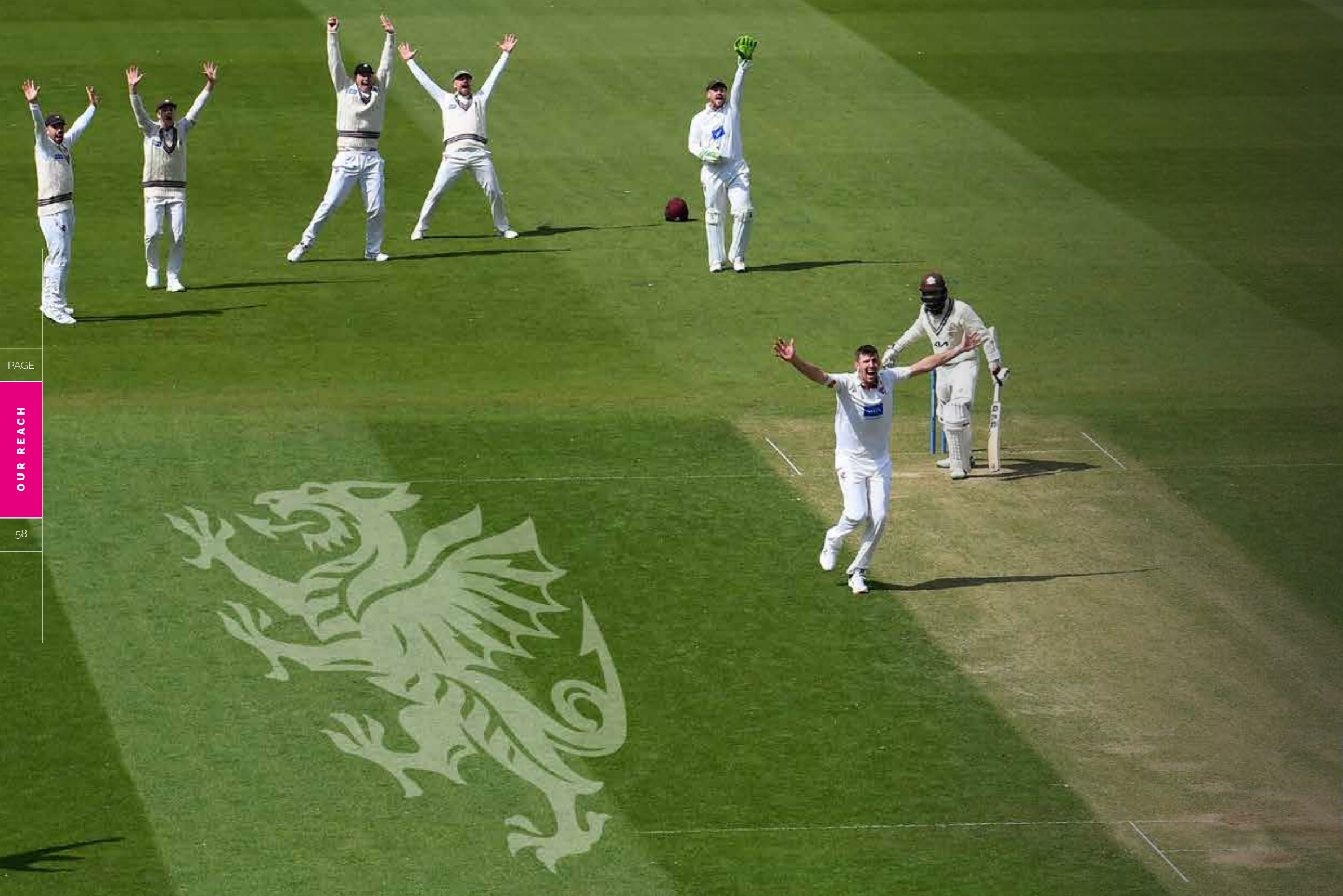
HIGHEST % OF GROUND OCCUPANCY IN VITALITY BLAST ACROSS THE UK

10,000 ATTENDED LIONEL RICHIE CONCERT IN 2023





REGULARLY HITTING GLOBAL MEDIA OUTLETS



EMAIL

54,000 EMAIL SUBSCRIBERS

OPEN RATE **43.4%** – UK ALL SPORTS AVERAGE 42%

CLICK TO OPEN RATE **5.2%** – UK ALL SPORTS AVERAGE 3.6%

OVER **8M** EMAILS SENT IN 2025

ACROSS **500** CAMPAIGNS

3RD PARTY DATABASE OF **26,000**

A REPUTATION FOR DELIVERING SUCCESSFUL,
SEGMENTED, 3RD PARTY EMAIL CAMPAIGNS

OUR FANS

LOYALTY & TRUST

YEARS	MEMBERSHIP	TICKET PURCHASERS
1 YEAR (25)	4798	13,816
2 YEARS (24 & 25)	3935 (82%)	4995 (36.2%)
3 YEARS (23, 24 & 25)	3319 (69.2%)	2802 (20.3%)
4 YEARS (22, 23, 24, & 25)	2864 (59.7%)	1950 (14.1%)
5 YEARS (21, 22, 23, 24 & 25)	2200 (45.8%)	743 (5.4%)

Our community demonstrates outstanding loyalty: 82% of Members renew beyond their first year, nearly 70% have stayed for three years or more, and 46% have maintained continuous Membership for at least five years.

MEMBERS & TICKET HOLDERS BY TOWN & CITY

TAUNTON: **10,687** (TA1,2,3,4,21)

BRIDGWATER: **3584** (TA5,6,7,8,9)

BRISTOL: **3447** (ALL BS POSTCODES EXCLUDING BS21 - BS29)

EXETER: **3266** (EX1,2,3,4,5,6,7,11,15)

BATH: **2285** (BA1,2,3,11,14,15)

PLYMOUTH: **1635** (PL1,2,3,4,5,6,7,8,9,10,21)

WESTON-SUPER-MARE: **1552** (BS22,23,24,29)

YEOVIL: **1268** (BA20,21,22)

TORQUAY: **1262** (TQ1,2,12,14)

EXMOUTH: **621** (EX8, EX9, EX10)

SWINDON: **431** (SN1,2,3,4,5,6,25,26)

ST AUSTELL: **308** (PL24,25,26)

PAIGNTON: **280** (TQ3,4)

TRURO: **269** (TR1,2,3,4)

CAMBORNE: **254** (TR13,14,27)

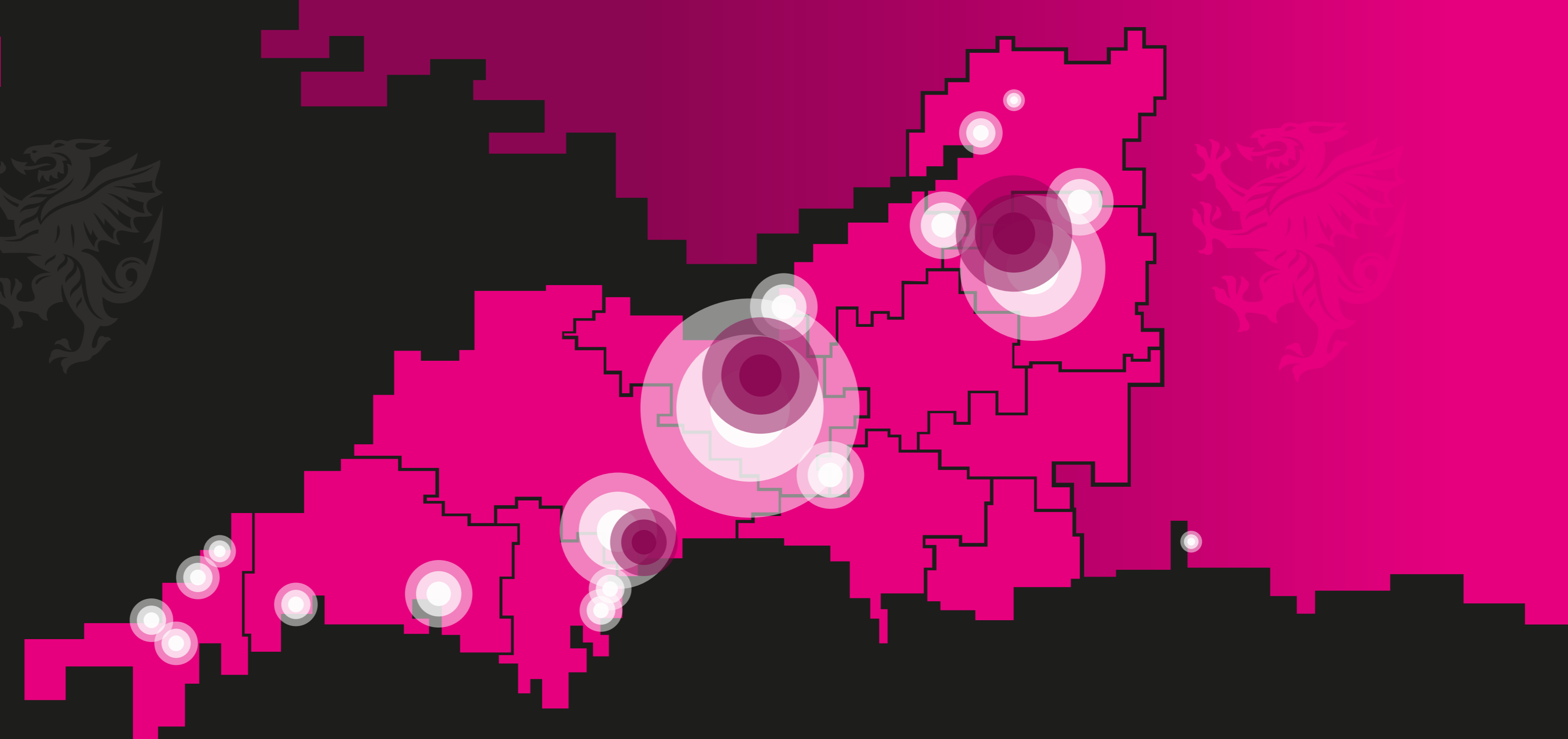
CHELTENHAM: **211** (GL50,51,52,53,54)

GLOUCESTER: **165** (GL1,2,3,4,6)

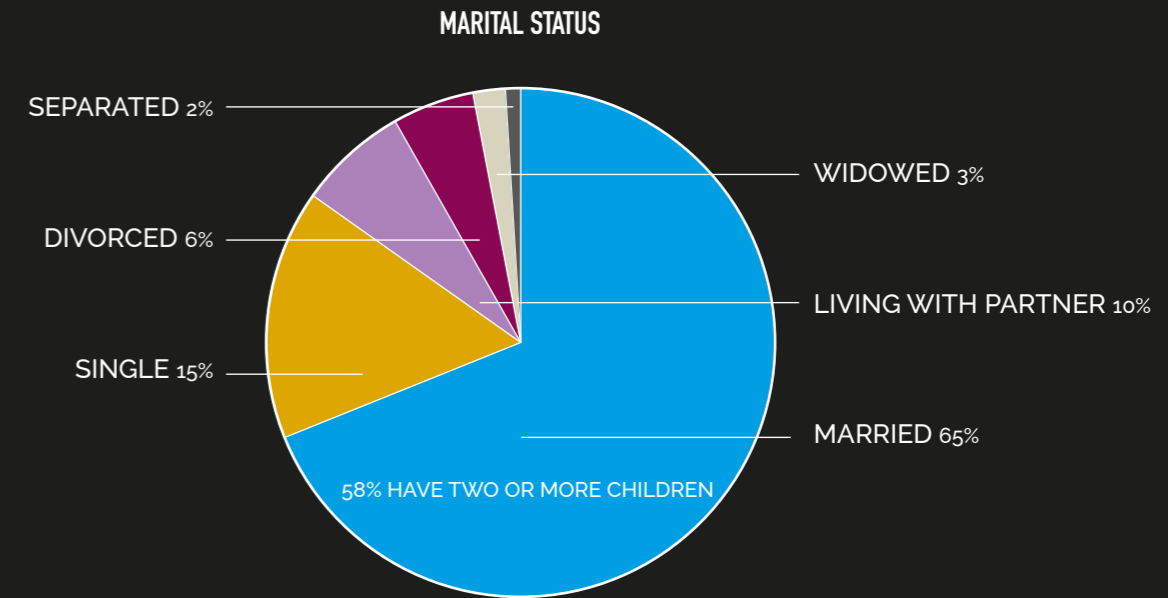
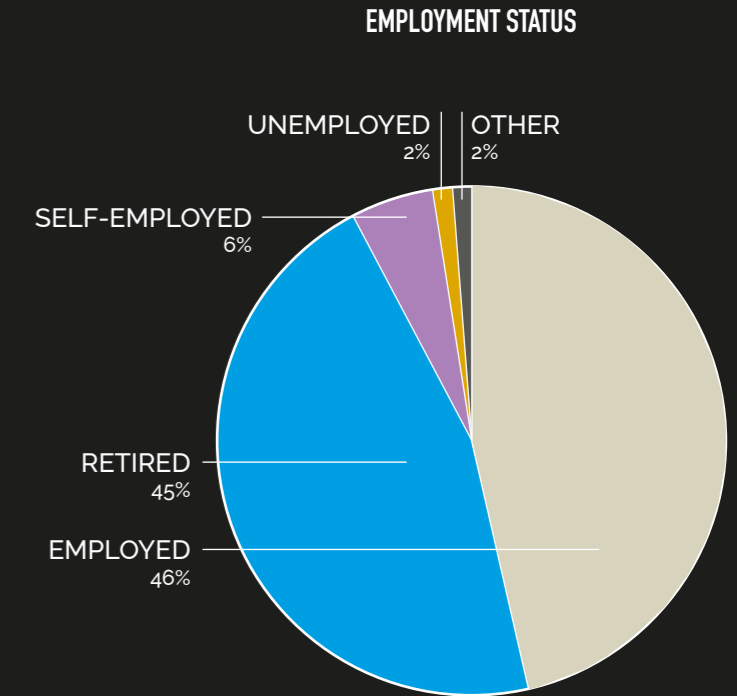
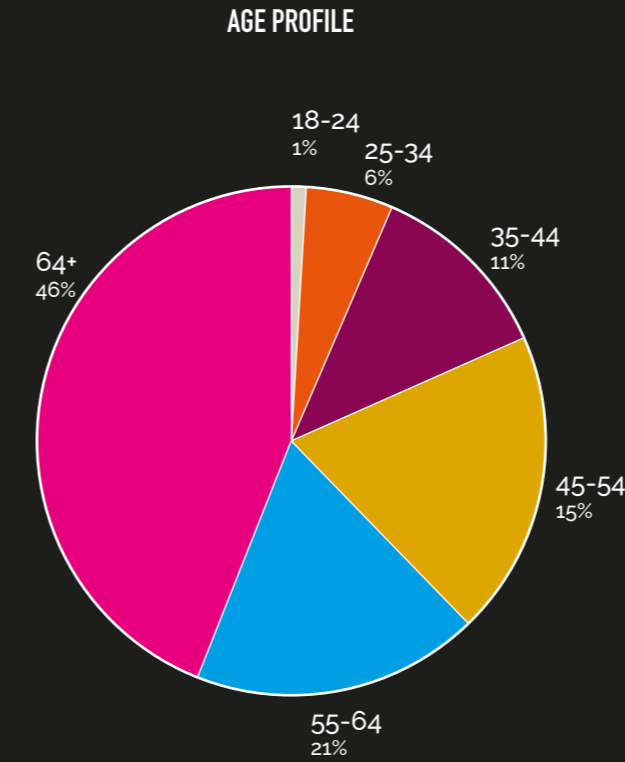
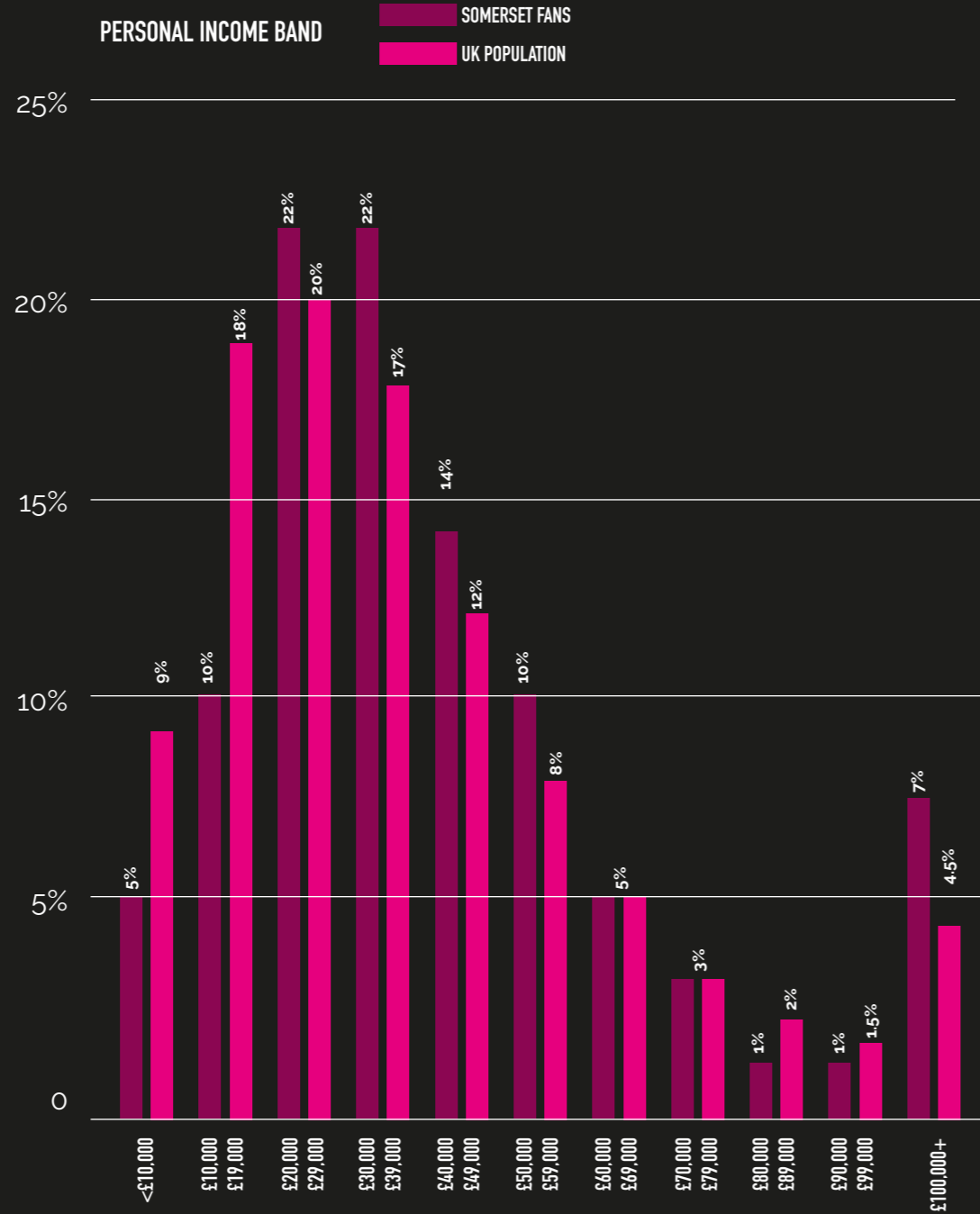
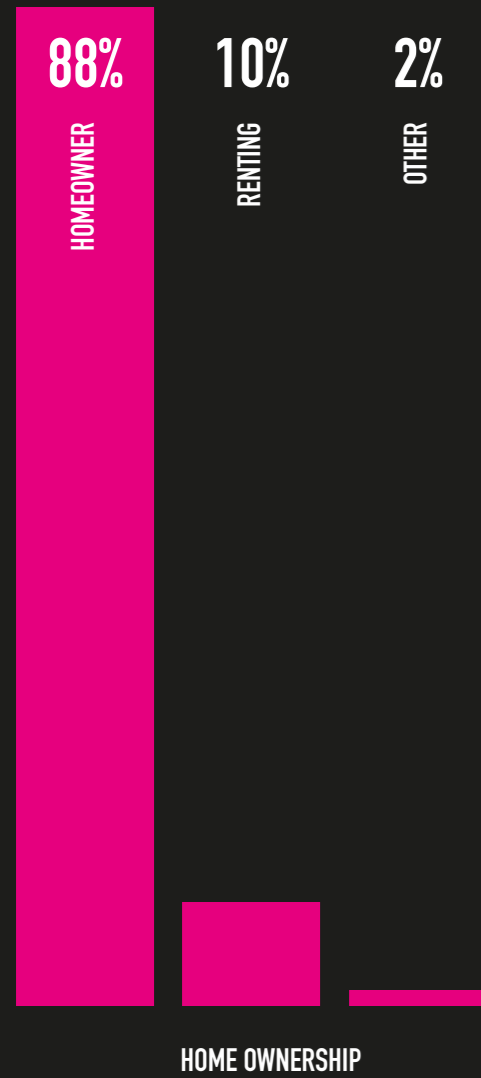
BOURNEMOUTH: **160** (BH1,2,3,4,5,6,7,8,9,10,12,13)

REDRUTH: **131** (TR15,16)

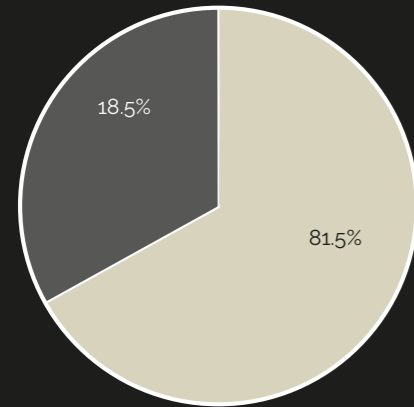
NEWQUAY: **131** (TR7,8,9)



OUR DEMOGRAPHICS



DEMOGRAPHICS BY COMPETITION

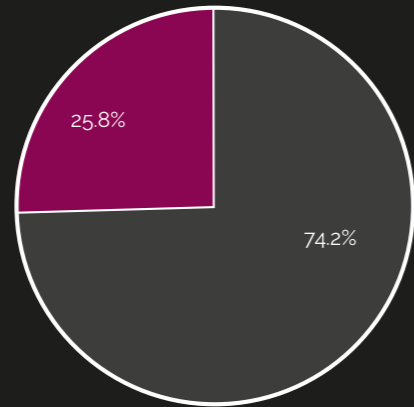


● Women
● Men

By Age (ticket purchasers, Club and Platinum Members)

Total we have age data for: 4490

• 0-7: 78 (1.74%)
• 8-11: 53 (1.18%)
• 12-15: 88 (1.96%)
• 16-18: 81 (1.80%)
• 19-21: 100 (2.23%)
• 22-30: 214 (4.77%)
• 31-40: 309 (6.88%)
• 41-50: 441 (9.82%)
• 51-60: 659 (14.68%)
• 61-70: 1084 (24.14%)
• 71-80: 1036 (23.07%)
• 81+: 347 (7.73%)

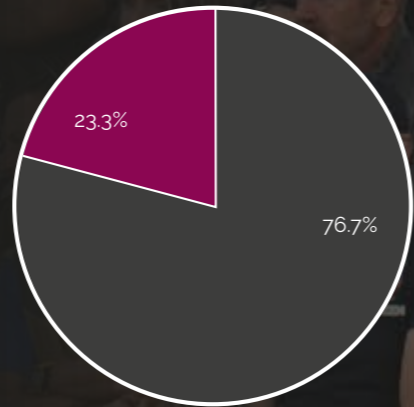


● Women
● Men

By Age (ticket purchasers and women Members):

Total we have age data for: 1652

• 0-7: 11 (0.67%)
• 8-11: 5 (0.30%)
• 12-15: 14 (0.85%)
• 16-18: 20 (1.21%)
• 19-21: 19 (1.15%)
• 22-30: 90 (5.45%)
• 31-40: 183 (11.08%)
• 41-50: 327 (19.79%)
• 51-60: 270 (16.34%)
• 61-70: 331 (20.04%)
• 71-80: 298 (18.04%)
• 81+: 84 (5.08%)



● Women
● Men

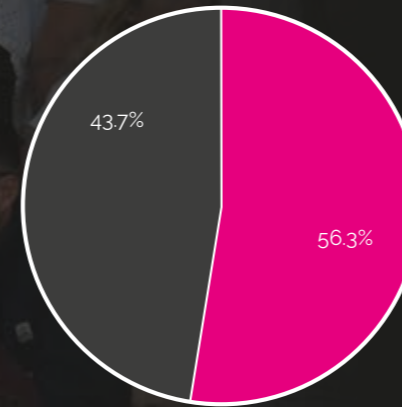
By Age (ticket purchasers and all full Members):

Total we have age data for: 6270

• 0-7: 91 (1.45%)
• 8-11: 56 (0.89%)
• 12-15: 94 (1.50%)
• 16-18: 90 (1.44%)
• 19-21: 96 (1.53%)
• 22-30: 358 (5.71%)
• 31-40: 690 (11.00%)
• 41-50: 887 (14.15%)
• 51-60: 1062 (16.94%)
• 61-70: 1357 (21.64%)
• 71-80: 1135 (18.10%)
• 81+: 354 (5.65%)

DEMOGRAPHICS BY COMPETITION

Vitality BLAST! WOMEN



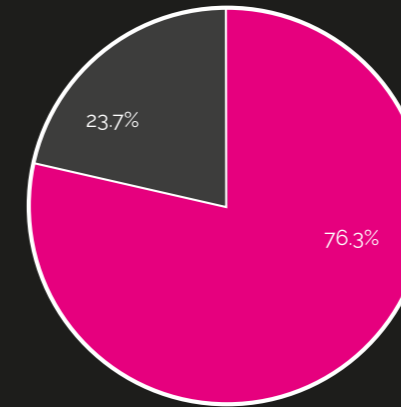
○ Women
● Men

By Age (ticket purchasers and women Members):

Total we have age data for: 1265

• 0-7: 11 (0.87%)
• 8-11: 5 (0.40%)
• 12-15: 12 (0.95%)
• 16-18: 15 (1.19%)
• 19-21: 14 (1.11%)
• 22-30: 55 (4.35%)
• 31-40: 146 (11.54%)
• 41-50: 259 (20.46%)
• 51-60: 193 (15.26%)
• 61-70: 251 (19.84%)
• 71-80: 233 (18.42%)
• 81+: 71 (5.61%)

Vitality BLAST! MEN



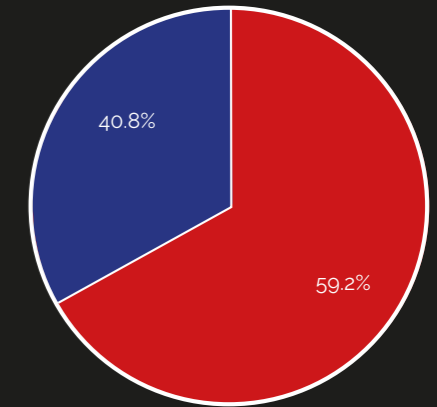
○ Women
● Men

By Age (ticket purchasers, white-ball and platinum Members):

Total we have age data for: 7704

• 0-7: 67 (0.87%)
• 8-11: 37 (0.49%)
• 12-15: 92 (1.19%)
• 16-18: 153 (1.99%)
• 19-21: 170 (2.21%)
• 22-30: 729 (9.46%)
• 31-40: 991 (12.86%)
• 41-50: 1463 (18.99%)
• 51-60: 1685 (21.87%)
• 61-70: 1419 (18.42%)
• 71-80: 746 (9.68%)
• 81+: 152 (1.97%)

WE ARE ENGLAND CRICKET WOMEN'S INTERNATIONALS



○ Women
● Men

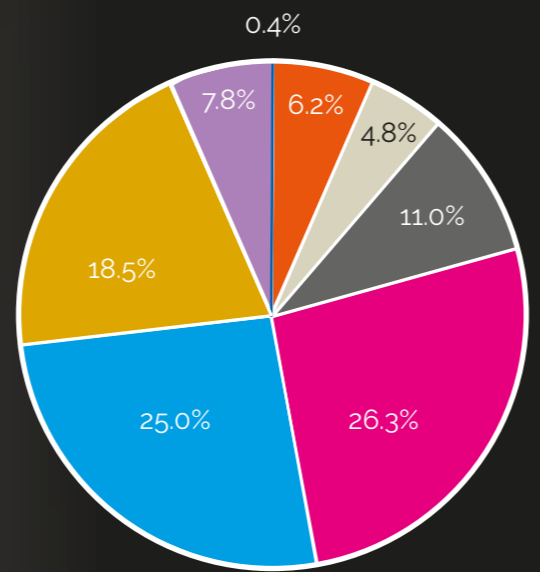
By Age (ticket purchasers):

Total we have age data for: 1754

• 0-7: 10 (0.57%)
• 8-11: 1 (0.06%)
• 12-15: 11 (0.63%)
• 16-18: 6 (0.34%)
• 19-21: 19 (1.08%)
• 22-30: 81 (4.63%)
• 31-40: 156 (8.89%)
• 41-50: 300 (17.10%)
• 51-60: 313 (17.84%)
• 61-70: 464 (26.45%)
• 71-80: 323 (18.42%)
• 81+: 70 (3.99%)



BUSINESS DIRECTOR AGE RANGE

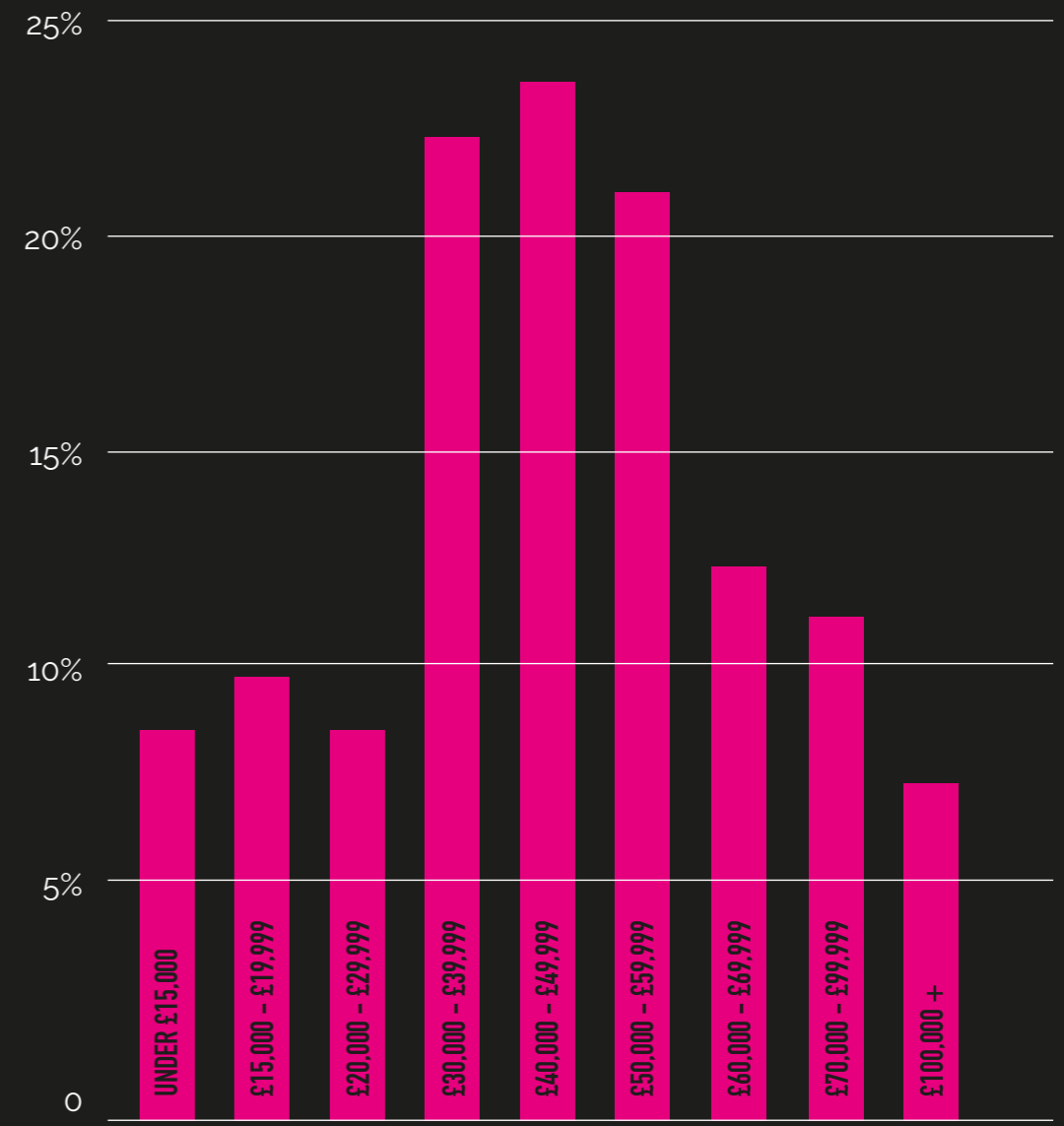


- 18-21
- 22-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81+

BUSINESS OWNER DEMOGRAPHICS

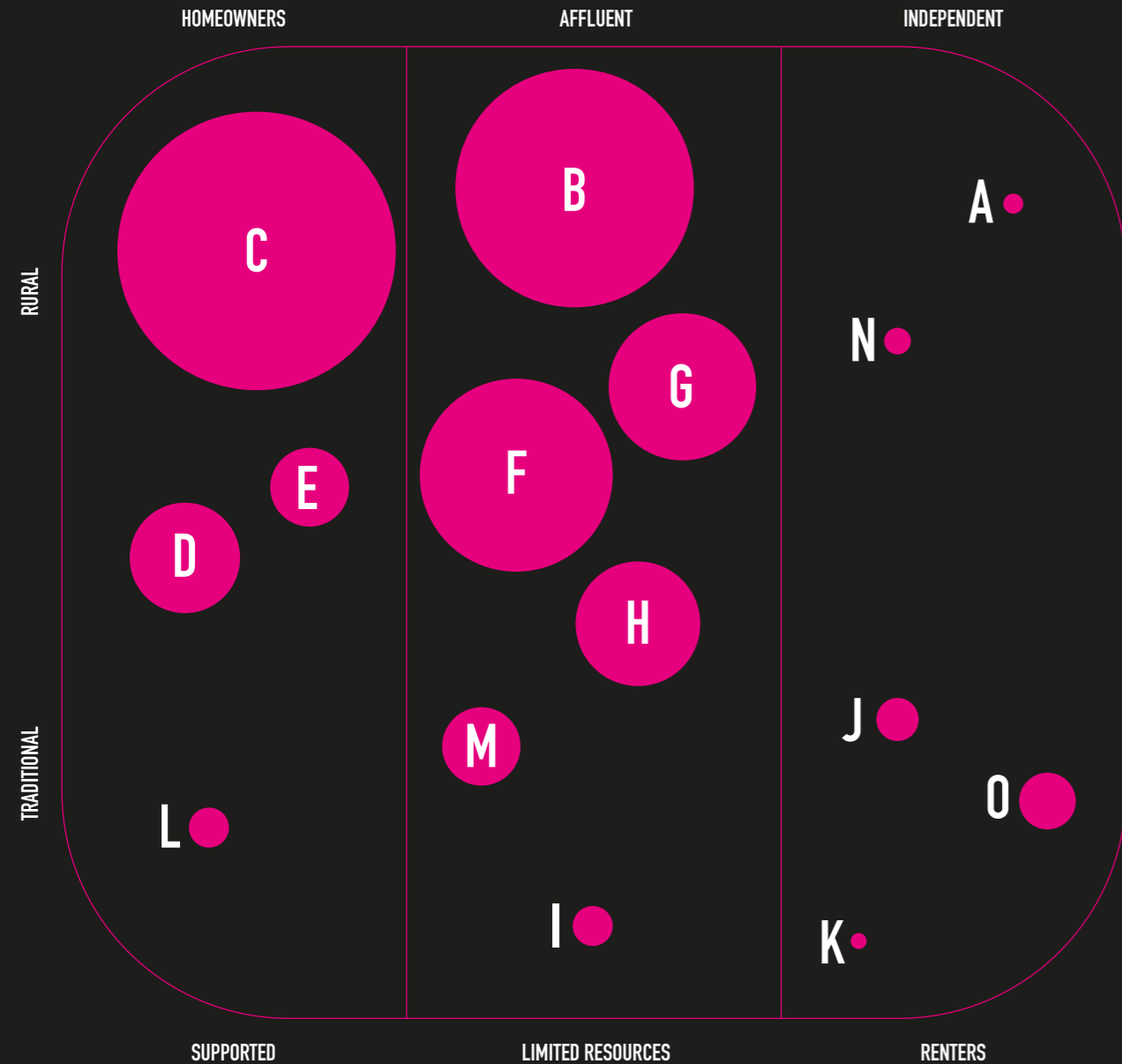
1,330
DIRECTORS OF LARGE BUSINESSES (50+ EMPLOYEES)

45
DIRECTORS OF SMALL BUSINESSES (<50 EMPLOYEES)



BUSINESS DIRECTOR PERSONAL INCOME BAND

MOSAIC GROUPS



CIRCLE SIZE IS PROPORTIONAL TO % OF SCCC DATA

- C** - Country Living: 2356 (21.86%)
- B** - Prestige Positions: 1507 (13.98%)
- F** - Suburban Stability: 1209 (11.22%)
- G** - Domestic Success: 1048 (9.72%)
- H** - Aspiring Homemakers: 1014 (9.41%)
- D** - Rural Reality: 971 (9.01%)
- E** - Senior Security: 832 (7.72%)
- M** - Modest Traditions: 435 (3.94%)
- O** - Rental Hubs: 337 (3.12%)
- I** - Family Basics: 238 (2.21%)
- N** - Urban Cohesion: 217 (2.01%)
- L** - Vintage Value: 206 (1.91%)
- J** - Transient Renters: 197 (1.83%)
- A** - City Prosperity: 161 (1.49%)
- K** - Municipal Tenants: 61 (0.57%)

More than 35% of our fanbase fall into a prestige or country living segment, delivering a highly attractive, influential and affluent audience.

MORE THAN 35% OF OUR FANS FALL INTO A PRESTIGE OR COUNTRY LIVING SEGMENT DELIVERING A HIGHLY ATTRACTIVE, INFLUENTIAL AND AFFLUENT AUDIENCE

COUNTRY LIVING

21.9% OF SOMERSET SUPPORTERS

6.49% OF UK FALL IN TO THIS BRACKET

Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities

WEALTHY LAND OWNERS – 6.74%

Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners

RURAL VOGUE – 5.21%

Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work

SCATTERED HOMESTEADS – 5.01%

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

VILLAGE RETIREMENT – 4.9%

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

KEY FEATURES

- RURAL LOCATIONS
- WELL-OFF HOMEOWNERS
- ATTRACTIVE DETACHED HOMES
- HIGHER SELF-EMPLOYMENT
- HIGH CAR OWNERSHIP
- HIGH USE OF INTERNET

ASSOCIATED BRANDS

The
Telegraph



Waitrose

AGE
66-70

NUMBER OF CHILDREN
0 CHILDREN

HOUSEHOLD INCOME
£100K – £149K

TENURE
OWNED

PROPERTY TYPE
NAMED BUILDING

TECHNOLOGY ADOPTION

EARLY MAJORITY

PRESTIGE POSITIONS

13.98% OF SOMERSET SUPPORTERS

9.1% OF THE UK POPULATION

Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area

PREMIUM FORTUNES – 0.84%

Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves

DIAMOND DAYS – 2.06%

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

ASSOCIATED BRANDS

THE  TIMES



M&S

ALPHA FAMILIES – 2.59%

High-achieving families living fast-track lives, advancing careers, finances and their school-age childrens' development

BANK OF MUM AND DAD – 3.26%

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

EMPTY-NEST ADVENTURE – 5.23%

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

KEY FEATURES

- HIGH-VALUE DETACHED HOMES
- MARRIED COUPLES
- MANAGERIAL AND SENIOR POSITIONS
- SUPPORTING STUDENTS AND OLDER CHILDREN
- HIGH ASSETS AND INVESTMENTS
- ONLINE SHOPPING AND BANKING



AGE

61–65



NUMBER OF CHILDREN

1 CHILD



HOUSEHOLD INCOME

£100K – £149K



HOUSEHOLD COMPOSITION

FAMILY



TENURE

OWNED



PROPERTY TYPE

NAMED BUILDING



SUBURBAN STABILITY

Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

11.2% SUBURBAN STABILITY
of Somerset supporters

8.74% SUBURBAN STABILITY
of the UK population

BOOMERANG BOARDERS – 3.89%

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

FAMILY TIES – 1.95%

Active families with adult children and some teens, giving prolonged support to the next generation

FLEDGLING FREE – 2.80%

Pre-retirement couples enjoying greater space and reduced commitments since their children left home

DEPENDABLE ME – 2.58%

Single mature owners settled in traditional suburban homes working in intermediate occupations

ASSOCIATED BRANDS

Daily Mail



TESCO

KEY FEATURES

- OLD FAMILIES, NO CHILDREN
- OWN MID-VALUE SEMIS
- SOLAR PANELS
- ESTABLISHED IN COMMUNITY
- NEWS & MEDIA SITES
- HOUSEHOLD COMPOSITION: FAMILY + OTHER ADULTS

AGE
56-65

NUMBER OF CHILDREN
0 CHILDREN

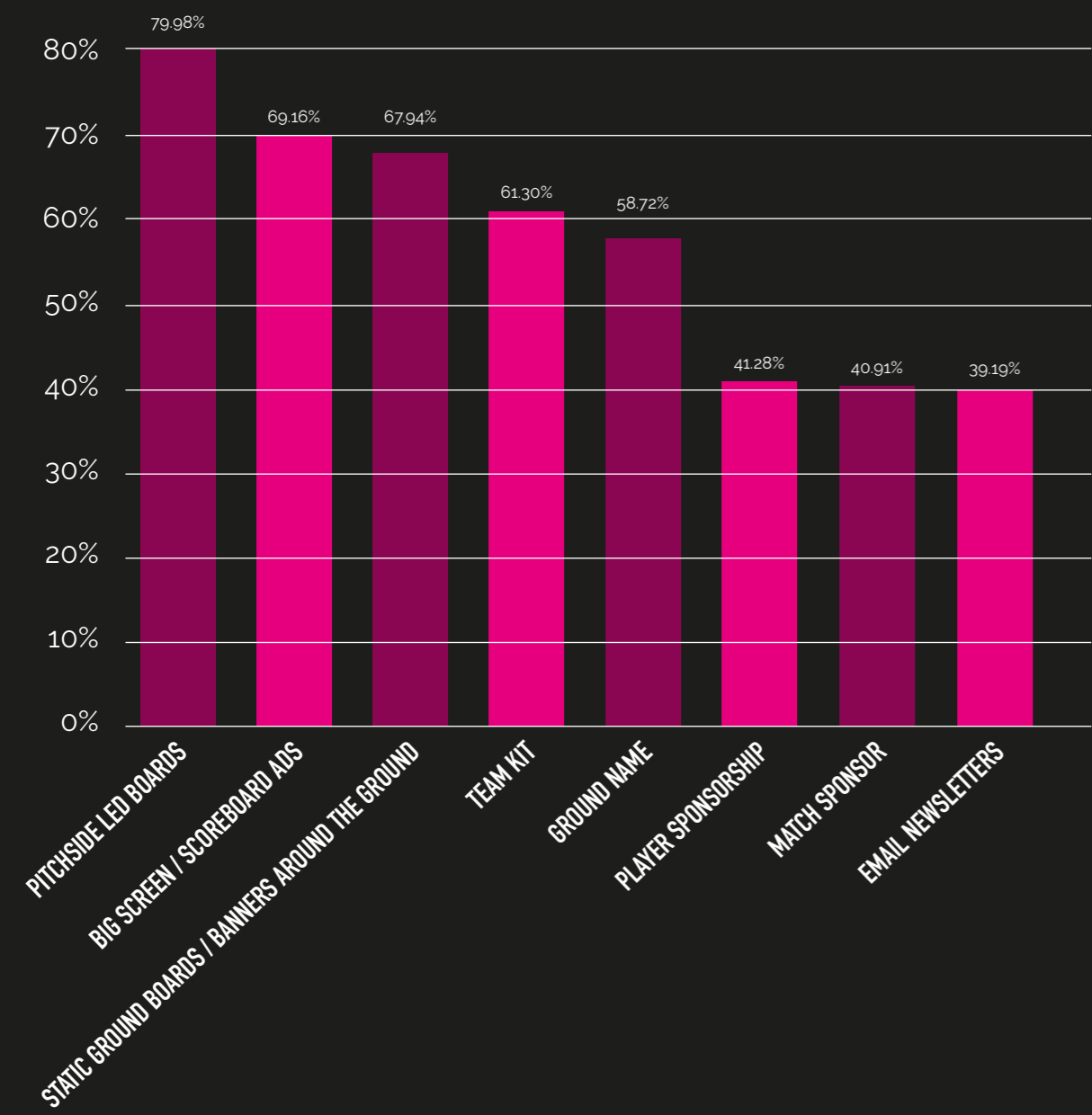
HOUSEHOLD INCOME
£30,000 – £39,999

TENURE
OWNED

PROPERTY TYPE
SEMI-DETACHED



WHERE DO SUPPORTERS NOTICE ADVERTISING?



64%

of our supporters are more likely to pay attention to a brand message when they are already sponsors of Somerset County Cricket Club

71%

of our supporters are more likely to trust a brand that is a sponsor of Somerset County Cricket Club

78%

of our supporters would consider switching to a brand that supports SCCC

85%

of our supporters would choose a brand over a similar quality/price point competitor if they were a sponsor of Somerset County Cricket Club



BESPOKE PARTNERSHIP PACKAGES... TAILORED TO YOUR BRAND OBJECTIVES

INCREASE BRAND AWARENESS

64% of our fans pay more attention to brands that support SCCC

GROW YOUR AUDIENCE

Access a highly engaged fanbase and connect with 55k+ opted-in supporters through digital and matchday activations.

BUILD BRAND TRUST & BRAND AFFINITY

Benefit from the trust and loyalty of Somerset supporters, with 71% of fans more likely to trust brands that partner with the club.

CHAMPION INCLUSIVITY

Support the growth of women's cricket and community pathways by aligning with Somerset Women's Tier 1 status and inclusive programmes across the south west.

DRIVE PURCHASE CONSIDERATION

Influence buying decisions by engaging with fans at key moments, with 85% of supporters more likely to choose a Somerset partner when price is comparable.

LEAD IN THE SOUTH WEST

Align with the most-followed sports team in the south west and the region's only professional cricket club, delivering unrivalled geographic reach and category exclusivity.

ACHIEVE NATIONAL AND INTERNATIONAL REACH

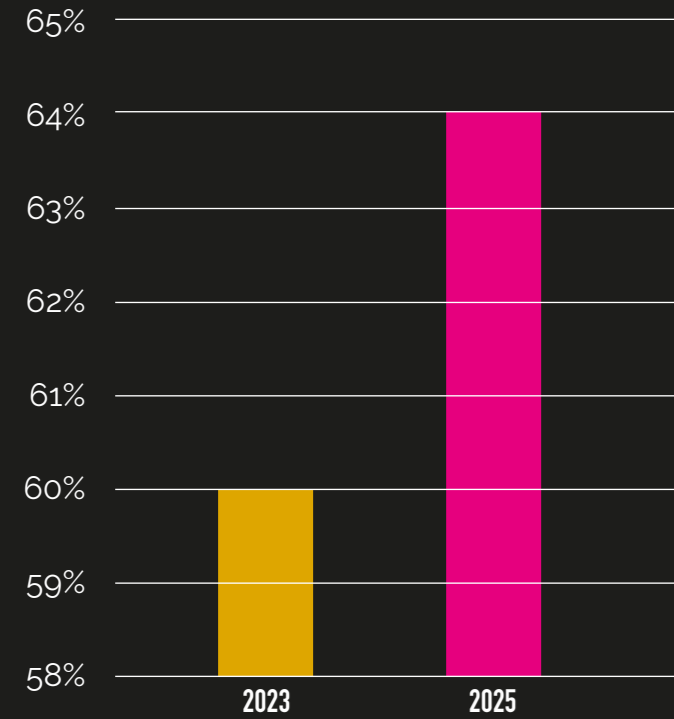
With regular Sky broadcasted games, highlights, social media coverage and exposure across our live stream and various digital channels

ENGAGE EMPLOYEES AND STAKEHOLDERS

Use cricket as a platform for internal engagement, client entertainment and rewards through hospitality, tickets and exclusive matchday experiences.

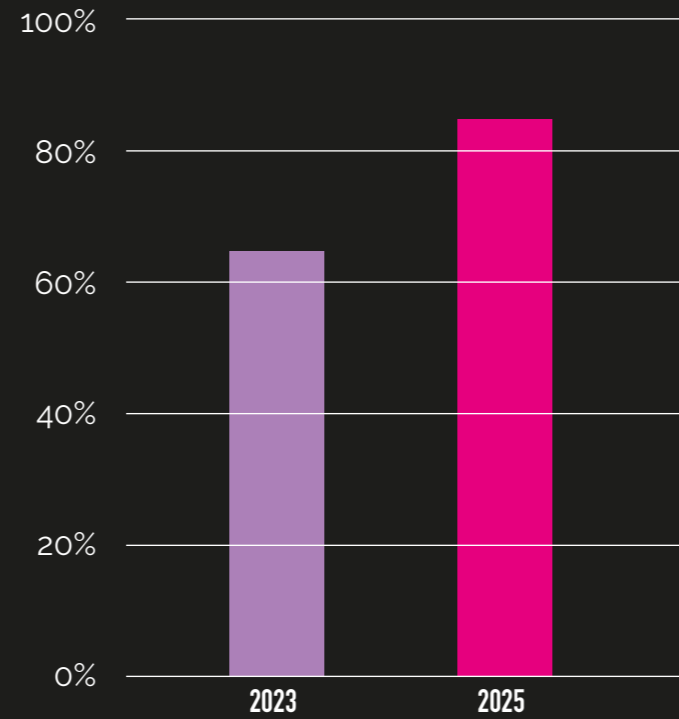
CONTINUING TO DRIVE INCREASED VALUE FOR OUR PARTNERS ACROSS VARYING OBJECTIVES

BRAND AWARENESS 2023 - 2025



64% pay more attention to brands that sponsor Somerset CCC - an increase from 60% in 2024.

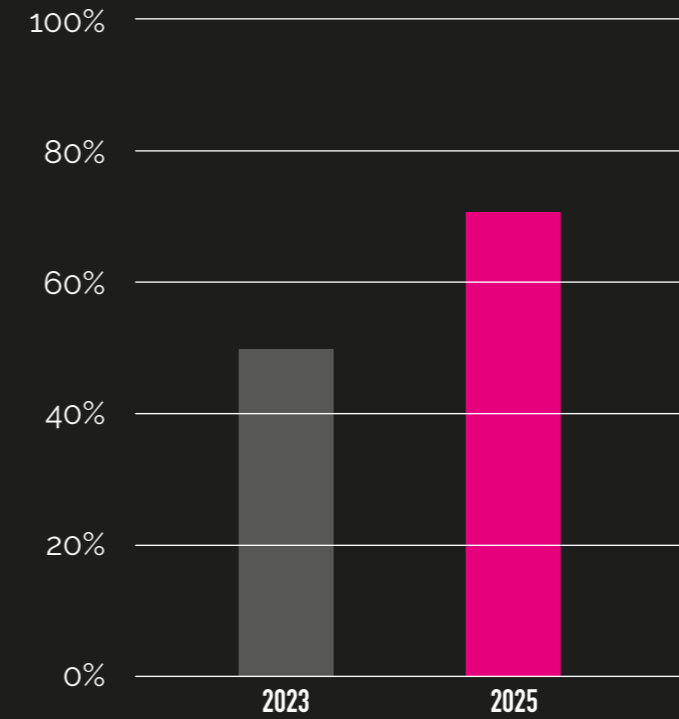
PURCHASE CONSIDERATION



85% would choose a sponsor of Somerset CCC over a competitor if they were a similar price - an increase from 65% in 2024.

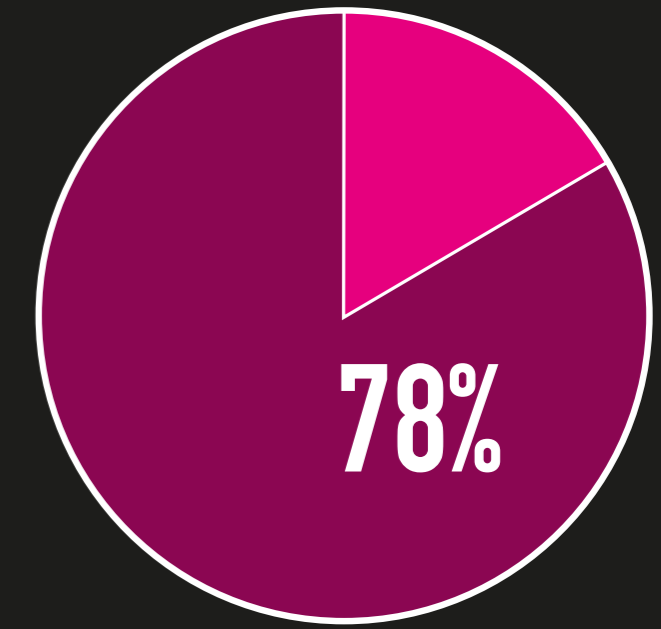
And 85% would consider supporting local retailers partnered with SCCC

BRAND TRUST



71% trust brands more that are partners of Somerset CCC - an increase from 50% in 2024.

BRAND LOYALTY



78% would consider switching to a brand if they supported/partnered with Somerset CCC

COUNTY CRICKET



IS WIDELY KNOWN AS

A PLAYGROUND FOR

INNOVATION

KIT SPONSORSHIP

By far the greatest asset to drive awareness, kit sponsorship offers huge exposure through global media coverage and from live and broadcast audiences (both home and away) via our live stream and televised coverage. Creating a lasting legacy for your brand, you will forever be part of our Club's history.

An indicative Front of Shirt rights package includes:

PROMINENT BRANDING ON THE FRONT OF THE OFFICIAL AND REPLICA PLAYING KITS

ONE MINUTE OF IN-PLAY LED PER HOUR OF PLAY

OFFICIAL DESIGNATION AS A PRINCIPAL PARTNER OF SOMERSET COUNTY CRICKET CLUB

BRANDING ON THE INTERVIEW BACK DROP

PROMINENT BRANDING IN OUR PARTNER PAGES ON THE WEBSITE

FULL SCREEN BRANDING

PRINCIPAL PARTNER ANNOUNCEMENTS ON THE P.A SYSTEM AT ALL RELEVANT HOME FIXTURES

PROMINENT BRANDING ON THE FOOTER OF THE WEBSITE

BRANDING ON THE FOOTER OF ALL E-NEWSLETTERS

BRANDING ON THE MATCH CENTRE FOR THE RELEVANT COMPETITION

QUARTERLY E-NEWSLETTER POSTS

DEDICATED E-NEWSLETTERS TO OUR THIRD PARTY DATABASE

A SIGNED AND FRAMED SHIRT

THE CREATION OF CONTENT CAMPAIGNS TO BE SHARED ACROSS OUR SOCIAL MEDIA PLATFORMS

REASONABLE ACCESS TO PLAYERS AND COACHING STAFF FOR PERSONAL APPEARANCES/CONTENT CAPTURE

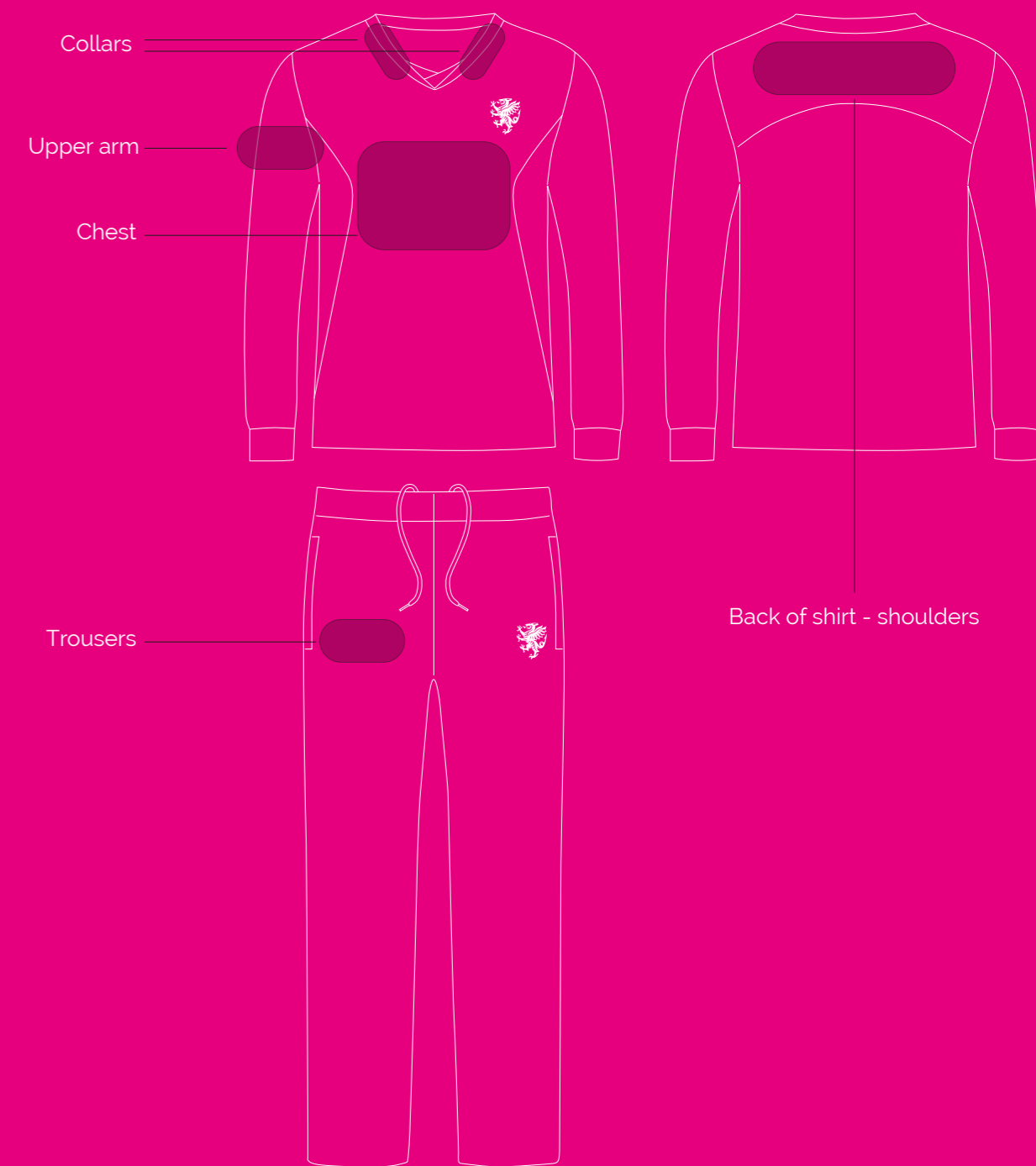
PROMINENT BRANDING ON COMPETITION SPECIFIC COLLATERAL

JOINTLY ORGANISE AND ATTEND A PRESS LAUNCH AT THE COOPER ASSOCIATES COUNTY GROUND TO ANNOUNCE THE PARTNERSHIP



KIT SPONSORSHIP

BRANDING ZONES



LIVE STREAM OPPORTUNITIES

Our award winning live stream continues to engage millions of fans, offering an effective vehicle to drive both brand awareness and brand saliency.

Opportunities include:

LIVE STREAM SPONSORSHIP:

DESIGNATION AS OUR OFFICIAL LIVE STREAM PARTNER

LOGO PLACEMENT ON THE LIVESTREAM THROUGHOUT THE DURATION OF THE BROADCAST

30 SECOND ADVERTORIALS DURING TWO BREAKS IN PLAY

EDITORIAL BRAND COMMUNICATION THROUGHOUT SCCC COMMENTARY

COMPETITIONS AND FAN ACTIVATIONS THROUGH THE BROADCAST

ADVERTISING AFTER EACH SESSION

LOGO PLACEMENT ON ANY GRAPHICS PROMOTING THE LIVE STREAM

BRANDING IN OUR PARTNER PAGES ON THE SCCC WEBSITE

LIVE STREAM ADVERTISING OPPORTUNITIES:

30 SECOND ADVERTORIAL

STATIC OR ANIMATED ADVERTISING

COMPETITIONS AND GIVEAWAYS



“I GENUINELY THOUGHT THAT OUR STREAM WAS HEAD AND SHOULDERS ABOVE OTHERS, AND ALMOST AS GOOD QUALITY AS A SKY SPORTS BROADCAST.”

BARBARA - WESTON-SUPER-MARE

DIGITAL, SOCIAL AND E-MARKETING ADVERTISING

Advertising across our digital, social and e-marketing channels is both cost effective and highly measurable. Whether it's through simple display advertising or more bespoke content marketing intended to engage our audiences in authentic ways, we work hard to deliver returns and campaigns of maximum impact and effectiveness.

Opportunities include:

DISPLAY ADVERTISING

E-NEWSLETTER ADVERTISING

TARGETED E-NEWSLETTERS TO SEGMENTS OF OUR DATABASE

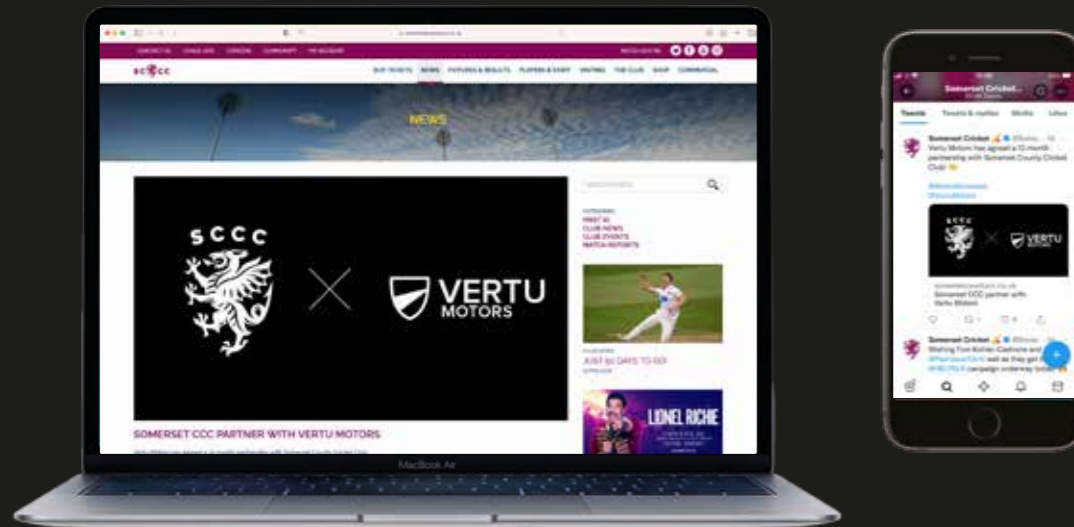
DEDICATED THIRD PARTY E-NEWSLETTERS

NATIVE ADVERTISING

SPONSORED SECTIONS AND/OR CONTENT

CREATION OF BESPOKE CONTENT CAMPAIGN

PRE AND POST VIDEO ADVERTISING



GROUND SIGNAGE

Hard to turn off and ignore, ground signage will give your brand visibility on both match and non-matchdays. Quite simply, you will play a highly visual role in all the exciting action at the Cooper Associates County Ground.

Opportunities include:

FIXED ADVERTISING BOARDS

GROUND POSTERS

UPPER TIER BRANDING

STAND BRANDING

PITCH MATS



CONTENT OPPORTUNITIES

Our team are skilled at storytelling and creating video content that engages our fans and brings a brand's proposition to life. Working closely with our partners, we design exactly the right material to perfectly align our brands and generate interest from our audiences. Once created, it is shared across all our channels to amplify the impact further. Here are just a few examples of our work

WPA - SOMERSET DREAMS



VERTU RC CHALLENGE



BEHIND THE WYVERN



THATCHER'S - PETER TREGO



MATCHDAY ACTIVATIONS

Activations are an effective way to bring your brand to life and connect with consumers. In addition to creating a totally immersive experience, they provide opportunities to sample, drive data capture and ultimately sales.



MATCH SPONSORSHIP

An effective way to drive awareness of your business, reward employees and entertain existing or prospective clients.

Matchday Sponsorship includes:

TABLE OF 10 IN THE COUNTY ROOM

WAITER/WAITRESS SERVICE

FULL DINING EXPERIENCE

BEHIND THE SCENES TOUR OF THE COOPER ASSOCIATES COUNTY GROUND

PITCHSIDE GROUP PHOTOGRAPH

SIGNED SHIRT

ONE MINUTE OF IN-PLAY LED ADVERTISING PER HOUR OF PLAY

P.A ANNOUNCEMENT ON THE DAY

MENTION AS SPONSORS IN OUR PRE AND POST MATCH COMMUNICATION

PLAYER SPONSORSHIP

An entry level sponsorship opportunity that helps drive awareness of your business and supports SCCC's upcoming campaign.

The package includes:

SCCC TO ANNOUNCE SPONSORSHIP ON OFFICIAL X & LINKEDIN PLATFORMS

LOGO BRANDING AND WEB-LINK TO FEATURE WITHIN PLAYER PROFILE ON SCCC OFFICIAL WEBSITE

MATCHDAY EXPOSURE IF SPONSORED PLAYER FEATURES IN MATCHDAY XI

ONE MINUTE OF LED ADVERTISEMENT PER HOUR ON MATCHDAYS ALONGSIDE OTHER PLAYER SPONSORS

INVITATION FOR TWO TO EXCLUSIVE 'PLAYER MEET & GREET' WITH SQUAD

SIGNED SHIRT AND PHOTO WITH SPONSORED PLAYER

AFFILIATE MEMBERSHIP TO THE SCCC IN-FIELD BUSINESS CLUB

THE
IN-FIELD

SOUTH-WEST
BUSINESS
NETWORKING

SCCC are excited to announce the launch of our re-imagined business networking membership; the Infield Business Club.

Building on the success of the LBW Club, the rebranded Infield Business Club Membership offers new and enhanced opportunities for like-minded businesses in the southwest to connect and collaborate through networking and sport.

What is included:

- Two invitations to six networking events (including one at a County Championship and a Vitality Blast game)
- Fourteen tickets to use across County Championship cricket and eight tickets to One-Day cup Cricket
- Use of a box on non-matchdays for networking and business events up to four times a year*
- Two places at our annual golf day

Additional benefits:

- 10% discount on meetings and events at The Cooper Associates County Ground
- Logo on the Somerset County Cricket Club website
- Announcement of your membership on the club's owned channels
- Private LinkedIn group
- Access to priority ticket windows (including T20 finals day)
- Priority and discounted rates for additional networking events and business lunches

Upgrade – Premium Membership

Two Platinum Long Room Memberships which allow entry to all County Championship matches, group stage of the Metro Bank One Day Cup matches and group stage of Vitality Blast matches.

Members will have use of the Long Room for these fixtures which offers magnificent views of all the action set against the spires of the iconic backdrop of Taunton's two church towers.



OUR PARTNERS



COMBINING

HERITAGE & TRADITION

WITH DIGITAL

TRANSFORMATION



TRADE NATION TESTIMONIAL

“OUR PARTNERSHIP WITH SOMERSET COUNTY CRICKET CLUB AS PRINCIPAL T20 PARTNER HAS BEEN ONE OF TRADE NATION’S MOST REWARDING AND STRATEGICALLY IMPACTFUL COLLABORATIONS. OVER THE YEARS, WE’VE ALIGNED NOT JUST IN BRAND VISIBILITY BUT IN SHARED VALUES OF COMMUNITY, INCLUSIVITY, AND PERFORMANCE EXCELLENCE, BOTH ON AND OFF THE FIELD.

THROUGH INITIATIVES SUCH AS SUBSIDISED TICKETING IN THE TRADE NATION STAND AND YEAR-ON-YEAR ACTIVATIONS AT VITALITY BLAST MATCHES, WE’VE BEEN ABLE TO ENHANCE THE FAN EXPERIENCE, SUPPORT LOCAL COMMUNITIES, AND BRING REAL VALUE TO SUPPORTERS AND STAKEHOLDERS ALIKE. THE CONTINUED EXTENSION OF THIS PARTNERSHIP SPEAKS TO THE STRENGTH OF OUR RELATIONSHIP AND THE MUTUAL BENEFITS WE’VE REALISED IN REACHING NEW AUDIENCES, DEEPENING ENGAGEMENT, AND REINFORCING TRADE NATION’S COMMITMENT TO GRASSROOTS SPORT AND COMMUNITY ENGAGEMENT.

WORKING WITH THE SCCC TEAM HAS BEEN SEAMLESS AND INSPIRING, AND WE LOOK FORWARD TO BUILDING ON THIS FOUNDATION ”

BECKY HAMPTON – HEAD OF PARTNERSHIPS



TRADE NATION



BROWN & BROWN TESTIMONIAL

“CULTURALLY, SCCC HAS BEEN A PERFECT FIT AND IS AN IDEAL HOME FOR OUR BRAND PARTNERSHIP. WORKING WITH THE TEAM AT SCCC IS ALWAYS A PLEASURE, AND THEY WORK VERY HARD TO ENSURE THAT WE BENEFIT FROM ALL ASPECTS OF OUR PARTNERSHIP. THE TEAM AT SCCC FEEL LIKE A FAMILY AND WE HAVE SEEN SOME TANGIBLE BENEFITS SINCE WE BEGAN WORKING TOGETHER.

RAISING OUR PROFILE IN THE SOUTH WEST BUT ALSO ENTERTAINING OUR CLIENTS, HOLDING STAFF CONFERENCES & CHRISTMAS PARTIES AND ENGAGING THE EXTENSIVE MEMBERSHIP AND SOCIAL MEDIA FOLLOWERS HAS MADE OUR PARTNERSHIP WORK SUPERBLY WELL FOR US AND WE HAD NO HESITATION IN RENEWING FOR A FURTHER 2 YEARS.”

MATTHEW J HARTIGAN ACII – MANAGING DIRECTOR



COOPER ASSOCIATES TESTIMONIAL

COOPER
ASSOCIATES

GLOBAL SPORTS MEDIA TESTIMONIAL

GLOBAL
SPORTS MEDIA

“OUR PARTNERSHIP WITH SOMERSET COUNTY CRICKET CLUB GOES BEYOND VISIBILITY – IT CREATES TANGIBLE VALUE FOR OUR BUSINESS AND SPACE FOR MEANINGFUL DIALOGUE WITH CLIENTS IN A SETTING THAT REFLECTS OUR VALUES – MEASURED, PROFESSIONAL, AND ENDURING. THE COOPER ASSOCIATES COUNTY GROUND DELIVERS THAT EXCEPTIONALLY WELL.”

MEGAN BARTON – HEAD OF MARKETING

“FROM INITIAL CONTACT THROUGH TO CONTRACT COMPLETION, CAROLINE AND THE SOMERSET CCC COMMERCIAL TEAM WERE OUTSTANDING TO WORK WITH. EFFICIENT, PROFESSIONAL AND A FANTASTIC REPRESENTATION OF THE CLUB. THIS HAS CONTINUED POST-CONTRACT WITH THE TEAM GOING ABOVE AND BEYOND EXPECTATIONS.

WE ARE DELIGHTED TO HAVE A PARTNERSHIP WITH THE CLUB, AND WOULDN'T HESITATE TO WORK WITH THEM IN THE FUTURE.”

ROBERT DYAN – DIRECTOR

WPA TESTIMONIAL

“AS A SOMERSET-BASED BRAND, WPA IS PROUD TO SUPPORT OUR LOCAL COMMUNITY. PARTNERING WITH SOMERSET COUNTY CRICKET CLUB IS A KEY PART OF THAT COMMITMENT, HELPING THE CLUB ACHIEVE ITS GOALS WHILE STRENGTHENING OUR TIES TO THE REGION.

THE SCCC COMMERCIAL TEAM HAS BEEN OUTSTANDING – PROACTIVE, COLLABORATIVE, AND ALWAYS EAGER TO EXPLORE NEW IDEAS TO MAXIMISE THE VALUE OF OUR SPONSORSHIP. THIS PARTNERSHIP HAS ENHANCED OUR BRAND RECOGNITION BOTH LOCALLY AND NATIONALLY. ON A LOCAL LEVEL, IT HAS EVEN SUPPORTED RECRUITMENT BY INCREASING AWARENESS OF WPA AMONG POTENTIAL EMPLOYEES.

WORKING WITH SCCC HAS BEEN A REWARDING EXPERIENCE WHICH HAS MADE COMMERCIAL SENSE.”

MARK SOUTHERN – EXEC DIRECTOR – SALES AND MARKETING



SCAN FOR MORE



Health Insurance



THATCHERS TESTIMONIAL

“THATCHERS HAVE HAD A LONGSTANDING PARTNERSHIP WITH SCCC DATING BACK OVER A DECADE, RIGHT FROM THE BEGINNING IT WAS A NATURAL PARTNERSHIP TO JOIN THE COUNTY TEAM WITH OUR SOMERSET CIDER.

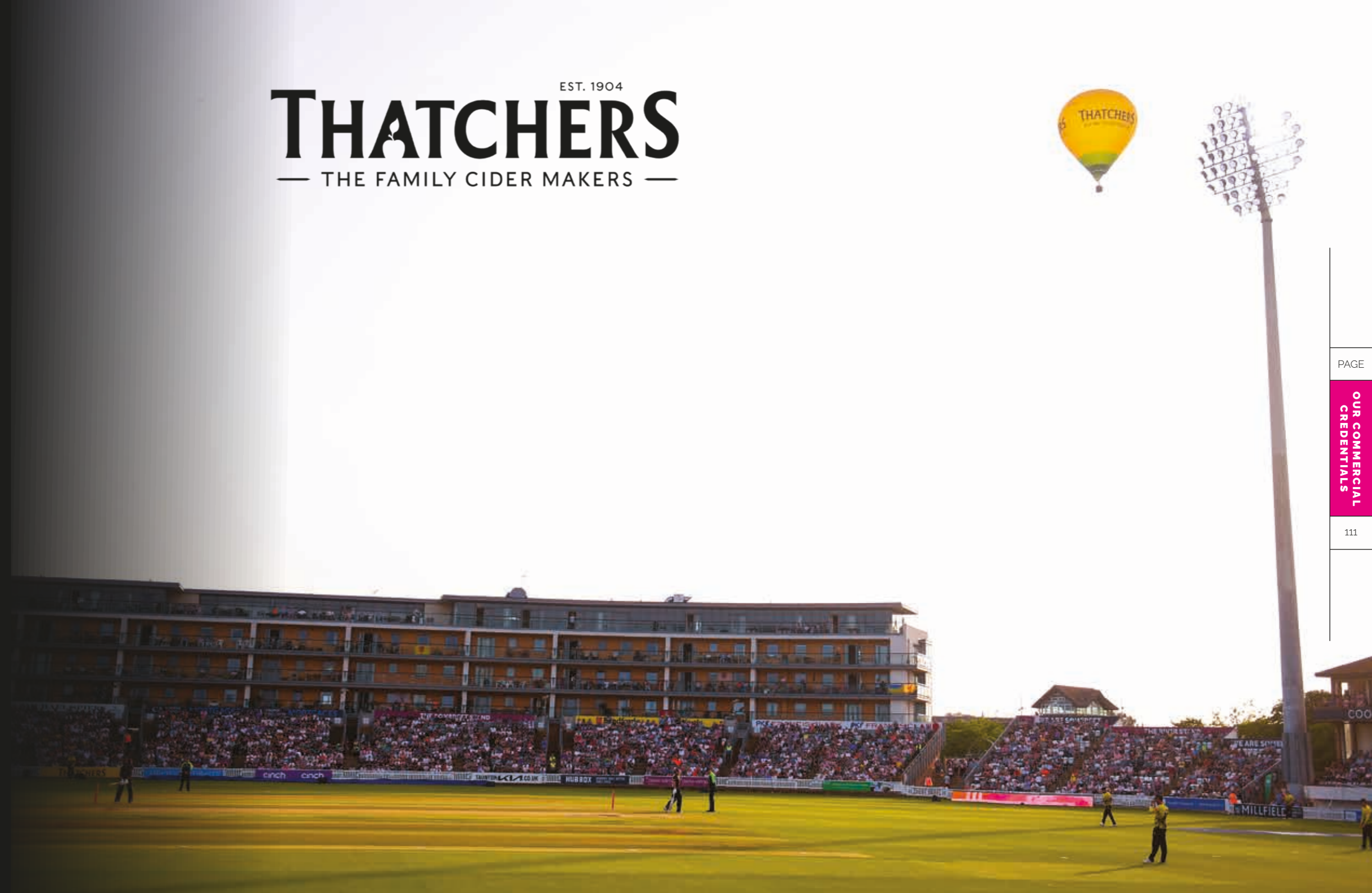
WE’VE LOVED EVERY MINUTE WORKING WITH SCCC AND SEEN HOW THE CLUB AND SPORT HAS DEVELOPED! AS A FAMILY BUSINESS, WE FEEL LIKE THE CLUB ARE AN EXTENSION OF OUR FAMILY – WE’RE OPEN, HONEST AND ALWAYS THINKING OF NEW WAYS TO HELP EACH OTHER. WE WANT EVERYONE TO HAVE A MEMORABLE TRIP TO THE GROUND AND ENJOY THE PERFECT SERVE OF THATCHERS CIDER AS PART OF THE EXPERIENCE.

WE’VE ALWAYS SEEN A POSITIVE REACTION TO OUR CIDER BRANDS AT THE CRICKET AND THE RECENT EMERGENCE OF THE EXCELLENT ONLINE STREAMING AND DIGITAL SIDE OF SOMERSET HAS NOW ENABLED US TO ENGAGE WITH CRICKET FANS AT HOME, ON-THE-GO AS WELL AS IN-GROUND.

WATCHING CRICKET IS SUCH A SOCIABLE GAME AND THE PERSONIFICATION OF SUMMER – PERFECT FOR A CIDER! THE TEAM AT SOMERSET ARE PROACTIVE, POSITIVE AND MAKE THINGS HAPPEN – THAT’S ALL YOU CAN ASK FOR!”

PHILIP MCTEER – HEAD OF MARKETING

EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —



HONOURS BOARD

2017 – INVESTING IN SOMERSET AWARD: SOMERSET BUSINESS AWARDS

2017 – FAN INNOVATION AWARD: BUSINESS OF CRICKET AWARDS

2019 – COMMUNITY ENGAGEMENT IMPACT AWARD: BUSINESS OF CRICKET AWARDS

2019 – SCCC NAMED MOST ENGAGED SOCIAL MEDIA ACROSS ALL SPORT

2021 – YOUTUBE CHANNEL OF THE YEAR: SPORTS BROADCASTER AWARD

2022 – YOUTUBE SILVER PLAY BUTTON FOR 100,000 SUBSCRIBERS

2022 – BEST DIGITAL INNOVATION 2020-2022: BUSINESS OF CRICKET AWARDS

2023 – SOMERSET BUSINESS AWARDS WINNER: SURVIVE & THRIVE CATEGORY

2023 – TRANSFORMING THE WOMENS GAME: BUSINESS OF CRICKET AWARDS

2023 – DIGITAL CAMPAIGN OF THE YEAR AWARD: BUSINESS OF CRICKET AWARDS

2023 – SARAH TRUNKS – DINESH PATEL MVP: BUSINESS OF CRICKET AWARDS

2024 – BEN WARREN – DINESH PATEL MVP: BUSINESS OF CRICKET AWARDS

2025 – FREDDY MIDGLEY – RISING STAR: BUSINESS OF CRICKET AWARDS

2025 – SPONSORSHIP OF THE YEAR: BUSINESS OF CRICKET AWARDS



YouTube Channel of the Year

Somerset County Cricket Club



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