

COMMERCIAL
BROCHURE

||





AS A CLUB WE STAND.
STEADFAST,

PROUD.

BEACONS FOR THIS REGION,
MODEST YET LOUD.



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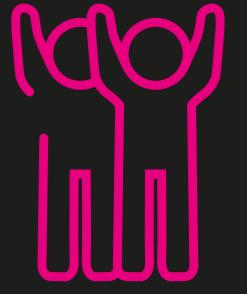
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WHY CRICKET?

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

PAGE

OUR CLUB

06

COUNTY CRICKET FORMATS

PAGE
OUR CLUB

FORMAT	Rothesay COUNTY CHAMPIONSHIP			
	COUNTY CHAMPIONSHIP		T20	
KIT COLOUR	WHITES		ONE DAY CUP	
	COLOURED KIT	COLOURED KIT	MEN	WOMEN
DURATION	4 DAYS	3 HOURS	3 HOURS	1 DAY
TIMINGS	11AM - 6PM	6.30PM - 9.30PM	2.30-5.30PM 6.30PM - 9.30PM	11AM - 6PM
AV. ATTENDANCE	2,500	8,000	1,500	5,000
AUDIENCE TYPE	• CRICKET PURISTS • MATURE	• CRICKET SOCIALS • YOUNG PROFESSIONALS • FAMILIES	FAMILIES	
COMP. DURATION	APRIL - SEPTEMBER	MAY - JULY	AUGUST	APRIL SEPTEMBER

08

09

OUR CLUB PAGE



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 SOUTHWEST**
- 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***
- I **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**
- I **REPUTATION FOR DELIVERING EXCEPTIONAL ROI FOR COMMERCIAL PARTNERS**

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 in its future 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 whose 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



HOSTING THE WORLD'S BEST

BOTHAM



FOR 150 YEARS

RICHARD

TEAM HONOURS BOARD

PAGE

OUR CLUB

16

- 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



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OUR CLUB

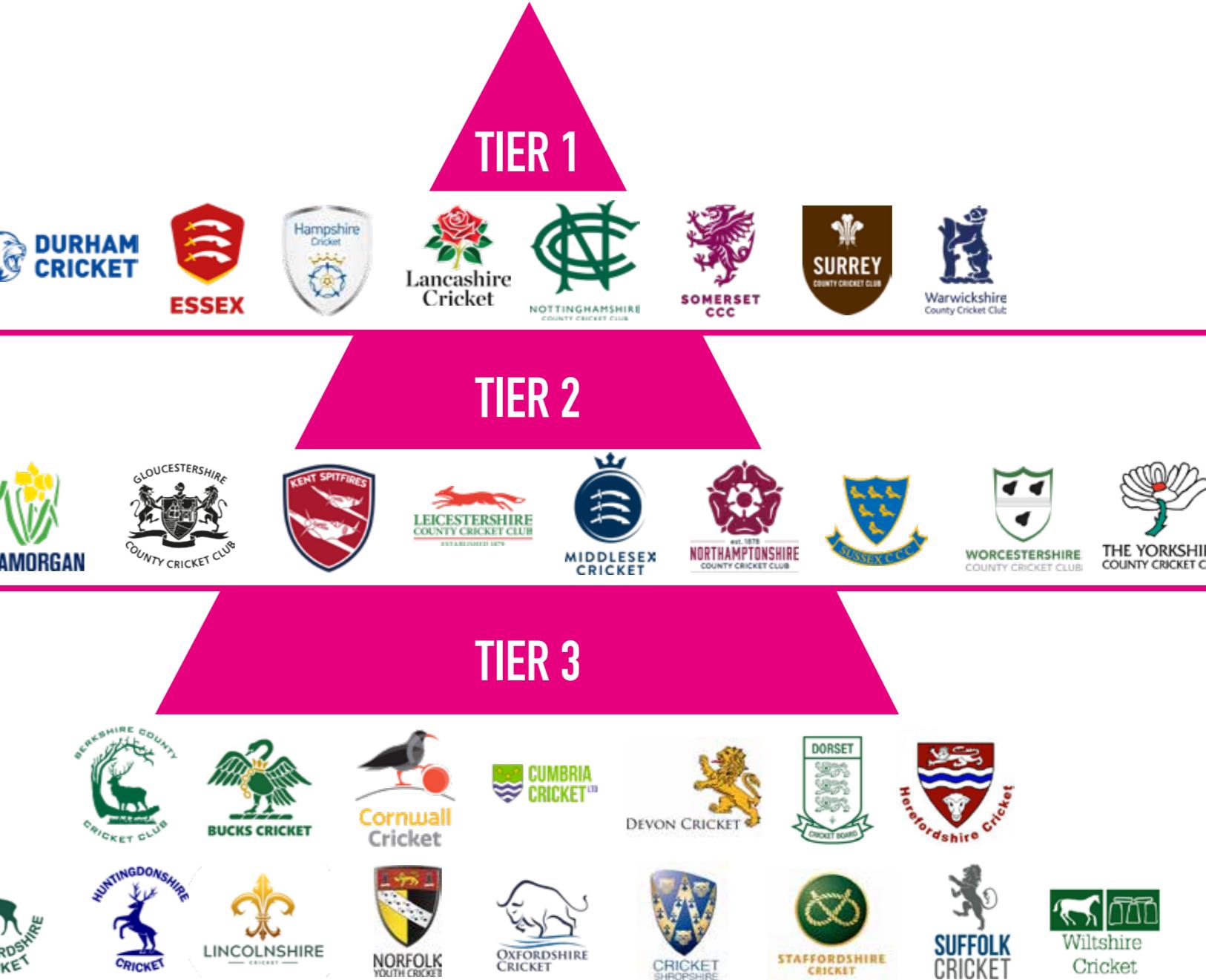
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- 2019: WESTERN STORM KSL CHAMPIONS
- 2020: BOB WILLIS TROPHY FINALISTS
- 2021: T20 FINALISTS
- 2022: T20 SEMI-FINALISTS
- 2023: T20 CHAMPIONS
- 2024: ODC FINALISTS
- 2024: T20 FINALISTS
- 2025: ODC SEMI-FINALISTS
- 2025: T20 CHAMPIONS



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

PAGE

OUR CLUB

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WILL HAWKINS



ANYA SHRUBSOLE 2017

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OUR CLUB

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DEVELOPING THE STARS OF THE FUTURE



PATHWAY IN NUMBERS

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

3
8
4

THREE PLAYERS SELECTED IN ENGLAND UNDER 19'S SQUAD
8 IN SUPER 4'S (U17'S)
4 IN BUNBURY FESTIVAL (U15'S)



465 COUNTY AGE GROUP AND WYVERN BOYS AND GIRLS WITH A FURTHER 147 PLAYERS ACCESSING OUR REGIONAL STATE SCHOOL PROGRAMME

110 CLUBS AND 179 SCHOOLS REPRESENTED ACROSS THE PATHWAY

10

ACADEMY PLAYERS WHO HAVE REPRESENTED ENGLAND IN RECENT YEARS:

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

365
465

PLAYERS CURRENTLY IN THE SOMERSET PATHWAY (BOYS & GIRLS)

STATE-SCHOOL INCLUSION:

363 PATHWAY AND WIDER PROGRAMME ATTEND STATE SCHOOLS

TRANSITIONS:

16 PLAYERS PROGRESSION FROM ACADEMY TO 2ND XI ENVIRONMENTS IN THE LAST 12-18 MONTHS



MATT DRAKELEY

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.

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



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



VENUE



365 DAYS A YEAR



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.





OUR REACH

PAGE

OUR REACH

THE OPPORTUNITIES ARE
LIMITLESS
IN CRICKET

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OUR REACH

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OUR REACH

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OUR REACH

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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

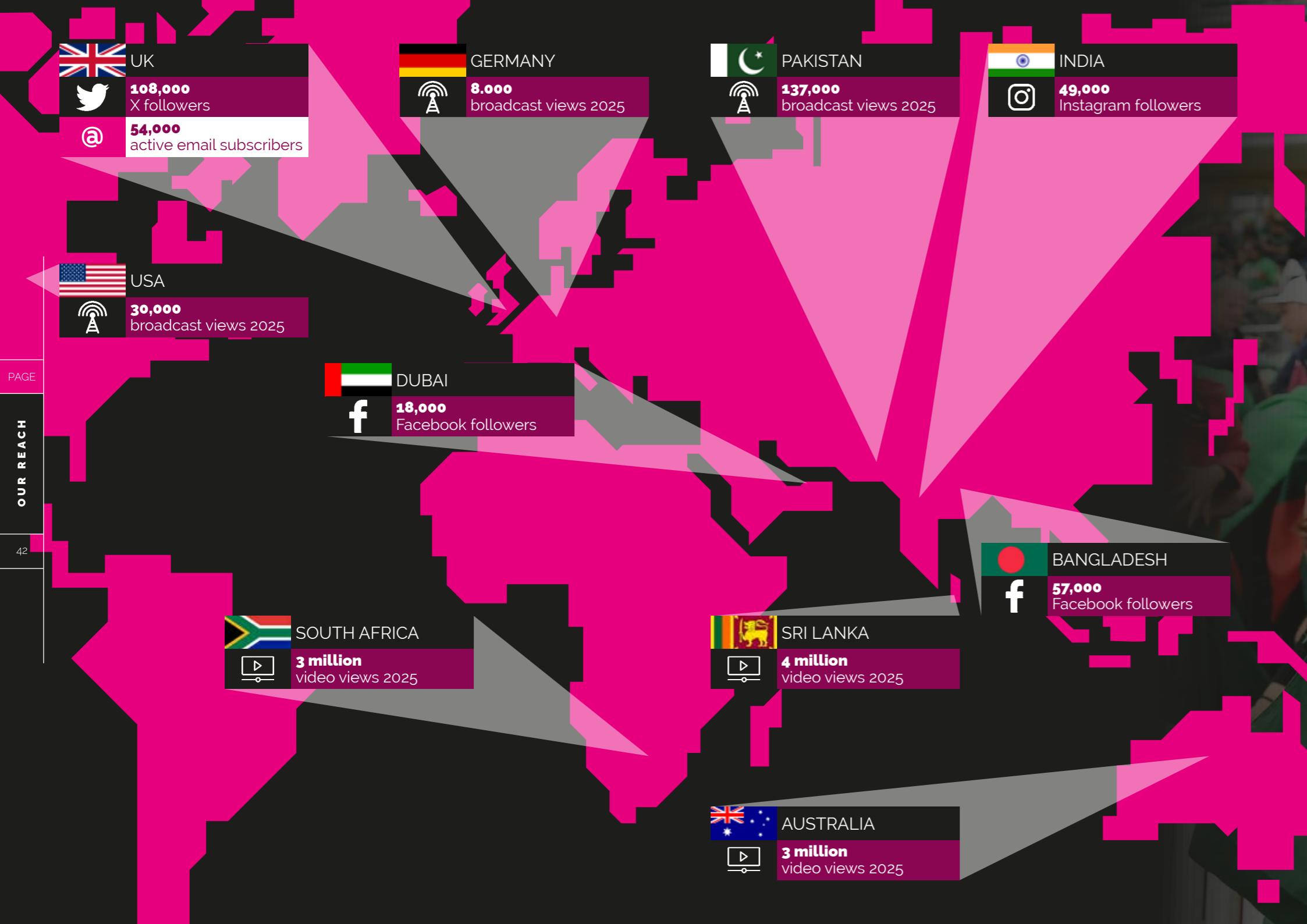
EMAIL REACH – 54,000 ACTIVE SUBSCRIBERS

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OUR REACH

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SOCIAL MEDIA

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OUR REACH

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OUR REACH

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OUR REACH

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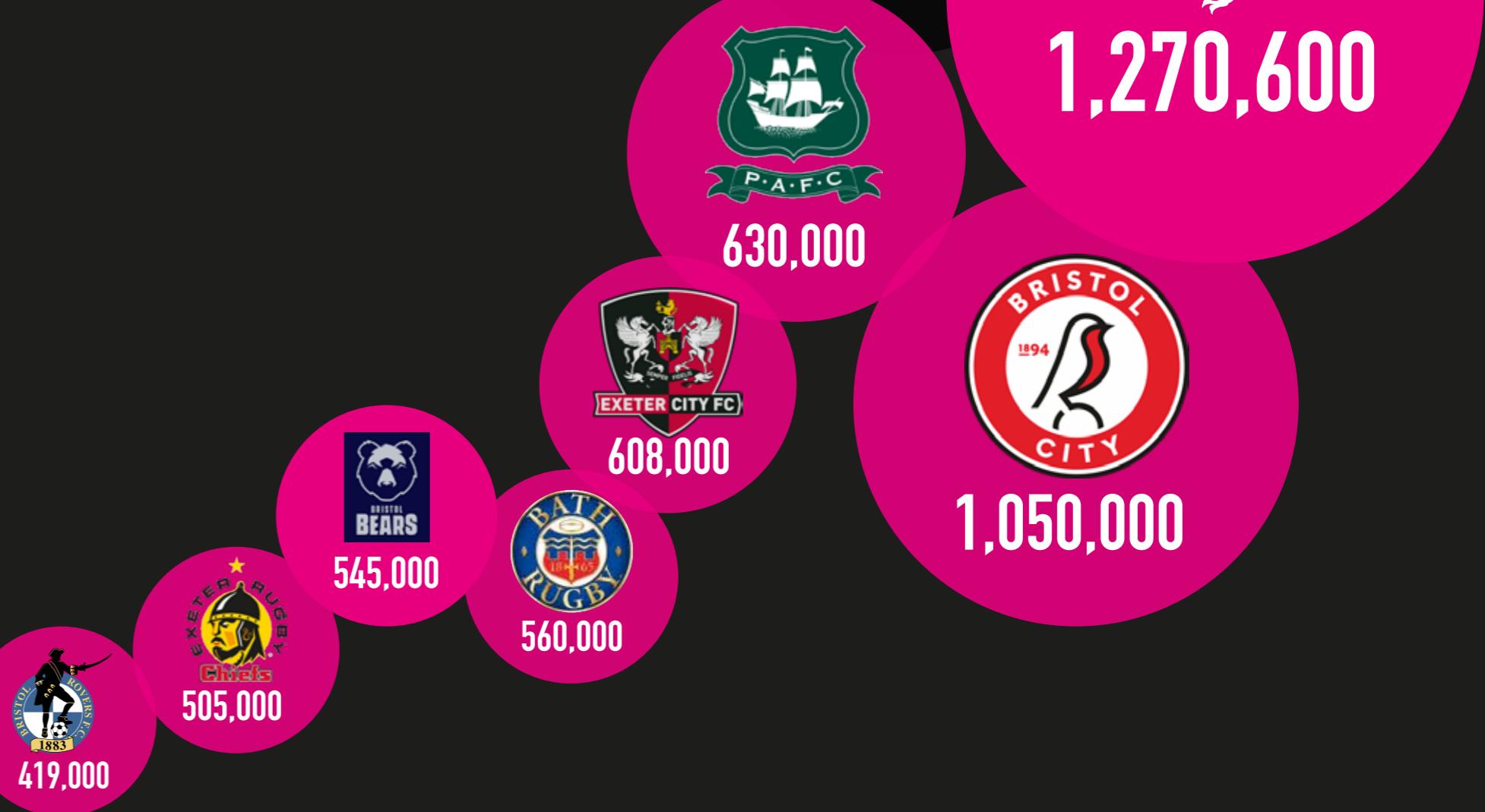
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SOCIAL MEDIA FOLLOWING IN COUNTY CRICKET

*CORRECT AS OF 4TH FEBRUARY 2024



SOMERSET V OTHER SOUTH WEST SPORTS



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





WEBSITE: 2025 IN NUMBERS

3,700,000 PAGE VIEWS

AVERAGE PAGE TIME 1 MINS. 36 SECS.

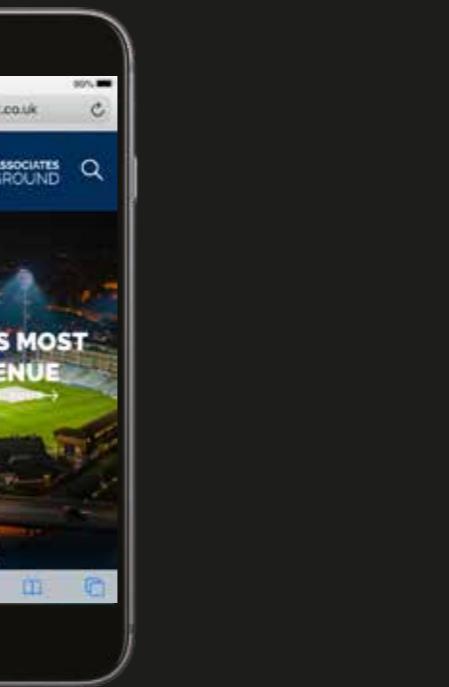
252,000 MATCH CENTRE VIEWS

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

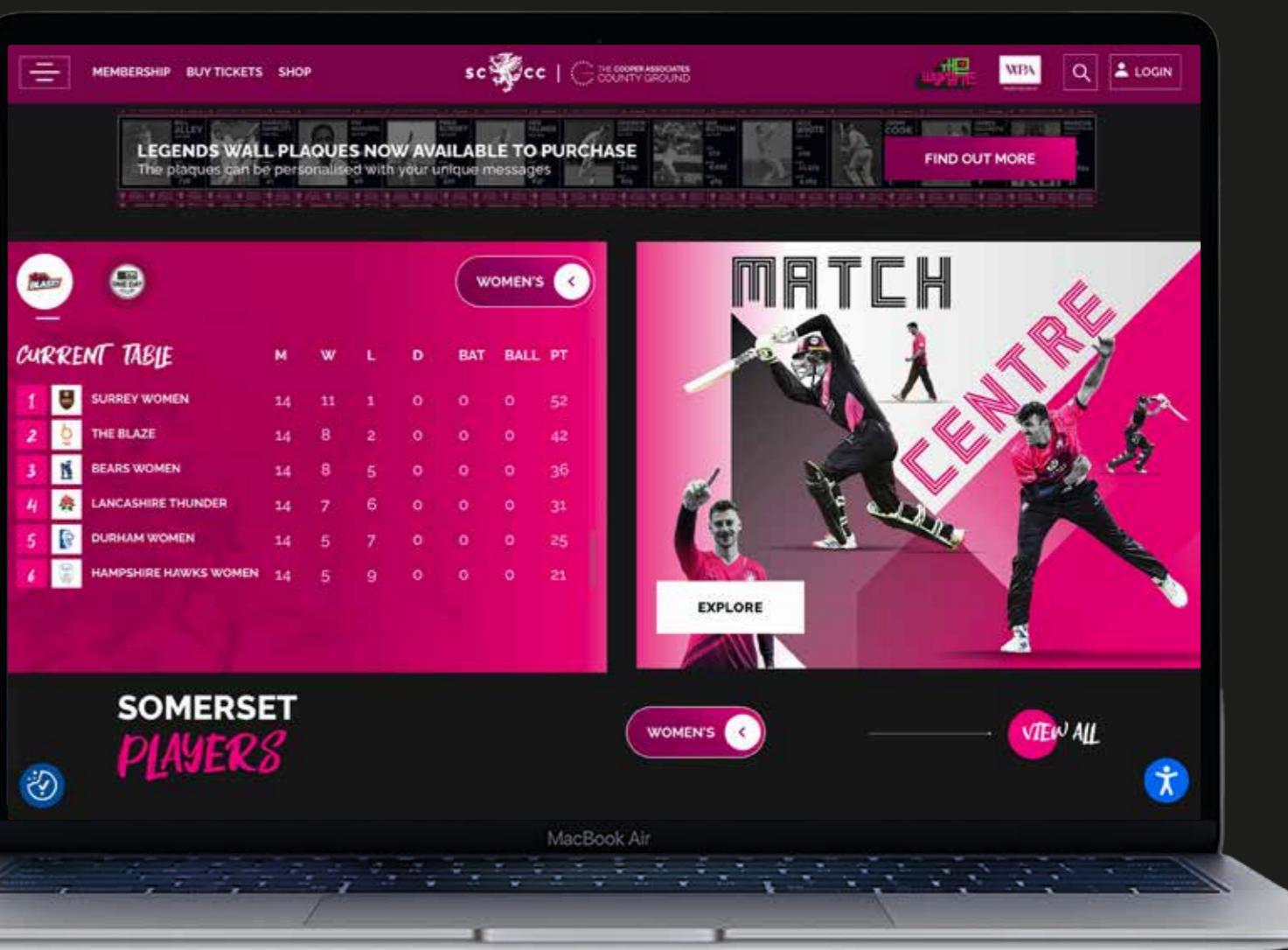
UK AUDIENCE 91%

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

PRESS

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OUR REACH

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Red and white can co-exist, says Overton

Killeen's late strike gives Durham edge on Somerset

Somerset start well chasing 265 at Durham

Somerset go top, Middlesex end wait, Foxes in hunt

Red and white can co-exist, says Overton

Killeen's late strike gives Durham edge on Somerset

Somerset start well chasing 265 at Durham

Somerset go top, Middlesex end wait, Foxes in hunt

Watch: County batter breaks bat, fragment hits stumps, gets reprieved by no ball in freak Championship incident

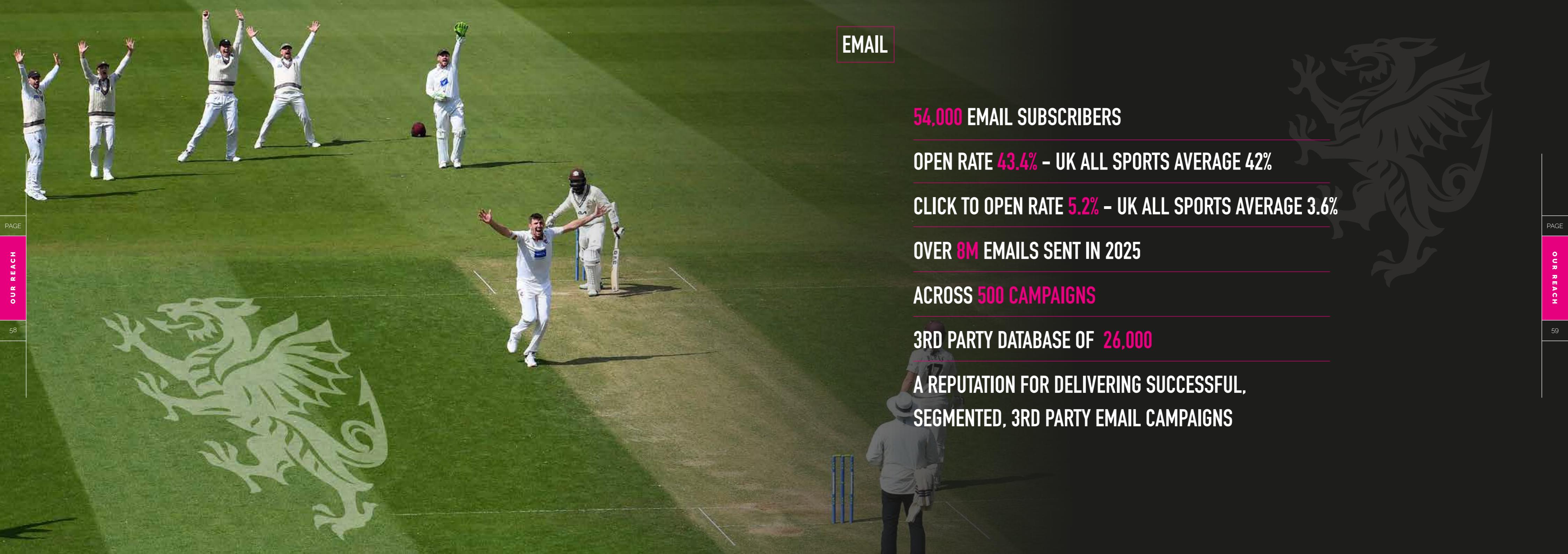
Bowlers dominate between Somerset and Essex

James Rew called up to England Test squad after Jordan Cox ruled out

James Rew has scored 10 first-class hundreds



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

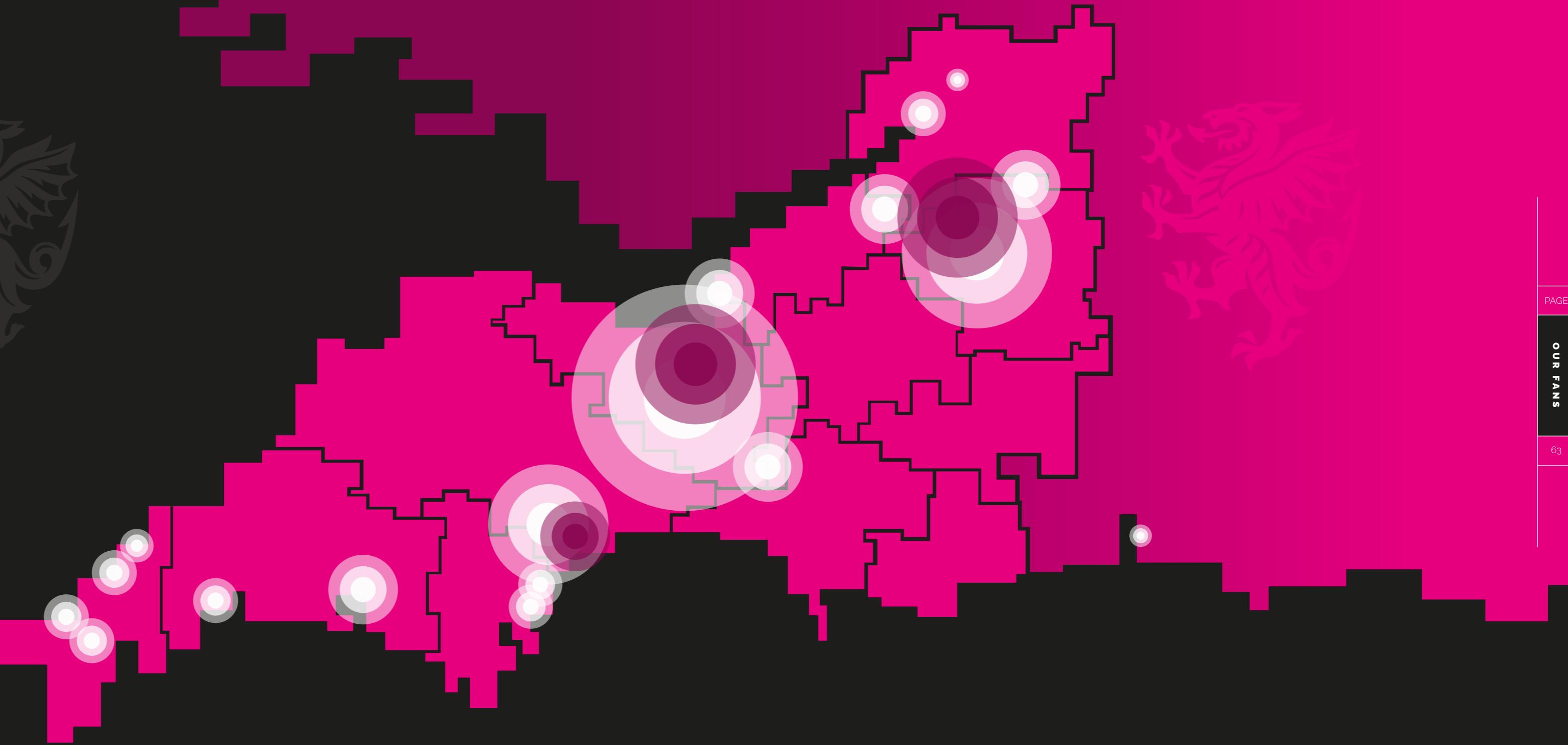
LOYALTY & TRUST

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%)

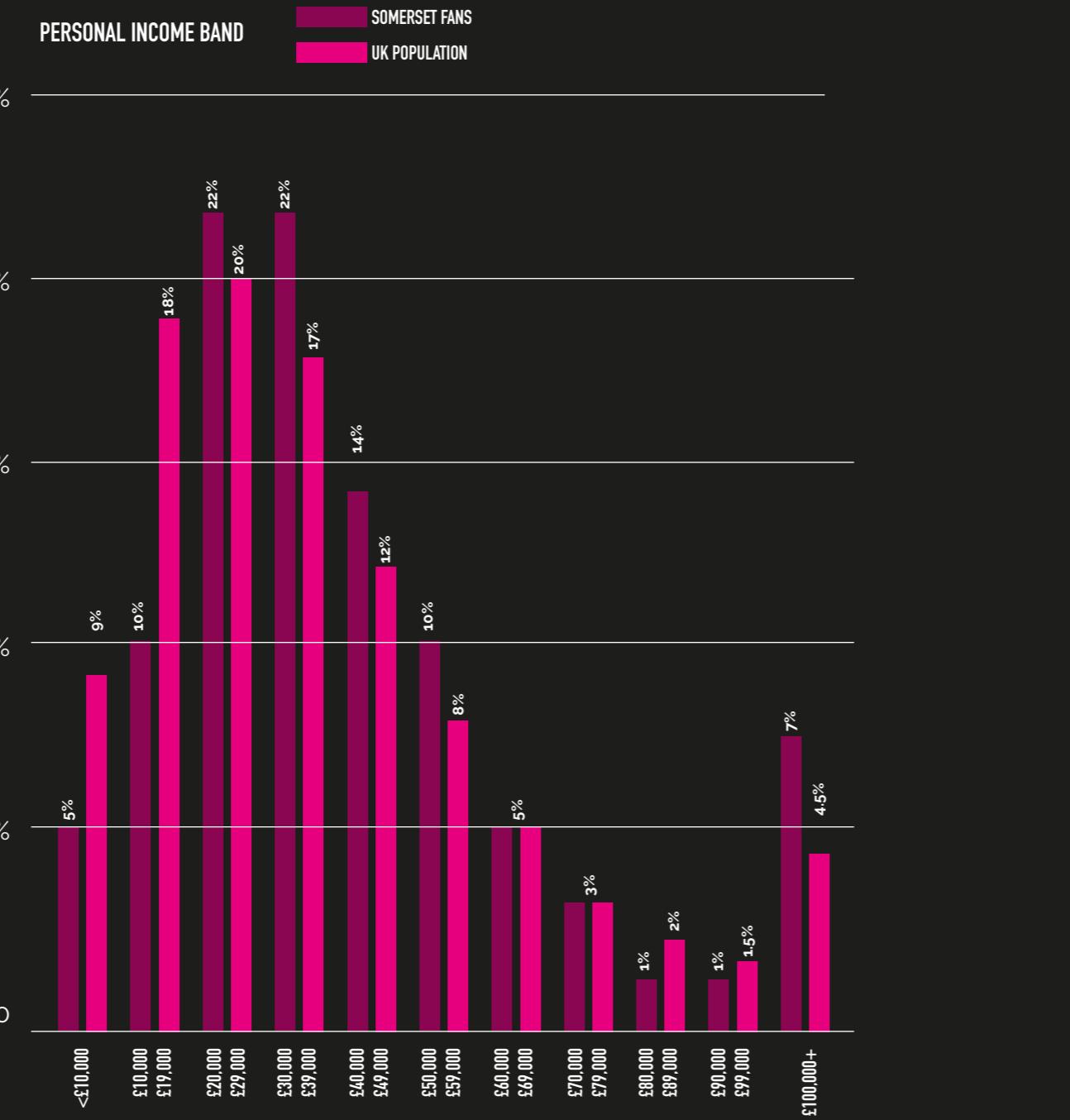
Our community demonstrates outstanding loyalty: 82% of Members renew beyond their first year, nearly 70% have stayed for three years or more, and 46% have maintained continuous Membership for at least five years.

MEMBERS & TICKET HOLDERS BY TOWN & CITY

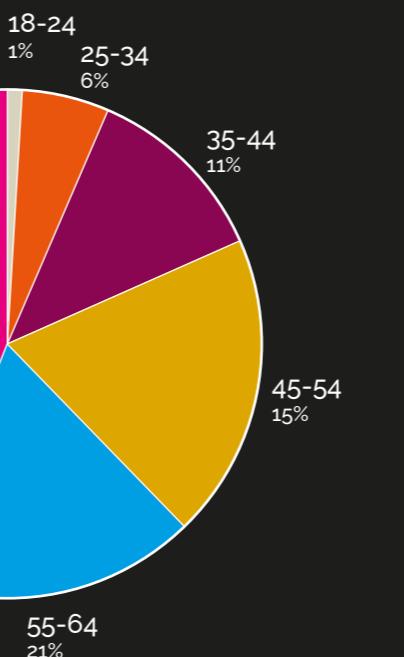
OUR FANS	PAGE
TAUNTON: 10,687	(TA1,2,3,4,21)
BRIDGWATER: 3584	(TA5,6,7,8,9)
BRISTOL: 3447	(ALL BS POSTCODES EXCLUDING BS21 - BS29)
EXETER: 3266	(EX1,2,3,4,5,6,7,11,15)
BATH: 2285	(BA1,2,3,11,14,15)
PLYMOUTH: 1635	(PL1,2,3,4,5,6,7,8,9,10,21)
WESTON-SUPER-MARE: 1552	(BS22,23,24,29)
YEOVIL: 1268	(BA20,21,22)
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)
CHEL滕HAM: 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)



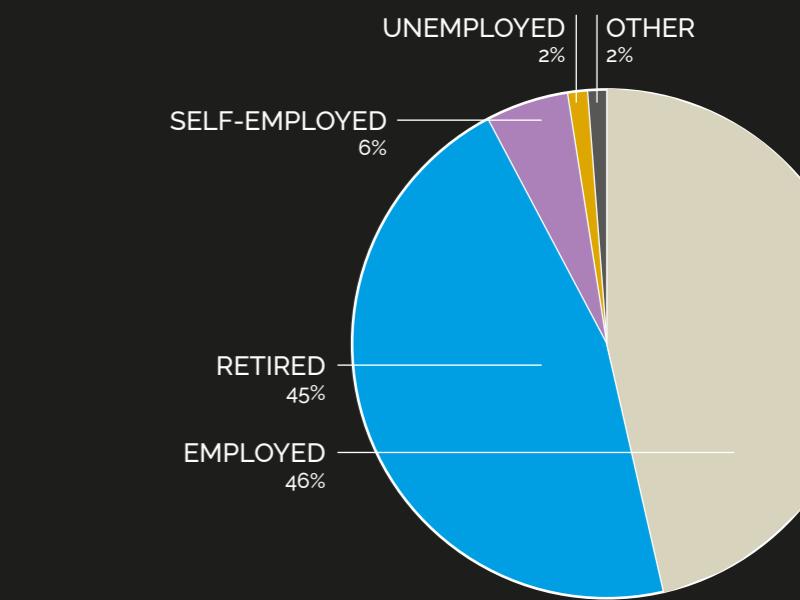
OUR DEMOGRAPHICS



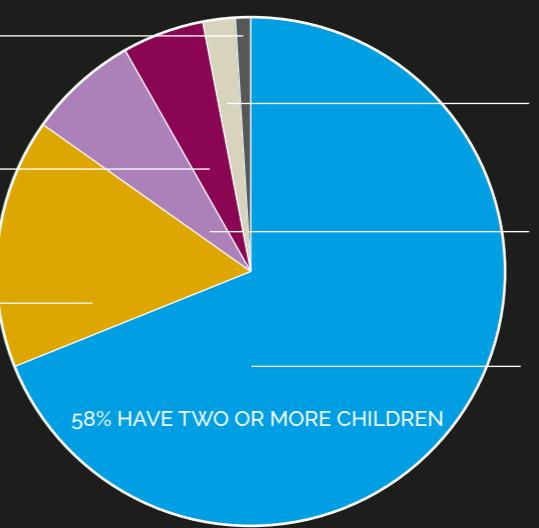
AGE PROFILE



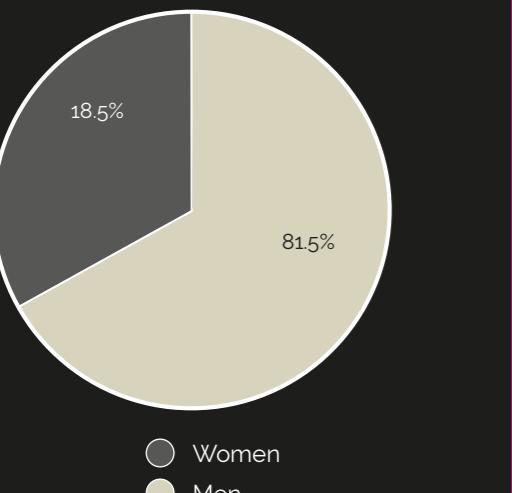
EMPLOYMENT STATUS



MARITAL STATUS



DEMOGRAPHICS BY COMPETITION



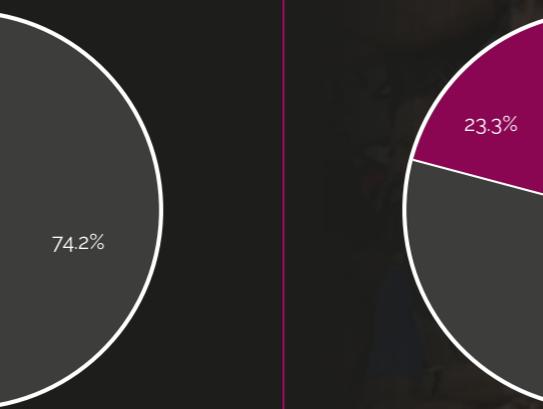
By Age (ticket purchasers, Club and Platinum Members)

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



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%)



MEN



By Age (ticket purchasers and all full Members):

Total we have age data for: 6270

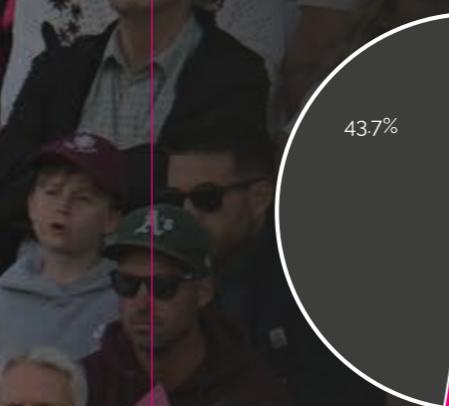
- 0-7: 91 (1.45%)
- 8-11: 56 (0.89%)
- 12-15: 94 (1.50%)
- 16-18: 90 (1.44%)
- 19-21: 96 (1.53%)
- 22-30: 358 (5.71%)
- 31-40: 690 (11.00%)
- 41-50: 887 (14.15%)
- 51-60: 1062 (16.94%)
- 61-70: 1357 (21.64%)
- 71-80: 1135 (18.10%)
- 81+: 354 (5.65%)





DEMOGRAPHICS BY COMPETITION

Vitality
BLAST! WOMEN



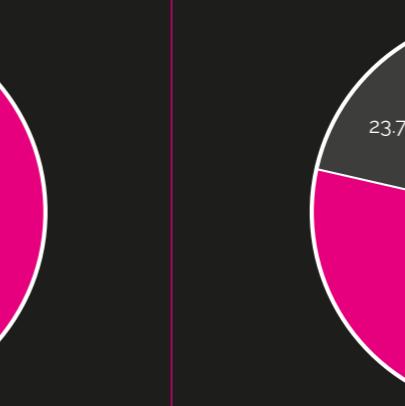
● Women
● Men

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

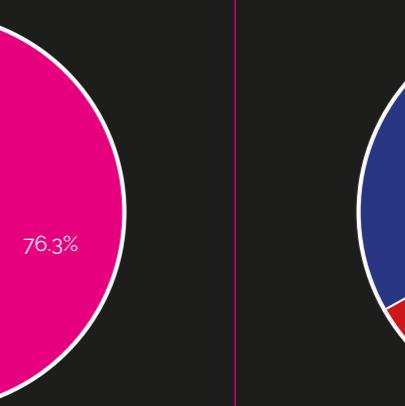
By Age (ticket purchasers, white-ball and platinum Members):

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

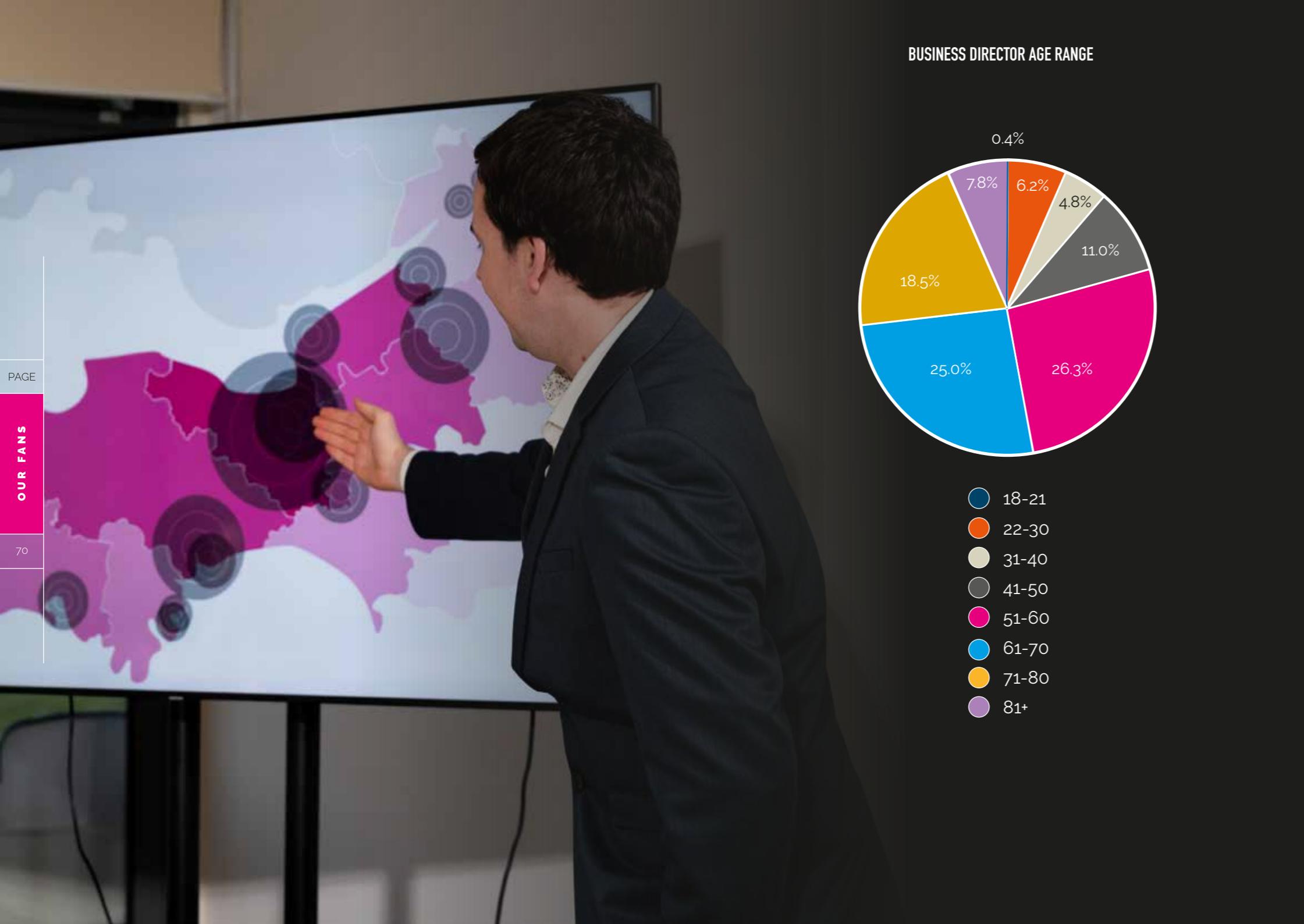


● Women
● Men

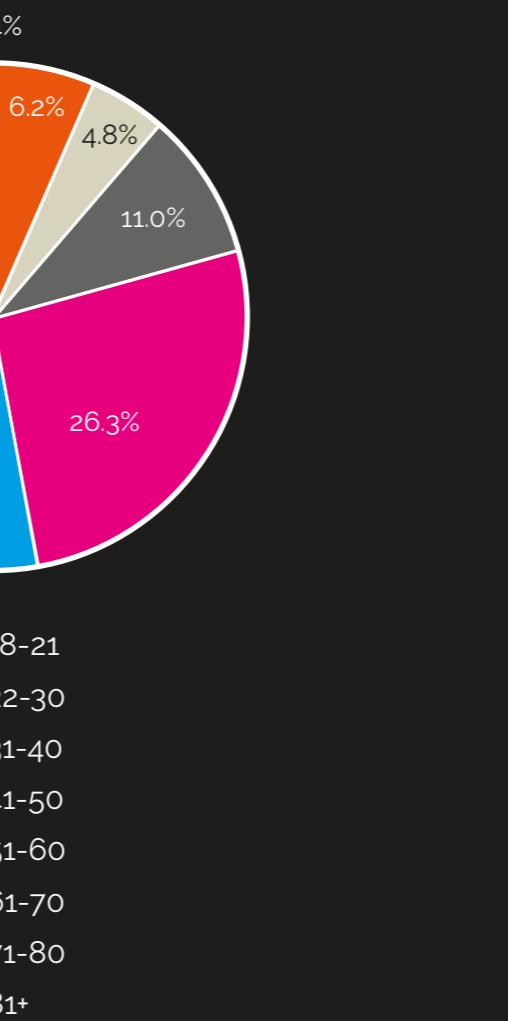
By Age (ticket purchasers):

Total we have age data for: 1754

• 0-7: 10 (0.57%)
• 8-11: 10 (0.56%)
• 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: 231 (13.42%)
• 81+: 70 (3.99%)



BUSINESS DIRECTOR AGE RANGE



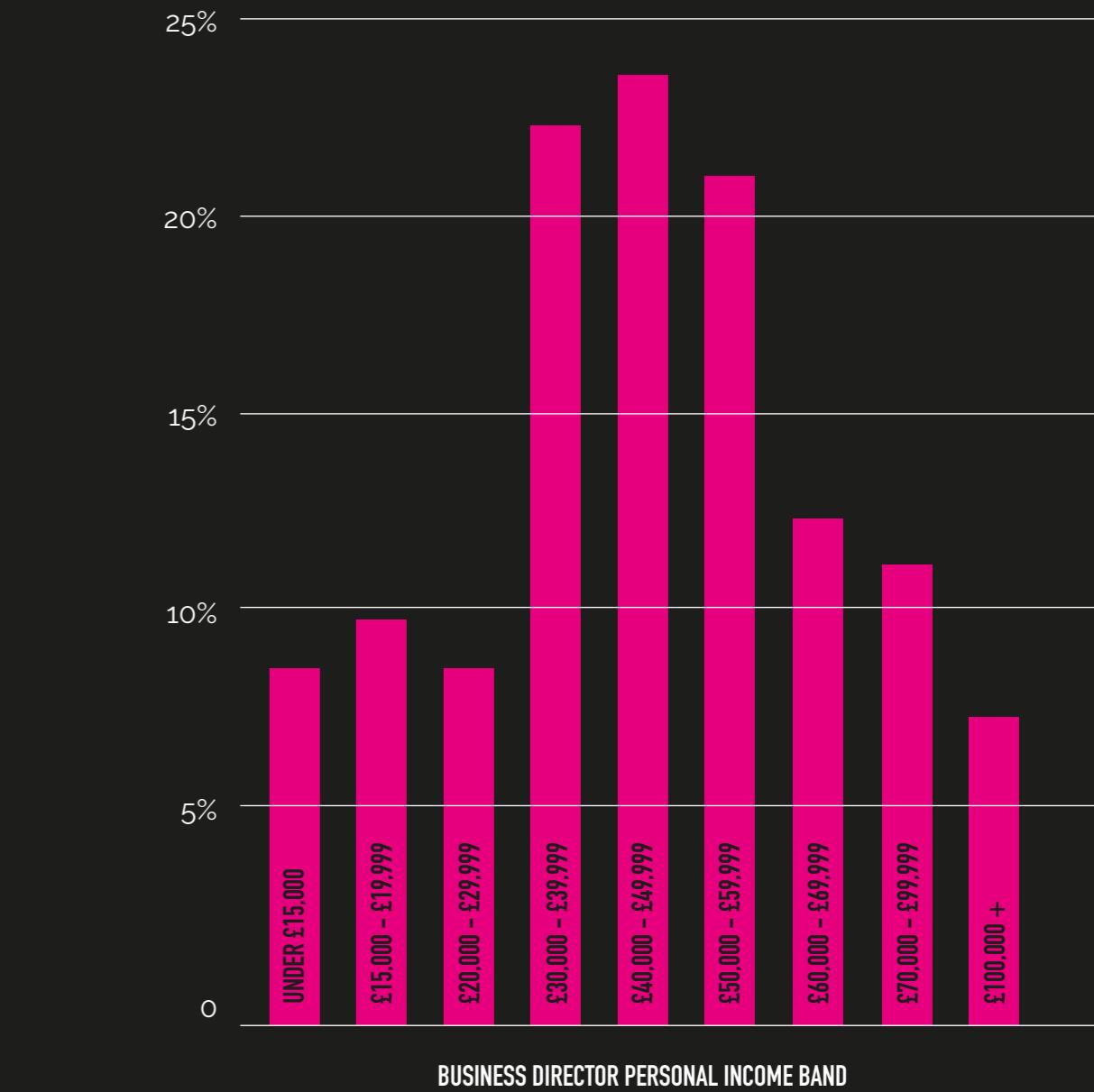
BUSINESS OWNER DEMOGRAPHICS

1,330

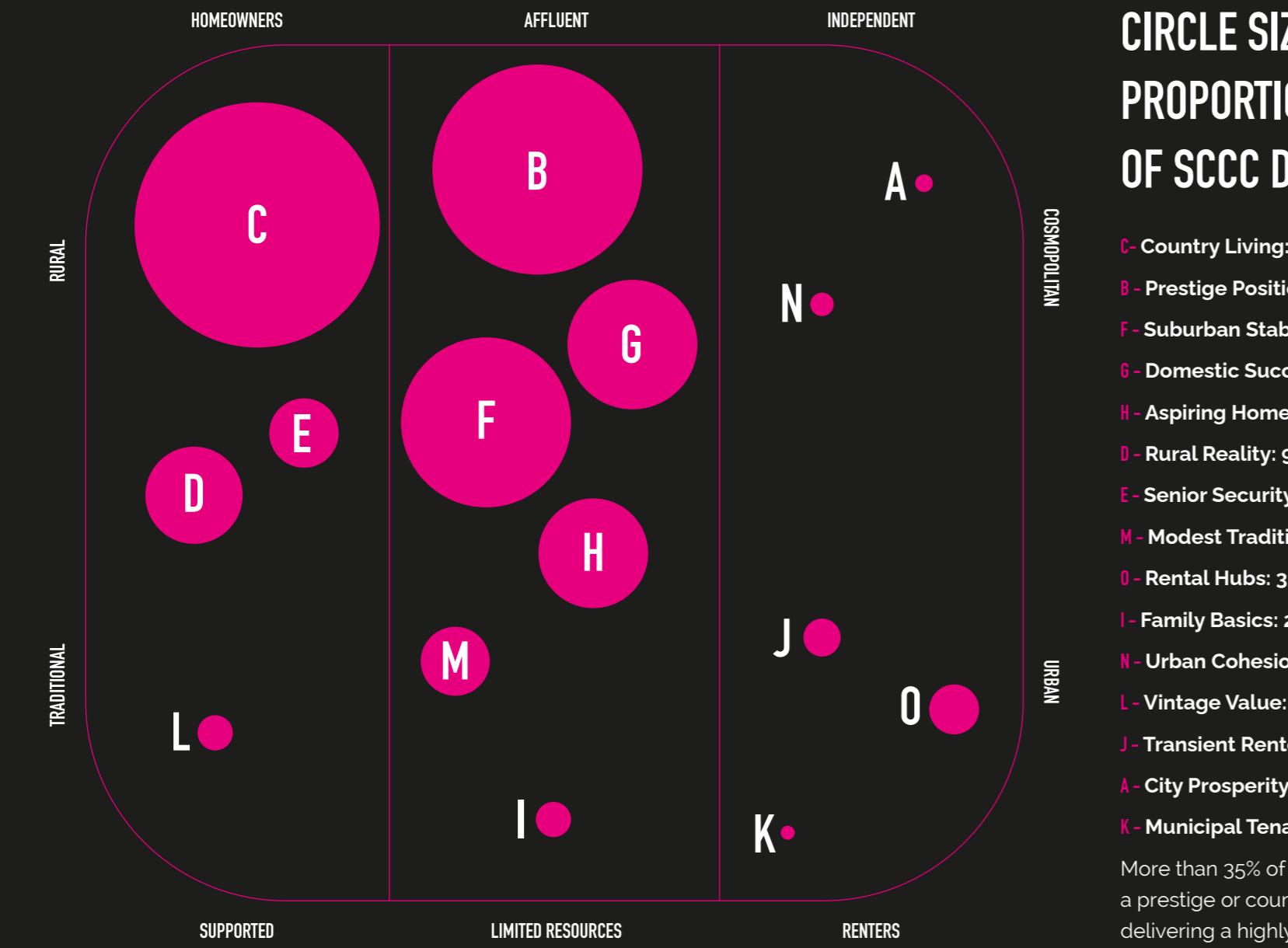
DIRECTORS OF LARGE BUSINESSES (50+ EMPLOYEES)

45

DIRECTORS OF SMALL BUSINESSES (>50 EMPLOYEES)



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

Mercedes-Benz

M&S

KEY FEATURES

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

BOOMERANG BOARDERS - 3.89%

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

FLEDGLING FREE - 2.80%

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

ASSOCIATED BRANDS

Daily **Mail**



TESCO

KEY FEATURES

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



AGE

56-65



NUMBER OF CHILDREN

0 CHILDREN



HOUSEHOLD INCOME

£30,000 - £39,999



TENURE

OWNED

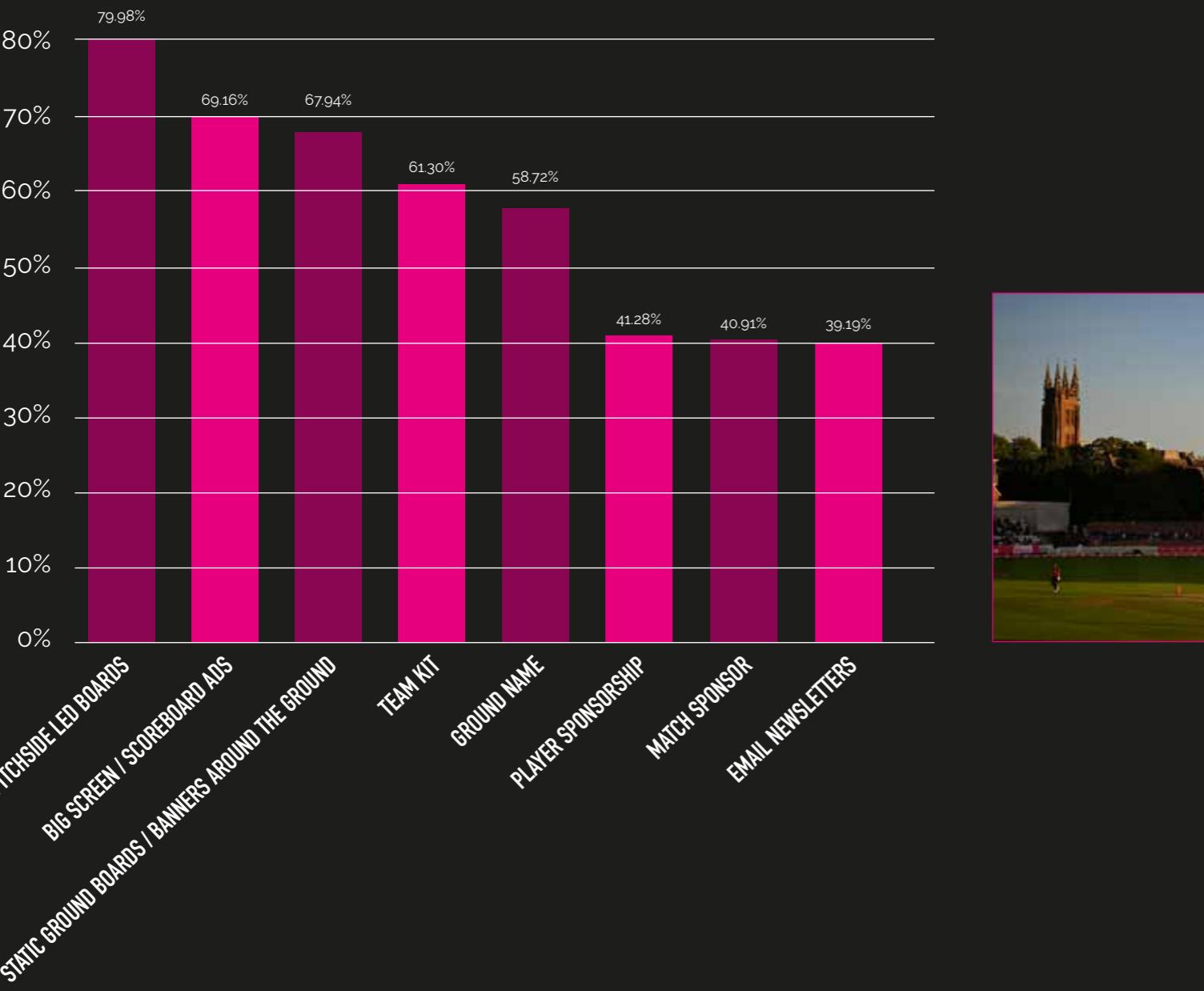


PROPERTY TYPE

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

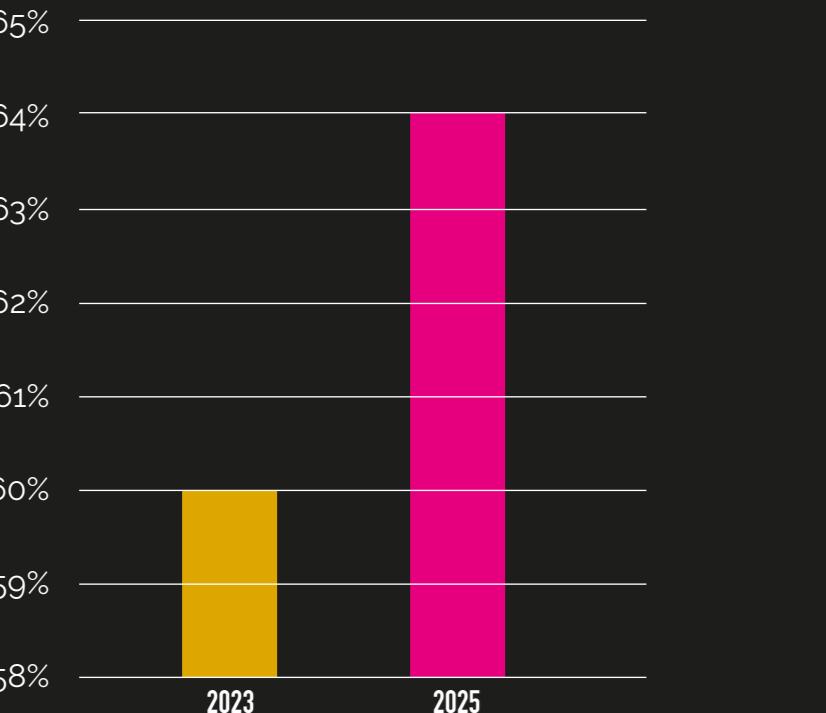
With regular Sky broadcasted games, highlights, social media coverage and exposure across our live stream and various digital channels

ENGAGE EMPLOYEES AND STAKEHOLDERS

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

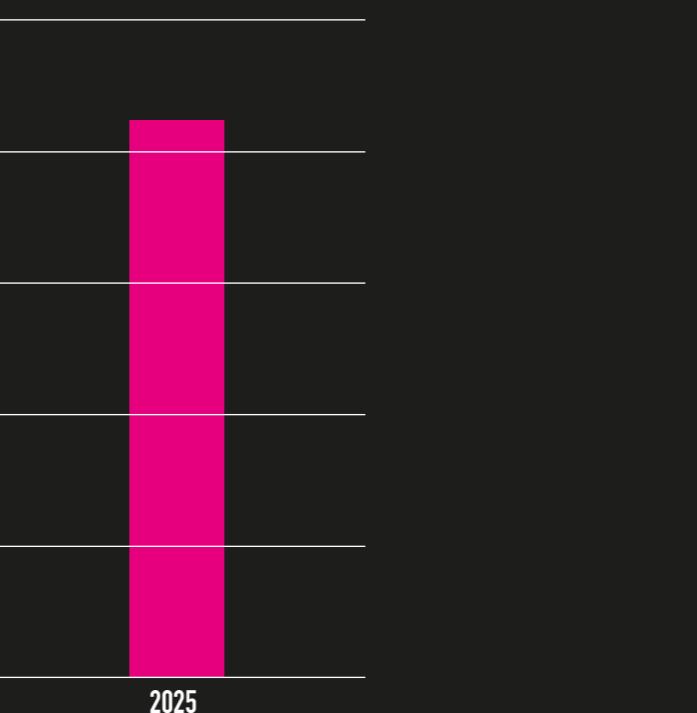
CONTINUING TO DRIVE INCREASED VALUE FOR OUR PARTNERS ACROSS VARYING OBJECTIVES

BRAND AWARENESS 2023 - 2025



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

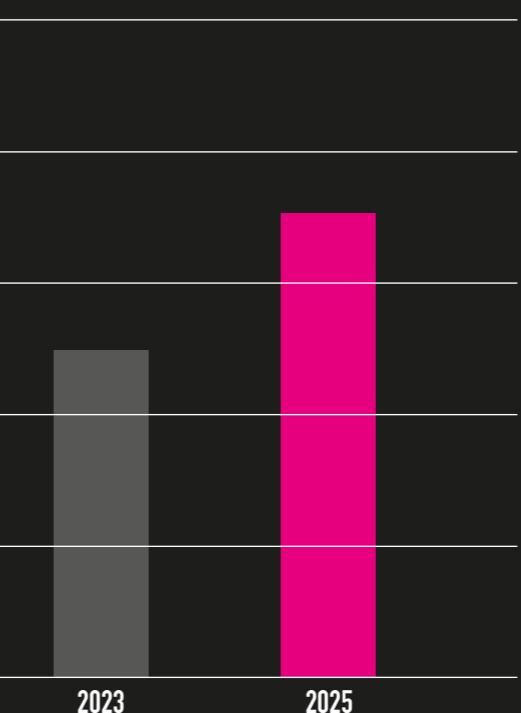
PURCHASE CONSIDERATION



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

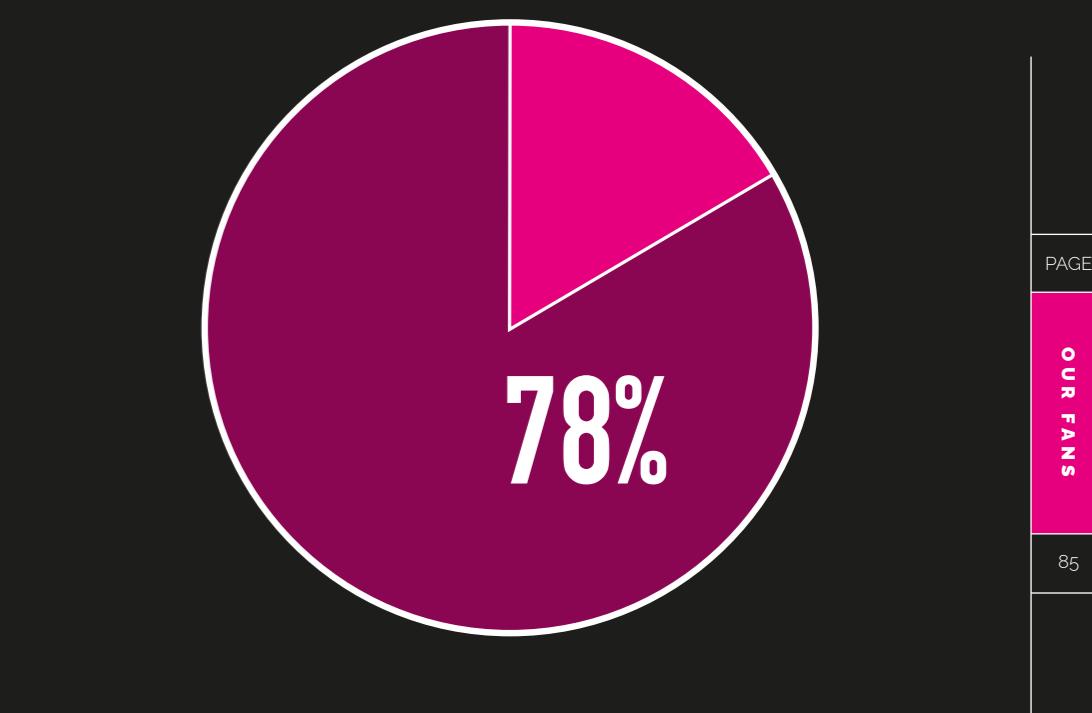
And **85%** would consider supporting local retailers partnered with SCCC

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 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

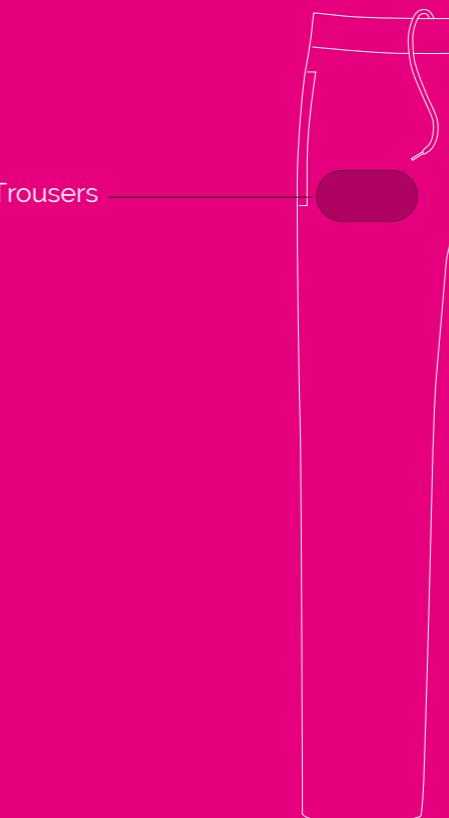
PROMINENT BRANDING ON COMPETITION SPECIFIC COLLATERAL

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

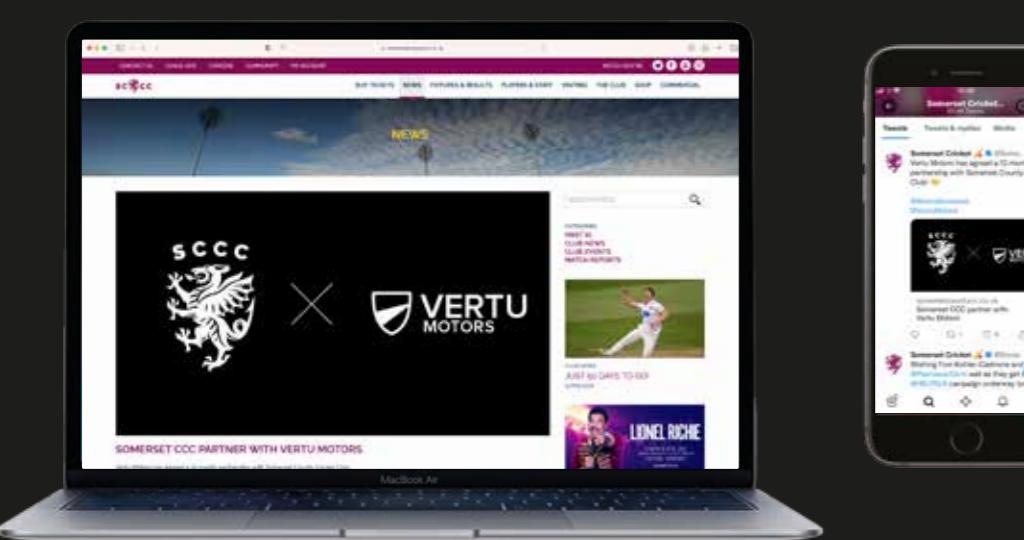
DEDICATED THIRD PARTY E-NEWSLETTERS

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



PAGE

OPPORTUNITIES

94

BEHIND THE WYVERN



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.

VERTU RC CHALLENGE



PAGE

OPPORTUNITIES

95

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

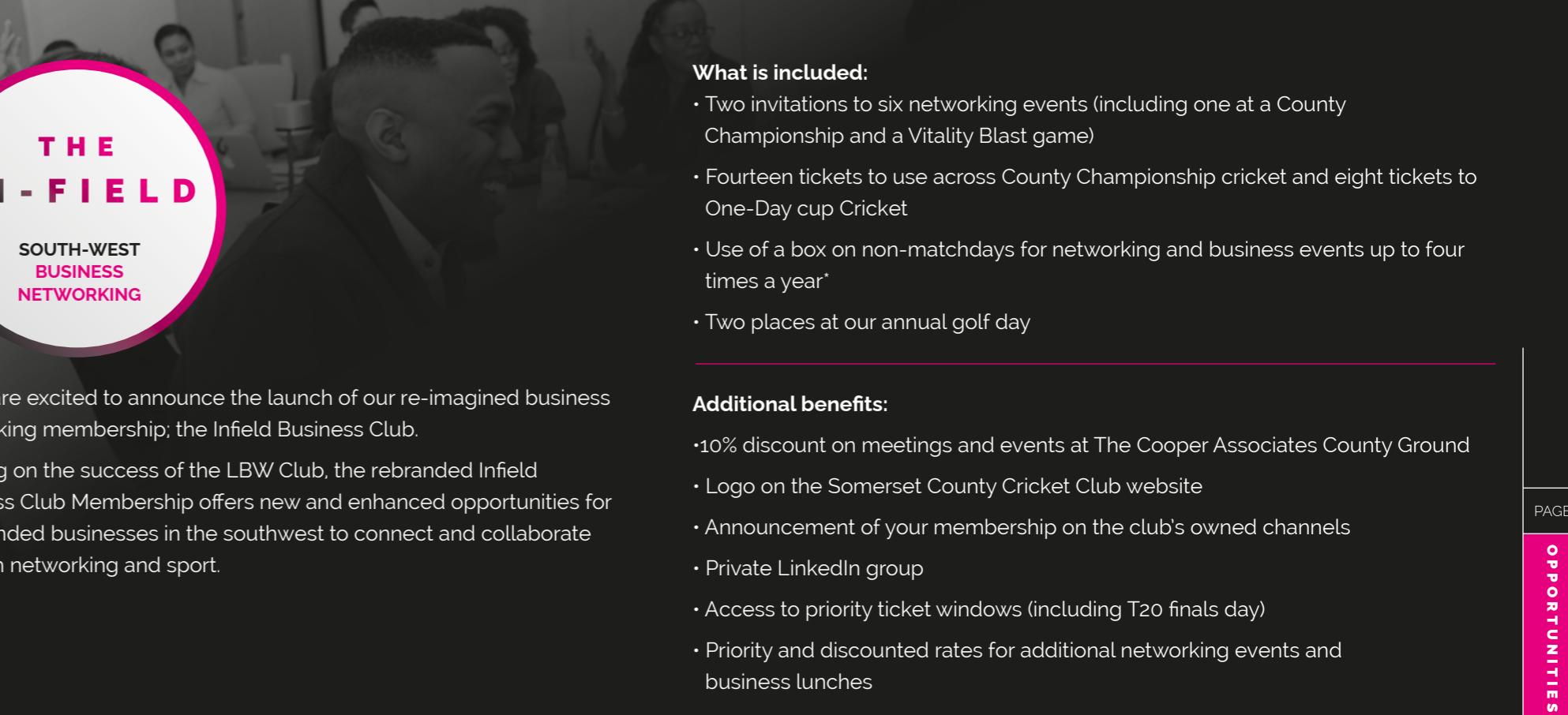
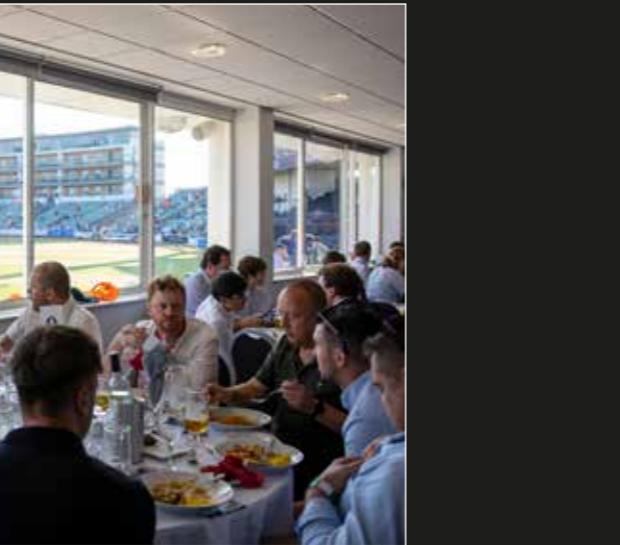


SPONSORSHIP

portunity that helps drive awareness of SCCC's upcoming campaign.



- ON OFFICIAL X & LINKEDIN PLATFORMS
- FEATURE WITHIN PLAYER PROFILE ON SCCC
- ED PLAYER FEATURES IN MATCHDAY XI
- IT PER HOUR ON MATCHDAYS ALONGSIDE OTHER
- 'PLAYER MEET & GREET' WITH SQUAD
- ONSPONSORED PLAYER
- CCC IN-FIELD BUSINESS CLUB



THE FIELD

SOUTH-WEST BUSINESS NETWORKING

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

ing on the success of the LBW Club, the rebranded Infield
ss Club Membership offers new and enhanced opportunities for
nded businesses in the southwest to connect and collaborate
n networking and sport.

What is

- 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

Additio

- 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 – Pre

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.

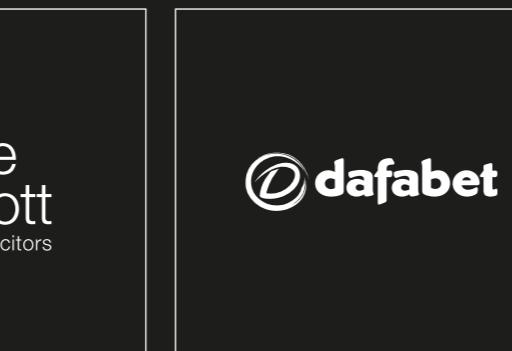
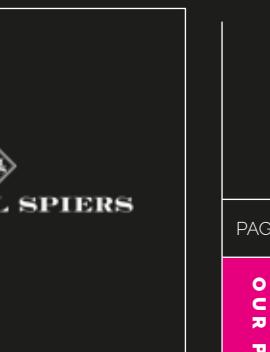
Members will have use of the Long Room for these fixtures which offers magnificent views of all the action set against the spires of the iconic backdrop of Taunton's two church towers.



OUR PARTNERS



Health Insurance



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 CC 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





CONTACT



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