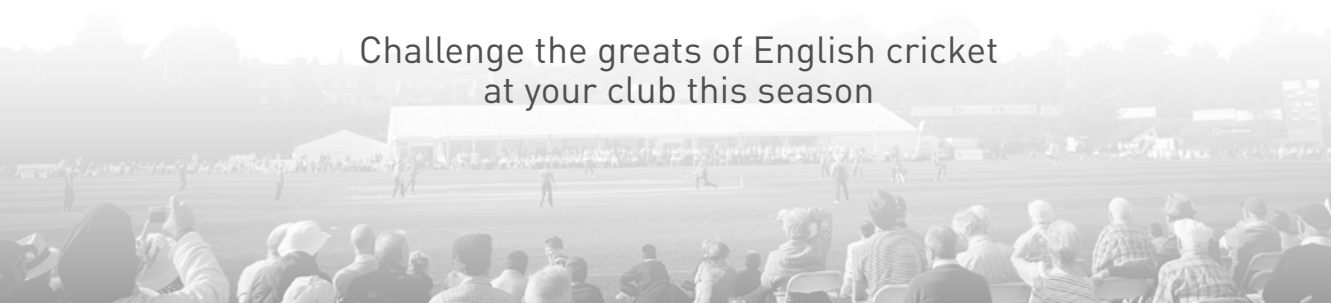




# ENGLAND LEGENDS. LOCAL HEROES.

Challenge the greats of English cricket  
at your club this season



GREENE KING



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## THE PROFESSIONAL CRICKETERS' ASSOCIATION

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The Professional Cricketers' Association (PCA) was founded in 1967, and is the collective representative voice of First Class cricketers in England and Wales. The PCA acts to safeguard the rights of past, present and future cricketers by providing them with a wide array of educational, personal development & wellbeing, insurance, legal and financial services.

All money raised by the PCA from these PCA England Masters matches stays within the game, providing employment opportunities for recently retired cricketers, assisting current players and supporting the work of the PCA Benevolent Fund.

## THE PCA ENGLAND MASTERS

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The PCA England Masters cricket team is a representative team of former England cricketers playing high class competitive cricket throughout the year and is organised and managed by the PCA.

The team came into being in 2002, playing its opening fixture against the Sri Lanka touring side. Since its inception the PCA England Masters has gone from strength to strength, playing over one hundred matches, developing the profile of the PCA and bringing together players, sponsors and cricket fans in a unique way.

The PCA England Masters exists to add an extra dimension to the cricketing calendar, extending professional playing careers and helping recreational clubs with their fundraising.



## WELCOME

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This season the ECB has continued to work with the PCA to offer affiliated clubs the chance to stage a PCA England Masters game at their club this summer.

We all know how challenging finances can be at our clubs and are also aware of the tough economic climate we currently face. We are sure that many clubs will doubtless see the appeal of motivating their members and galvanising the community to ensure that they maximise the benefits an event like this can bring to their club and its finances. Across the country, clubs have identified that they need to have more and better facilities, to recruit more adult volunteers, to recruit and retain adult players, and to develop more disposable income. An event of this nature could go some way towards helping with all of these areas.

The ECB are fully supportive of this approach, which takes former England players back to their roots. For those who see this as a great opportunity, make no mistake, there is a lot of hard work required. However, the rewards can be significant, as shown by the case studies within this brochure.

We wish you an enjoyable, successful event that can help ensure the future of your club for years to come.

**Dave Leighton,**  
**ECB Club Support and Services Manager**





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## A UNIQUE OPPORTUNITY

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- ◆ Play against and be coached by former England Internationals, giving your club players the chance to challenge themselves against legends of the game and juniors the chance to learn from them.
- ◆ Bring your local community together to support the club and develop cricket in your area.
- ◆ Raise significant funds to support future developments at the club, leaving a legacy for generations to come.
- ◆ Give your guests the opportunity to get close to and hear unique behind-the-scenes stories from former players.





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## PCA ADVICE AND GUIDANCE

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One of the greatest advantages of hosting a PCA England Masters match is your club will be in control of the whole event. However, should you need it; the PCA will provide every assistance and guidance possible to help make your day a huge success.

- ◆ PCA representative contactable at any time via phone and email, who will visit your event committee for key meetings.
- ◆ Provide contacts for key services and provisions.
- ◆ PCA representative on hand at the event to organise the PCA England Masters team.
- ◆ Access to dropbox folder containing useful information and imagery for use on promotional materials.
- ◆ Know your team well in advance of the event with 3 or 4 names given upon signing of the contract so that advertising can begin early.

“The PCA’s guidance and expertise were invaluable. The event has undoubtedly had a positive effect not just on our club, but on the community as a whole.”

**Andrew Hall, Club Chairman at Penrith CC**

*(hosted the PCA England Masters in 2016)*





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## A TYPICAL MATCH DAY

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The format for the day and all fundraising activities are at the discretion of the host club, but the PCA can draw from past experience to help. Most events follow a similar format:

**10.30am** 3 PCA England Masters players will arrive to join your junior section for coaching or a competition.

**12.00pm** All other players arrive to attend marquee lunch for hospitality guests, which incorporates the following elements:

- 3 course meal, with PCA England Masters players each hosting a table
- Live auction, raffle and other fundraising opportunities
- Q&A with two players to hear stories from their playing days

**4.00pm** T20 match begins, usually against the club's first team or a president's select XI. The club will be provided with a link to live online scoring via CricHQ which can be shared on social media channels.

**7.00pm** Prize presentations at the end of the game.

Throughout the event, all players will be happy to mingle with spectators and will make themselves available for photos and autographs.







## MATCH DAY INCOME

In order to maximise income from your event, there are a number of revenue streams that can be utilised:

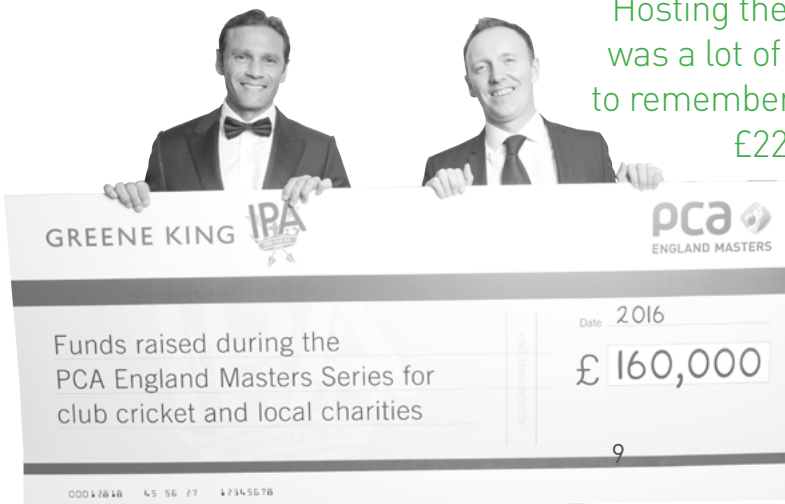
- ◆ Event sponsorship
- ◆ Corporate hospitality, often tiered into different packages
- ◆ Matchday programme advertising and sales
- ◆ Perimeter advertising
- ◆ Family entertainment e.g. bouncy castles and games
- ◆ Ground and hospitality advertising
- ◆ Food and drink sales
- ◆ 12th man and team mascots
- ◆ Live and silent auctions

To help kick-start your fundraising, the PCA will donate the following items:

- ◆ Signed, framed England bat or shirt
- ◆ PCA England Masters shirt signed by all the players present
- ◆ Use of the PCA box at either Lord's or the Kia Oval for a county championship or one-day cup game (excluding food and drink)

12 recreational clubs hosted the PCA England Masters in 2016, and raised over £150,000 in profits in total.

“Hosting the PCA England Masters was a lot of fun and certainly a day to remember for the club, with over £22,000 made for charity.”



**Ian Milligan, Club Chairman at Bramhall CC**

*(hosted the PCA England Masters in 2016)*

## THE PCA ENGLAND MASTERS SQUAD



Mark Ramprakash



Matthew Hoggard



Steve Harmison



Simon Jones



John Emburey



Dominic Cork



Devon Malcolm



Paul Nixon



Matthew Maynard



Neil Fairbrother



Richard Blakey



Usman Afzaal



Phil DeFreitas



Min Patel



Marcus Trescothick



Dean Headley



Andrew Caddick



Ryan Sidebottom



Mark Ealham



Adam Hoolioake



Owais Shah



Warren Hegg



Geraint Jones



James Foster



Shaun Udal



Anthony McGrath



Chris Silverwood



Mal Loye



Chris Adams



Ajmal Shahzad



Ali Brown



Darren Maddy



Paul Collingwood



Alex Tudor



Graham Onions



Glen Chapple



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## HOST CLUBS

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The following clubs have all hosted, or will host, PCA England Masters matches in recent years:

Andover CC, Hampshire  
Banstead CC, Surrey  
Bramhall CC, Hampshire  
Brentwood CC, Essex  
Bromley CC, Kent  
Bury St. Edmunds CC, Suffolk  
Elland CC, Yorkshire  
Grappenhall CC, Cheshire  
Guiseley CC, Yorkshire  
Hawk Green CC, Cheshire  
Hyde CC, Greater Manchester  
Ipswich CC, Suffolk  
King's College, Somerset  
Littleborough CC, Lancashire  
Magdalen College School, Oxfordshire  
Mawdesley CC, Lancashire  
Monton and Weaste CC, Lancashire  
Newtown Linford CC, Leicestershire  
Odiham and Greywell CC, Hampshire  
Penrith CC, Cumbria  
Prestwich CC, Greater Manchester  
RAF CC at Louth CC, Lincolnshire  
Ramsbottom CC, Lancashire  
Retford CC, Nottinghamshire  
Royal Ascot CC, Berkshire  
Royton CC, Lancashire  
Sheffield Collegiate CC, Yorkshire  
Sheffield University Staff CC, Yorkshire  
Shenley CC, Hertfordshire

Slaughters United CC, Gloucestershire  
South Northumberland CC, Northumberland  
Southport and Birkdale CC, Merseyside  
Stamford School, Lincolnshire  
Timperley CC, Cheshire  
Welbeck Colliery CC, Nottinghamshire  
West Bridgfordians CC, Nottinghamshire  
Woodhall Spa CC, Lincolnshire

“The day couldn't have gone better. The PCA England Masters are fantastic ambassadors for the game.”

**David Barker, Acting Treasurer  
at Bury St. Edmunds CC**

*(hosted the PCA England Masters in 2016)*





## CASE STUDY PENRITH CC

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### ◆ Why did the club decide to stage a PCA England Masters game?

Penrith CC in Cumbria decided to host the PCA England Masters to commemorate their 150th anniversary and to raise much needed funds for the club. It had long been considered that something unique was required to celebrate the anniversary and an event that would bring the whole community together sounded perfect.

### ◆ When did planning for the game begin?

Consideration for the game first took place in September 2015, with a contract being signed with the PCA shortly afterwards. The majority of work was undertaken by a selected Event Committee, which was led by club Chairman, Andy Hall. Work began on organisation at the end of 2015, with a game prospectus sent to potential sponsors early in the New Year. The match was officially announced in the presence of the Lord Mayor of Penrith in April 2016.

### ◆ How was the event promoted and supported?

Promotion of the match was mainly concentrated through local media – the club had great support from BBC Radio Cumbria in particular. Banners and flyers were distributed throughout the local area, and social media was also utilised. One of the town's biggest companies, Jenkinsons came on board as a headline sponsor.

### ◆ Was the event a success?

The event was a huge success! 280 guests were entertained in the corporate marquee, enjoying a three course meal while hearing stories from players Dominic Cork and Stephen Harmison in a Q&A. Over 500 people paid to come onto the ground to watch the cricket and enjoy the festivities for many hours after the end of the match. The 5 figure profits from the game far exceeded the clubs expectations and have been allocated to fund building new changing facilities at the ground.





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## THE FEE

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- ◆ £10,500 + VAT = total fee. No hidden costs!
- ◆ Initial £1,000 + VAT deposit on signing of match contract.
- ◆ Remaining £9,500 + VAT payable two months prior to match.

All proceeds from the day to go to the host club

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There is no doubt that hosting a PCA England Masters match will involve commitment, dedication and hard work to make the day a success. However, if planned properly with the support of the PCA and with the right amount of effort and enthusiasm, a club's financial footing can be assured.

Your club and local community will talk about this day for years to come.

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For more information please contact:

**PCAMasters@thepca.co.uk**

Please include: your full name, club, position within the club, email and phone number.