



PCA

Partnering with the PCA in 2021



Paris to London Charity Bike Ride

Friday 15th to Sunday 17th October 2021

Join the cricketing community on this bucket list bike ride
between two of the most iconic capital cities in the world

Interested in sponsoring or taking part?
Contact kathryn.ford@thepca.co.uk



Registered Charity No. 1120088

Players & businesses, working together

Our primary aim at the PCA is to champion the ongoing interests of professional cricketers in England and Wales, helping them to realise their full potential on the pitch whilst simultaneously developing as individuals off it.

This document outlines exactly how your support can benefit our members and key stakeholders, as well as the numerous benefits that you and your business can gain from collaborating with the PCA.

ROB LYNCH
CEO

Once a player signs their first professional contract, they are a PCA member for life and will continue to receive any support necessary post their playing career.

My long-term vision is to oversee the PCA's development into the best players' association in the world. To achieve that goal, now more than ever, we depend on the continued support of our loyal commercial partners.





We champion the ongoing interests of professional cricketers in England and Wales



FAIR

We safeguard our members' right to fair employment and playing conditions



EMPOWER

We motivate our members with access to resources, new skills and opportunities



PERSONAL

We build lifelong relationships with members, based on respect and understanding



CHALLENGE

We act to advance the standards of cricket



The Professional Cricketers' Association is the representative body of past and present first-class cricketers in England and Wales.

Total membership is over 3,500 cricketers past and present across the men's and women's games.

We support the game of cricket and safeguard the futures of its players.

How we support the players:

- **Professional Development**
Empowering players to maximise lifelong learning
- **Player Welfare**
Promotion, prevention and intervention strategies
- **Legal Advice**
Comprehensive advice for player contracts



Building a partnership with the PCA

As a not-for-profit organisation, partners of the PCA play a key role in helping to fund the essential educational and welfare work undertaken by the association.

We have a large range of partnership opportunities available at the Professional Cricketers' Association and work closely with each partner to ensure we create a partnership to suit your requirements and business objectives, allowing companies to share their brand and network with like-minded individuals.

Our partners also have access to current and former International cricketers to add value to private company events, campaigns and

commercial activities, or to simply host guests at selected PCA events.

We develop unique relationships with all our partners and work with them to create collaborative marketing plans to engage with our membership and assist in achieving their strategic objectives.

In addition there are a number of sponsorship opportunities available that act as a perfect platform to have presence in a prestigious sporting environment.

For more information on bespoke sponsorship opportunities, please contact:

richard.morris@thepca.co.uk
07733112033



Northern Trust have been proud to support the PCA for over 10 years and through this partnership we have been able to help the PCA with the vital development and welfare support that they provide to their members. It is a great organisation delivering a fantastic service to both its commercial partners and members.

LAURENCE EVERITT NORTHERN TRUST



Principal Partners

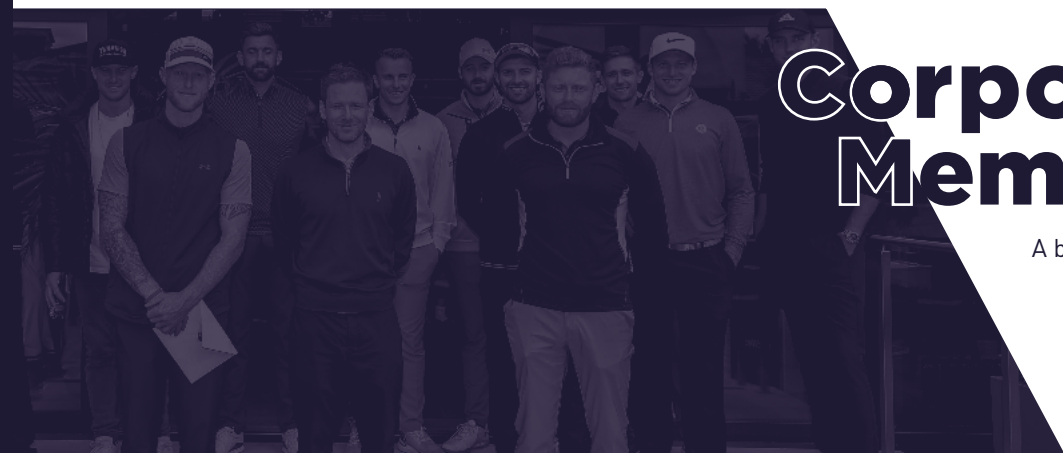
Built around sponsorship of one of the PCA's major properties

Executive Partners

Partnerships with a clear purpose responding to a partner's brief

Corporate Members

A bespoke partnership tailored to your requirements



Each PCA partnership is bespoke and built around your core business objectives.

Partnerships can be activated in a number of different ways including a range of the following assets:

CLICK
the partnership
assets for
further details



CLIENT ENTERTAINMENT



PLAYER ACCESS PROGRAMME



PCA CAREER BEST



MARKETING AND COMMUNICATION RIGHTS



PCA ENGLAND MASTERS



SUPPORT OF THE PROFESSIONAL CRICKETERS' TRUST



We have been privileged to be the PCA's Official Footwear partner since 2014. The PCA are a wonderful organisation to support and work with and we are very proud to do so.

I would encourage anyone contemplating getting involved to get in touch. This is a most rewarding partnership, through the wonderful events they host, working with a great team of people but most importantly being able to be a part of and support the wonderful work they do, particularly the Professional Cricketers' Trust, which is truly inspirational.

LIAM BURNS
NEW BALANCE





Client Entertainment

Hosting events for PCA partners is a key part of what we do and by becoming a partner of the PCA you will have the opportunity to network and entertain your clients alongside cricketing greats, past and present.

We pride ourselves on working with the finest venues and top suppliers to guarantee guests have the best experience possible.

The PCA have a track record in delivering a premium, wide-ranging events programme incorporating golf days at top championship courses, match day hospitality with former cricketers and dinner events in iconic venues such as the Long Room at Lord's. We also facilitate bespoke events tailored to each individual company's requirements.

PCA Event Programme 2021

May

TUE 11
PCA Golf at
Sunningdale
Sunningdale Golf Club

June

MON 7
PCA Golf at The Grove
The Grove

July

THU 1
PCA Hospitality
England v Sri Lanka
2nd ODI
Kia Oval

SAT 10
PCA Hospitality
England v Pakistan
2nd ODI
Lord's

FRI 30
Festival of Cricket in
aid of the Professional
Cricketers' Trust
Wormsley

August

MON 9
PCA Team England
Golf Day
The Grove

THU 12
PCA Hospitality
England v India
2nd Test
Lord's

FRI 13
PCA Hospitality
England v India
2nd Test
Lord's

WED 25
PCA Hospitality
England v India
3rd Test
Emerald Headingley

THU 26
PCA Hospitality
England v India
3rd Test
Emerald Headingley

September

THU 2
PCA Hospitality
England v India
4th Test
Kia Oval

FRI 3
PCA Hospitality
England v India
4th Test
Kia Oval

THU 16
Professional
Cricketers' Trust
Golf Day
Woburn

SAT 18
Vitality Blast
Finals Day
Egbaston

October

TUE 5
NatWest PCA Awards
Roundhouse

FRI 15 - SUN 17
Professional
Cricketers' Trust
Bike Ride
Paris - London

December

THU 2
PCA Christmas Lunch
in the Long Room
Lord's

Sponsorship and bespoke
event opportunities available
upon request.

Player Access Programme

As all those who have played professional cricket in this country are members of the PCA, our Player Access Programme offers unrivalled access to the most high-profile and well-loved characters of the modern game.

With around 3,500 members we have former England captains, newly retired fan-favourites, familiar faces from the world of media and reality television, and some of the most popular characters from the county cricket circuit all accessible in one place. With such a diverse range of personalities available we pride ourselves on being able to source players to suit all of our partners' unique requirements.

We offer a bespoke service tailored to meet each of our partners' specific needs, with an offering that ranges from simple one-off appearances to wider multi-faceted ambassador arrangements. As well as providing legends for traditional engagements such as dinners, business seminars and match day hospitality, our players can also get involved with digital

>1,000
APPEARANCES
ORGANISED IN THE
LAST THREE YEARS

>100
DIFFERENT
PLAYERS
ACCESSED BY PCA
PARTNERS EACH YEAR

content, social media campaigns and brand ambassador roles.

With players at the heart of everything the PCA does there is no better way to authentically showcase your cricket partnership than by involving them in your events and campaigns. Nobody can provide better insight or talk so passionately about the game as the players themselves, so they can breathe real personality and legitimacy into your activities, as well as extending reach and awareness via their impressive followings.

We offer a hassle-free booking process, from selecting suitable players through to briefing, arranging logistics and sorting payment, making the process of engaging with players as easy for our partners as possible.



PCA Career Best

The PCA Career Best brings the world of elite sport performance to commercial organisations.

A unique performance consultancy aimed at those who want to succeed in an increasingly competitive society, PCA Career Best brings together industry experts and elite athletes to develop and deliver bespoke modules relevant to your company across four main areas;

1. Personal Development

Personal Brand, Career Planning,
Professional Behaviours

2. Team Development

Presentation Skills, Team Management,
Coaching Skills

3. Leadership Development

Motivational Leadership, Leading Through
Others, Leading Through Change

4. Welfare & Wellbeing

Managing Mental Health, Financial Planning,
Decision Making Under Pressure

PCA Career Best is underpinned with insights into high performance sport through case studies as told by the players themselves and our unrivalled access to elite level cricketing talent gives you the opportunity to have a player or coach as part of the module presentation and delivery. The credentials provided by the PCA are visible and tangible in the content, presentation and delivery, creating a product and experience adding real value to your PCA partnership.



Marketing and Communication Rights

The PCA has 3,500 members. Whether you have a product or service that you are keen to share with our membership or simply want to promote your partnership with the PCA, we will work with you to generate a mutually beneficial marketing and communications plan that fulfils your key strategic objectives whilst also engaging our membership.

Marketing initiatives to our membership include the password protected members portal, e-flyers, and membership magazine 'Beyond the Boundaries', along with branding opportunities across our owned media. Aside from marketing access to our membership, there are also opportunities for you to work with our members in the digital space.





PCA England Masters

PCA England Masters events are a true celebration of cricket – the grassroots and elite games coming together to entertain, inspire and unite communities in a truly unique way.

Every summer our squad of former international legends travels the length and breadth of the country visiting recreational clubs and schools to take part in showcase events, matches and tournaments.

The primary aim of the PCA England Masters is to provide recreational clubs with a vehicle to raise significant funds. Every penny raised at the events stays with the host clubs and is spent entirely at their discretion, often being used for facility improvements, investment into coaching and equipment, as well as to support local charitable causes.

The PCA England Masters programme provides an opportunity for the PCA's partners to engage with local communities in a unique fashion. From sponsorship of the full programme to 'gifting' an individual event to a club, the Masters provides an angle to leverage your cricket partnership in a way that has a direct, tangible impact on the grassroots of the game.

Aside from the CSR messaging, involvement in these event days provides opportunities in terms of fan and customer engagement, sales, content capture, branding and PR, which can be tailored to meet the specific needs of your business.

**20
YEARS
SINCE PCA
ENGLAND MASTERS
WAS ESTABLISHED**

**>1,800
INTERNATIONAL
CAPS SHARED
BETWEEN OUR
SQUAD OF
40+ FORMER
ENGLAND PLAYERS**

**>£728k
RAISED FOR
RECREATIONAL
CRICKET DURING
2016-2019**

**>50 PREVIOUS HOST
CLUBS ACROSS
THE COUNTRY**



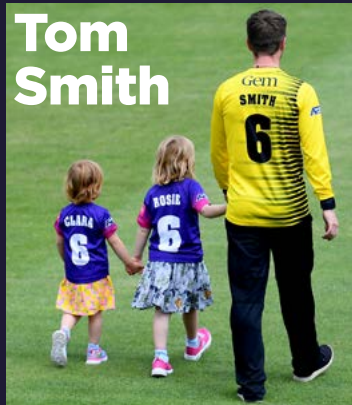
Play your part in helping the Professional Cricketers' Trust



The Professional Cricketers' Trust was created to support PCA members and their immediate families when they need it most. The charity's life-changing and often life-saving work can range from emotional counselling right through to the provision of specialist medical equipment and more.

In 2019, the Trust helped 84 members with mental health issues, 40 of whom were current players. 33 more members were given support with other issues which affected them personally.

Tom Smith



Tom Smith fell back on the Trust in the wake of the tragic passing of his wife Laura in August 2018. As part of the support, the players' charity provided the Smith family with a nanny and bereavement counselling, enabling Tom to get back on his feet, and back out on the pitch for Gloucestershire where he has since thrived.

Winston Davis



At the other end of the age spectrum, the Trust has helped former Glamorgan man Winston Davis to come to terms with a life-changing injury he sustained over 20 years ago. The former fast bowler became paralysed from the neck down after falling out of a tree in 1997, and has benefited from a Trust-funded specialist motorised vehicle which has allowed him to live his life to the full again.



ENGAGE YOUR STAFF & CUSTOMERS THROUGH VOLUNTEERING

SPONSOR AN EVENT

MAKE THE TRUST THE BENEFICIARY CHARITY OF ONE OF YOUR EXISTING EVENTS

DONATE AN AUCTION ITEM OR EXPERIENCE

CHOOSE THE TRUST AS YOUR ORGANISATION'S CHARITY OF THE YEAR

TAKE PART IN ONE OF THE TRUST'S FUNDRAISING CHALLENGES

Your donations big and small make a huge difference to a small charity which provides assistance right across the cricket community.

There are many ways your business can get behind the Trust, including sponsoring events, nominating the Trust as your beneficiary charity, or engaging your staff and customers through volunteering.

There is also the option to take on one of our physical fundraising challenges. In 2019, 50 walkers scaled the famed Three Peaks on behalf of the players' charity, and in 2021 there will be the opportunity to cycle from Paris to London in aid of cricketers in need.

Get In Touch



Richard Morris

Commercial Operations Lead
richard.morris@thepca.co.uk
+44 (0) 7733 112033



Daisy Newman

Commercial Partnerships Executive
daisy.newman@thepca.co.uk
+44 (0) 7834 525 638



Laurie Thompson

Senior Events Executive
laurie.thompson@thepca.co.uk
+44 (0) 7464 829 213

Where to find us



London Office

The Bedser Stand,
Kia Oval
London
SE11 5SS



Edgbaston Office

Box 108 & 109,
RES Wyatt Stand
Edgbaston Stadium
Birmingham B5 7QU



Zoë Leonard

Player Rights Executive
zoe.leonard@thepca.co.uk
+44 (0) 7825 531 195



Erin Caldwell

Player Rights Manager
erin.caldwell@thepca.co.uk
+44 (0) 7584 582 752



Sam Relf

Fundraising Executive
sam.relf@thepca.co.uk
+44 (0) 7920 250 930



Kathryn Ford

Head of Fundraising
kathryn.ford@thepca.co.uk
+44 (0) 7939 537 537

We take care of our own.



Whether you have played over 200 games for England like Marcus Trescothick or left the game with just nine first-class matches like Patrick Foster, PCA members are supported by the Professional Cricketers' Trust when they need it most.

"The Trust have been so good to me and have genuinely saved many lives over the years, including Patrick's and we need to make sure it raises substantial funds to continue to innovate and support players of all ages." Marcus Trescothick.

