

CRICKET united BLUE BALLS DAY

SATURDAY 29 JULY 2017
INFORMATION PACK



IN SUPPORT OF



LORD'S TAVERNERS
Giving young people a sporting chance

Registered Charity No. 306054



CHANCE TO SHINE
Spreading the power of cricket

Registered Charity No. 1123385



Registered Charity No. 1120088

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CRICKET UNITED

What is Cricket United Day?

- Cricket United Day is a joint fundraising appeal by three leading cricket charities: Lord's Taverners, Chance to Shine and the PCA Benevolent Fund.
- The aim is to raise awareness and funds for the charities to help improve lives through cricket.
- Cricket United Day is the UK's biggest cricket awareness and fundraising day and takes place at the Kia Oval on Saturday 29th July.

Where did the idea come from?

- Our three charities have enjoyed very good relations over the years, and for some time we've thought there's more we could do together.
- We drew inspiration from the McGrath Foundation day held annually during

the Sydney Test, and Cricket United was born. While the McGrath Foundation turn the SCG pink, Cricket United Day aims to turn the Kia Oval light blue.

Who is supporting Cricket United Day?

- We are grateful to England & Wales Cricket Board and Surrey County Cricket Club for their continued support.
- We have been overwhelmed by the positive response from cricket fans, players, media and sponsors who have really embraced the idea.

How can Clubs support the day?

- Participate in the Blue Bails Day campaign and fundraise for both Cricket United and your club.



WELCOME

It gives me great pleasure to welcome you to the the third Blue Bails Day. Thank you for getting involved in this programme – you're a true blue supporter!

Blue Bails is a simple and fun way of helping your local community. We're again asking County League clubs to get involved and hold a fundraising day at their club on 29th July. We'll provide you the blue bails. You turn your club blue for the day!

It's all part of a joint 'Cricket United' appeal by three cricket charities close to my heart: Lord's Taverners, Chance to Shine and PCA Benevolent Fund. They have joined forces to raise funds and improve lives through cricket.

By taking part in Blue Bails Day, you'll not only be helping these three fantastic charities, you'll also be helping to fundraise for your own club. It's a win-win.

Good luck and go blue!

Thank you.

Alec Stewart

Surrey Director of Cricket



A UNIQUE OPPORTUNITY

Blue Bails Day provides a unique opportunity in more ways than one:-

- Every club at grass roots level requires funds for development and has commitments and targets which are hard to meet through membership and bar takings alone; a Blue Bails Day can contribute.
- The opportunity for the local community to support the club and develop cricket in the local area.
- The opportunity for sponsors and local companies to offer further support through this unique platform.
- Become part of what we hope will be a national blue bails day for cricket in the future.
- Have the chance to win a visit from a local cricketing hero.



YOUR BLUE BAILS DAY CONTROLLED AND MANAGED BY YOU

Becoming part of the 2017 Blue Bails scheme provides a unique opportunity to support the joint fundraising appeal by the UK's three largest cricket charities in the early stages of this campaign that will roll out into all the leagues nationwide in subsequent years.

The unique aspect of this campaign is that you 'the club' retain control of your day and manage it to the levels that you so desire and retain some of the income from the day for your own use.

All fundraising activities are at the discretion of the club. If you have innovative ideas to generate fundraising revenue, you are free to explore them and if required we can offer support, enthusiasm and guidance where possible to help to make your day a huge success.

We want to ensure that Blue Bails Day is as easy as possible to participate in and that you make it as blue and fun as possible.

HOW TO GET STARTED

It's easy: simply register your participation of Blue Bails Day using the registration form which if not already received can be obtained from Samantha Relf at srelf@thepca.co.uk

Once you have received your registration you will receive a confirmation email and your club will be added to the Blue Bails Day club section on the Cricket United website. You will receive the following for your £100 minimum donation:-

- One set of blue bails (option to source additional bails for 3rd/4th XI matches @ £25.00 per set)
- 3 Blue Bails Day Promotional Posters
- Sample packs of Yorkshire Tea bags
- Case of beer
- Downloadable Blue Bails Day branding pack with downloadable branding and fundraising ideas
- Automatic entry into the Local Cricketing Hero competition
- Cross Club raffle tickets (optional, please advise if you would like them). Prizes include 2017 England Cricket United signed bat, a night's hotel stay, memorabilia, etc
- The option to purchase Cricket United caps supported by England Cricket at a discounted price (20% off the retail value)
- Cricket United branding for Umpires to complement their official attire

Make sure you are following Cricket United on social media. @CricketUnited on Twitter

and Instagram and like our Facebook page, www.fb.com/cricketunited and help spread the word by using the designated hash tag #BlueBailsDay

Local Cricketing Hero competition

On registering your Club in the Blue Bails Day your club will gain an automatic entry into the 'Local Cricketing Hero' competition. If your club wins the competition, the local cricketing hero may be available to attend your Blue Bails Day on Saturday 29th July 2017 for a short period to be part of your Blue Bails Day celebration. You might like for him to be there for the coin toss at the start of play, or attend the tea break to meet your players; alternatively you may opt to have our Local Cricketing Hero attend your end of season dinner.

The Cricket United Team will work closely with the winning club in the lead up to the visit and will be provided with detailed information about his involvement on the day/evening and the times that he is available. *Please note, the player will only be available for the portion of the day/evening, so we will confirm exact timings and activities with the winning club closer to the date. The Local Cricketing Hero competition will be drawn on Monday 3rd July.

TIPS AND TECHNIQUES FOR FUNDRAISING

We want to help you as much as we can, so we've come up with a few fun ideas for you to consider. Why not make them part of your day's activities?

- Create your own club's online fundraising page – everyone can send the link to friends, family, colleagues asking for a small donation.
- Sausage sizzle – a good old favourite of any sports ground.
- Games – get the kids involved for a small entry fee in a tug a war, egg & spoon race or three legged race during the tea interval. Easy favourites to roll out for minimal costs.
- Bake stall – encourage people to bake something for the stall and sell on the Blue Bails day.
- Fines – a fun way to raise money is to fine people for a variety of offences on and off the pitch, during the summer and/or on Blue Bails Day.
- Raffles – organise your own or participate in the Cricket United Cross Club raffle (details below).
- Best idea for making Blue Bails Day blue - it could be people getting dressed up in blue, using bunting, etc. Your members efforts could contribute to your photo for the 'Bluest Blue Bails Day' competition and create some fun amongst your members.

Bluest Blue Bails Day Competition

Don't miss the opportunity to win a prize over the value of £500.

Simply upload your photo via Twitter, Instagram or email info@cricketunited.co.uk and tag your club's name for entry. All images will need to be uploaded by Tuesday 1st August with a winner chosen by a local cricketing hero before Friday 4th August. The winning club will be notified by email and announced on the Cricket United website.

Cricket United Cross Club Raffle

To assist in your fundraising efforts, Cricket United has put together a raffle that all participating clubs can use to help their Blue Bails Day fundraising activities. Simply advise Samantha Relf that you would like to participate in the raffle and we will send you out the tickets. The Cross Club raffle will be £2 per ticket, with 50% being donated to Cricket United. Previous prizes have included England Cricket United signed bat, a night's hotel stay, tickets to the Lord's Taverners Christmas Lunch, etc.

MATCHDAY INCOME

Not only does Cricket United want to raise funds for the three largest cricket charities in the UK, we want to help you raise valuable funds for your clubs.

It is the discretion of the club as to how much you decide to donate to Cricket United. We appreciate all your hard work on this initiative and would greatly welcome what you deem feasible and fair.

The only request that we do have is that a minimum donation of £100 is made by each club entering, regardless of how many teams you choose to participate in the campaign. If you choose to participate in the cross club raffle we would ask for 50% of those funds raised from the sales.

All donations will need to be made to The Lord's Taverners by Friday 1st September 2017.





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