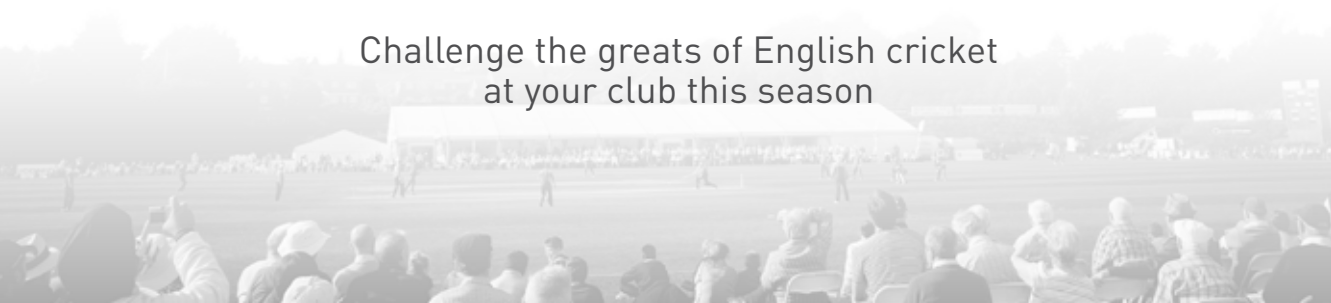




ENGLAND LEGENDS. LOCAL HEROES.

Challenge the greats of English cricket
at your club this season



THE BIGGEST TEST IS YET TO COME



REAL PEOPLE, REAL NEEDS

The pressure is on, and the whole world feels like it's against you... only this time it's not a game. Sometimes the greatest challenges cricketers face are not on the pitch. This is when they need our support more than ever. With your help, the PCA Benevolent fund safeguards our players against illness or at a time of crisis, while we provide the care and support that's always been at the heart of the game.

For more information, or to get involved
Jason Ratcliffe, Assistant CEO jratcliffe@thepca.co.uk
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thepca.co.uk/benevolent_fund
www.twitter.com/pcabenevolent



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THE PROFESSIONAL CRICKETERS' ASSOCIATION

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 Masters matches stays within the game, providing employment opportunities for recently retired cricketers, supporting current players and funding the work of the PCA Benevolent fund.

THE PCA MASTERS

The PCA 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 PCA Masters came into being in 2002, playing its opening fixture against the Sri Lanka touring side. Since its inception the PCA 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 Masters exists to add an extra dimension to the cricketing calendar, extending professional playing careers and helping recreational clubs with their fundraising.



This season the ECB has continued to work with the PCA to offer affiliated clubs the chance to stage a PCA 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. Whilst this particular offer might not be realistic for some clubs, others 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





A UNIQUE OPPORTUNITY

- ◆ The opportunity to play against former England Internationals, giving your club players the chance to challenge themselves against legends of the game
- ◆ The opportunity for sponsors, corporates and local companies to take hospitality and get close to and hear unique behind the scenes stories from former players
- ◆ The opportunity for the club's colts section to be coached by the PCA Masters
- ◆ The opportunity for the community to support the club and develop cricket in the local area
- ◆ The opportunity to raise significant funds to support future development at your club, leaving a legacy for generations to come



SECURING YOUR CLUB'S FUTURE

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.

By hosting a PCA Masters game, a club can secure its own financial future for years to come. Matches that have already taken place have provided, amongst many other things, funds for the following:

- ◆ Improved changing facilities
- ◆ Pavilion extensions or renovations
- ◆ New or repaired covers and sightscreens
- ◆ Modern practice and ground equipment
- ◆ Outfield drainage and general ground maintenance
- ◆ Better coaching provisions
- ◆ New or updated function rooms
- ◆ New junior kit





YOUR EVENT CONTROLLED AND MANAGED BY YOU

“The PCA talked
us through
everything from
start to finish
and the players
on the day were
magnificent.”

Rick Jones, Ipswich CC

(hosted PCA Masters in 2012)

One of the greatest advantages of hosting a PCA Masters game is that your club will be in control of the whole event.

The PCA Masters match will be a Twenty20 contest but the format for the day and all fundraising activities are at the discretion of the host club. If you have innovative ideas to generate fundraising revenue, you are free to explore them but every assistance and guidance possible will be provided to help make your day a huge success.



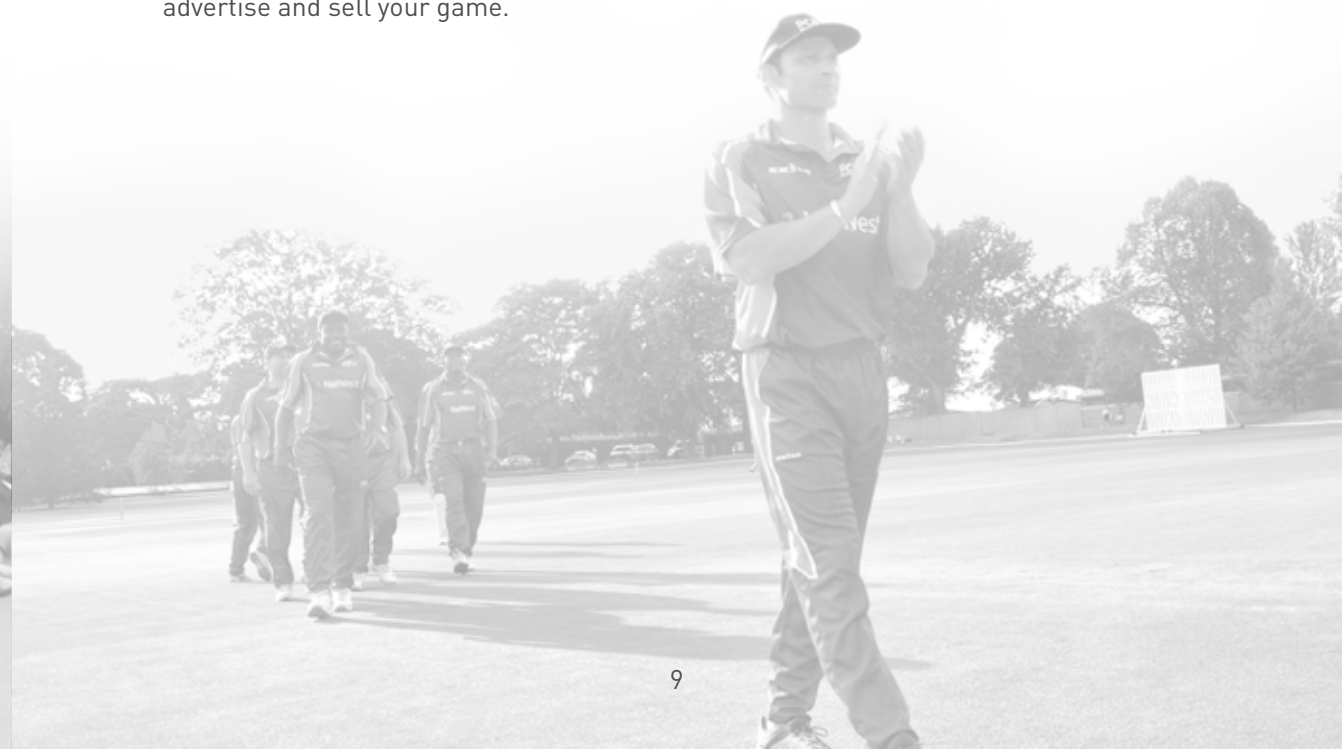
PCA ADVICE AND GUIDANCE

The PCA can draw from past experience to provide your club with a template for the day.

Everything from putting together an Event Committee to ticket sales to litter disposal will be included in this template and contacts will be provided for these services:

- ◆ Marquee Hire
- ◆ Catering
- ◆ Toilet Hire
- ◆ Concession stands
- ◆ Coloured Clothing
- ◆ Ticket and Programme Production
- ◆ Insurance
- ◆ Auction and Silent Auction Prizes
- ◆ Temporary Seating

The PCA will provide all player profiles and images required to promote, advertise and sell your game.





MATCH DAY

In addition to the help and advice provided in advance of your big event, the PCA will provide the following on the match day:

- ◆ A team of 11 former England Internationals
- ◆ Three players to take part in junior coaching
- ◆ Three players to conduct a lunchtime Q and A session
- ◆ All players to be present during your lunch
- ◆ All players to be available for a signing session
- ◆ A framed bat or shirt signed by the current England squad as your first auction prize
- ◆ A CricHQ scorer who will upload all data live on the internet and provide a link to promote on your social media channels
- ◆ A PCA representative will also be present on the day to assist with managing players

Optional extras include celebrity umpires, additional PCA Masters shirts for signing/fundraising etc – please contact us for quotes



MATCH DAY INCOME





































In order to maximise the match day income, the PCA can advise clubs on how on to create the following revenue streams:

- | | |
|----------------------------------|-----------------------------|
| ◆ Sponsorship opportunities | ◆ Mascots |
| ◆ Corporate Hospitality sales | ◆ Live auction |
| ◆ Advance Ticket sales | ◆ Silent auction |
| ◆ Matchday Programme advertising | ◆ Stand up/Sit down auction |
| ◆ Matchday Programme sales | ◆ Marquee raffle |
| ◆ Car parking | ◆ Ground raffle |
| ◆ Perimeter advertising | ◆ Concession stands |
| ◆ 12th Man | ◆ Bar takings |





THE PCA MASTERS SQUAD

	Mark Ramprakash		Matthew Hoggard		Steve Harmison
	Simon Jones		John Emburey		Dominic Cork
	Devon Malcolm		Paul Nixon		Matthew Maynard
	Neil Fairbrother		Ian Austin		Andrew Caddick
	Phil DeFreitas		Chris Schofield		Jason Gallian
	Dean Headley		Martin Bicknell		Adam Hollioake
	Mark Ealham		Ali Brown		Geraint Jones
	Gladstone Small		Alex Tudor		Anthony McGrath
	Warren Hegg		Richard Blakey		Chris Adams
	Ed Giddins		Peter Such		Norman Cowans
	Shaun Udal		Min Patel		Ian Salisbury
	Mal Loye		Ian Blackwell		Darren Maddy

HOST CLUBS

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

Andover CC, Hampshire
 Frinton CC, Essex
 Guiseley CC, Yorkshire
 Hartley Wintney CC, Hampshire
 Hawk Green CC, Cheshire
 High Wycombe CC, Buckinghamshire
 Ipswich CC, Suffolk
 Littleborough CC, Lancashire
 Magdalen College School, Oxfordshire
 Monton and Weaste CC, Lancashire
 Newclose CC, Isle of Wight
 Odiham and Greywell CC, Hampshire
 Potterne CC, Wiltshire
 Ramsbottom CC, Lancashire
 Royal Ascot CC, Berkshire
 Royton CC, Lancashire
 Sandwich CC, Kent
 Sheffield Collegiate CC, Yorkshire
 Sheffield University Staff CC, Yorkshire
 Shenley CC, Hertfordshire
 Southport and Birkdale CC, Merseyside
 Stamford School, Lincolnshire
 St Cross Symondians CC, Hampshire
 Truro CC, Truro
 Welbeck Colliery CC, Nottinghamshire
 West Bridgfordians CC, Nottinghamshire

“The PCA’s driver is very much about trying to put something back into grassroots cricket and we couldn’t have asked for any more,”

Martyn Dobson, Welbeck Colliery CC
(hosted PCA Masters in 2013 and 2014)





CASE STUDY – GRAPPENHALL CC

30 JULY 2013

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

Grappenhall CC in Cheshire first hosted the PCA Masters in August 2011, staging a game that raised a staggering £44,000 for the club and its chosen charities. The event delivered some memorable moments (including David 'Bumble' Lloyd smashing a car windscreen with a massive six!) as well as providing these significant funds for new ground equipment, pavilion refurbishments and junior coaching. It was thought that with hard work and the continued support of local businesses and the community, a similar event could be staged a couple of years later.

◆ When did planning for the game begin?

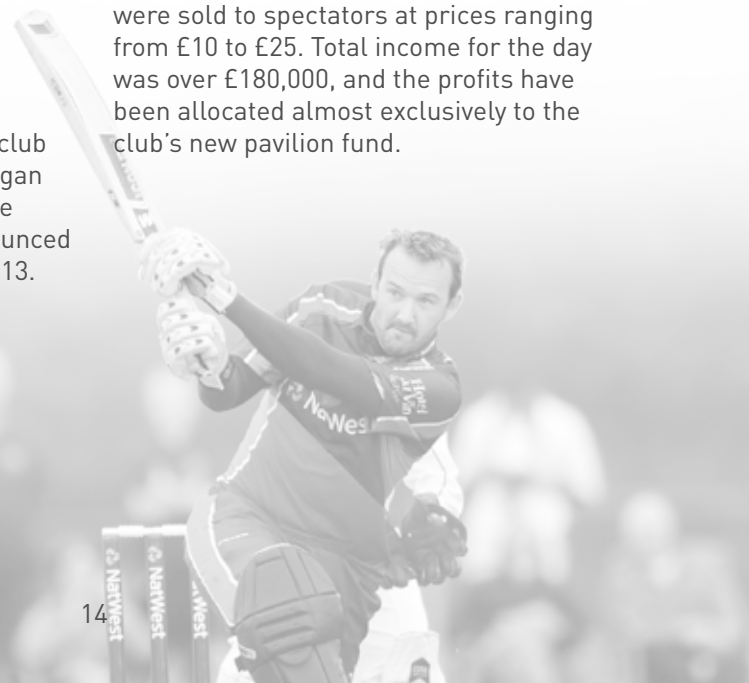
Consideration for the game first took place in November 2012, with a contract being signed with the PCA shortly afterwards. The majority of work was undertaken by a selected Event Committee, which was led by club Chairman, Dave Nicholson. Work began on organisation 6 months prior to the game, with the match officially announced and ticket sales launched in April 2013.

◆ How was the event promoted and supported?

Promotion of the match was mainly concentrated through local media – the club had great support from the Warrington Guardian and Wire FM in particular. Banners and flyers were distributed throughout the local area, and social media was also utilised. Two main sponsors, Malmaison and Betfred, were secured, together with three second tier sponsors.

◆ Was the event a success?

As with the 2011 game, the event was a huge success! 500 guests were entertained in the corporate marquee, enjoying a three course meal while hearing stories from the players in a Q&A, and over 2000 additional ground tickets were sold to spectators at prices ranging from £10 to £25. Total income for the day was over £180,000, and the profits have been allocated almost exclusively to the club's new pavilion fund.



CASE STUDY – WELBECK COLLIERY CC

16 AUGUST 2013

◆ When was the fixture arranged?

Welbeck Colliery CC in Mansfield first met with the PCA to discuss the PCA Masters concept in November 2012. A game was soon scheduled for 9 months later, and an Event Committee formed, led by the Club's Chairman and Cricket Development Manager.

◆ How was the game promoted and how were sales?

The search for sponsors and sale of corporate tables began in January 2013. One main sponsor, Greene King IPA, was secured, along with secondary match sponsors. The game was promoted with close co-operation of local radio station, Mansfield 103.2, and the PCA helped organise interviews with some of the PCA Masters players which were used in the build-up to the fixture. 180 places were sold for lunch in the pavilion function suite, and over 800 ground tickets were sold at process ranging from £5 to £15.

◆ What was the structure of the day?

The PCA Masters, including Adam Hollioake, Geraint Jones and Devon Malcolm, arrived at midday to lead a coaching session with the Welbeck Colliery CC Juniors. Lunch soon followed, with the players entertaining guests in the marquee with stories from the past, before taking to the field against a Welbeck Invitational XI. The PCA Masters were eventual winners, with a 51 run victory, the unlikely top run scorer being Dominic Cork! Throughout the day there were plenty of activities alongside the cricket to keep children entertained, as well as beer tents for the adults and food outlets.

◆ Was the event a success?

Over £18,000 was raised from the event, with all the proceeds going to the club and local cricket trust. The club see an opportunity to repeat the successes of 2013, and are currently in discussion with the PCA regarding a re-match.





THE PCA MASTERS SERIES

The PCA Masters Series features a number of games throughout the UK each year against teams from all levels of the cricketing pyramid.

Games will be limited to only one or two per county per season, ensuring that host clubs have the most extensive catchment area possible to attract sponsors and spectators.

THE FEE

- ◆ £10,000 + VAT
 - ◆ Initial £1,000 deposit on signing of game contract
 - ◆ Remainder payable two months prior to game
 - ◆ All proceeds from the day go to the host club
-

There is no doubt that hosting a PCA Masters match will involve commitment, dedication and a huge amount of 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.

In addition, your players will compete against and your members will mix with some of the stars of English Cricket's recent past.

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

For more information please contact:

PCAMasters@thepca.co.uk

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