



**HIGHFIELD**  
**CRICKET CLUB**

**SUMMER SERIES**

**2026 EVENTS**

**TWO MAJOR EVENTS. ONE POWERFUL SPONSORSHIP.**

# ABOUT HIGHFIELD CRICKET CLUB

**Highfield Cricket Club** is a long-established community club, founded in 1924 based on Billinge Road in Wigan. We provide a wide range of sporting and leisure opportunities for both our local and wider community, centred around the game of cricket, alongside regular community events and outreach programmes.

The club fields three senior teams and boasts a thriving junior section, for players from U9s through to U18s. We have also proudly introduced Women's Cricket at the club which is supported by dedicated leadership and a highly popular Girls' Squad. We are looking forward to watch this continue to grow and develop in the coming 2026 season.

Highfield Cricket Club is proudly ECB-recognised as a **"Focus Club"** and holds **"Clubmark"** accreditation, ensuring a safe, welcoming, and inclusive environment for all. As a club also we are proud winners of **Wigan Sports Club of the Year** in both 2010 and 2023.

Highfield's success is driven by the strength of our community and the commitment of our incredible volunteers, who work tirelessly to support every aspect of club life. From day-to-day operations, to organising vital fundraising events.

These events play a crucial role in the club's ongoing development, and by supporting them, together we can create lasting opportunities that will benefit the whole community for generations to come.



# THE OPPORTUNITY

Highfield Cricket Club are hosting two major community events in 2026:

- **SUMMER SOUNDS MUSIC FESTIVAL**
- **FAMILY FUN DAY**

With up to 2,500 attendees per event, Highfield Cricket Club will host up to 5,000 people across the season. Highfield's renowned **Family Fun Day**, established over 20 years ago, is a highly successful, well-attended community event. Now complemented by the brand new **Summer Sounds Music Festival**, attracting diverse audiences from Wigan and the wider North West. Together, these two events complete our vision for the **Summer Series 2026 Events**.

**Sponsorship across these two events will give our partners:**

- High-impact brand exposure across two large-scale events
- Strong community association with trusted, well-loved celebrations
- High visibility through on-site branding and digital promotion
- Meaningful engagement with a broad, engaged audience

Partnering with Highfield Cricket Club offers a powerful opportunity to connect with thousands of attendees across two very different events in a vibrant, memorable setting that celebrates community, entertainment, and local pride.



Saturday 27th June 2026



Sunday 29th August 2026

Highfield Cricket Club is a volunteer-led community club supporting senior, junior, and a growing girls' team. This provides players with first class facilities on and off the pitch, regular training from qualified coaches, and equipment for players of all ages and abilities.

All coaches and staff give their time voluntarily, allowing sponsorship funding to be reinvested directly into grounds, facilities and equipment upkeep/renewal as well as developing grassroots cricket and removing barriers to participation.

Sponsorship provides us with much needed financial support to enable these objectives are not just met, but delivered to a high standard.

The **Summer Series 2026 Events** are designed to be accessible to everyone, with flexible payment options for tickets to the **Summer Sounds Music Festival**, and completely free entry for children under 16 for the **Family Fun Day**, along with a very affordable entry fee for adults, making it extremely accessible to the whole community.

By supporting Highfield Cricket Club, you'll be partnering with a passionate team dedicated to delivering inclusive events, strengthening grassroots sport, and investing in the long-term wellbeing of our local community.



◀ S U M M E R ▶  
**SOUNDS**  
MUSIC FESTIVAL

**SATURDAY 27TH JULY 2026**

# ◀ S U M M E R ▶ **SOUNDS** MUSIC FESTIVAL

Launched on 1st January, the **Summer Sounds Music Festival** at Highfield Cricket Club has already skyrocketed in popularity, generating significant traction across the club's website and social media channels. Early engagement figures clearly demonstrate strong demand and growing anticipation for this event.

With a wide-reaching audience across Wigan and the North West of England, the **Summer Sounds Music Festival** is set to attract a large, diverse crowd, delivering a live audience of up to 2,500 attendees on the day. Combined with sustained digital exposure before and after the event, this creates a powerful multi-channel platform for sponsor visibility.

This new festival gives sponsors the opportunity to align with a fast-growing, high-profile event, gaining from elevated online engagement, strong regional reach, and impactful on-site exposure—making it a highly attractive and valuable partnership opportunity.

## Social Visits

**+213,327**

1<sup>st</sup> Jan-22<sup>nd</sup> Jan  
up 849%

Facebook only

## Event Social Post

**+46,753**

1<sup>st</sup> Jan-22<sup>nd</sup> Jan  
up 1050% (Avg)

Facebook only

## Social Engagement

**+15,419**

Up 389% on likes,  
comments and shares

Facebook only

**LAUNCHED 01/01/26...**



**Two Events. Two Audiences. One Sponsorship.**

◀ S U M M E R ▶  
**SOUNDS**  
MUSIC FESTIVAL

**WITH MUSIC FROM...**

**TRIBUTES TO:.**

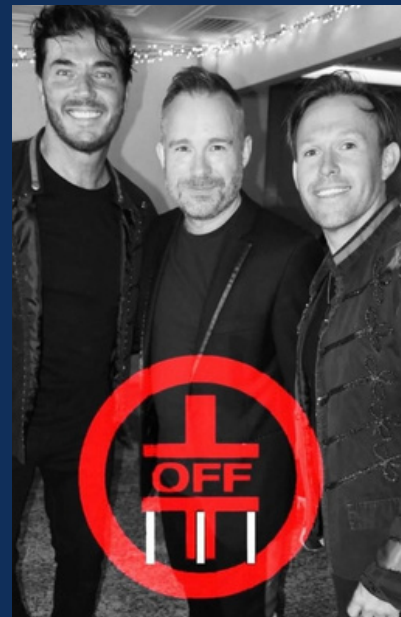
**OASIS**



**ABBA**



**TAKE THAT**



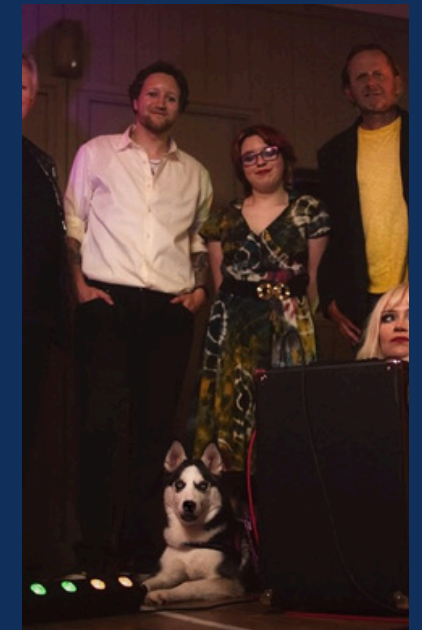
**ROBBIE WILLIAMS**



**GEORGE MICHAEL**



**BLONDIE**



**SUPPORTED BY:**

**RICK WHITEHEAD**



**TOM BYROM**



**JOHN BLAYLOCK**



*Two Events. Two Audiences. One Sponsorship.*

A vibrant poster for 'Family Fun Day'. The background is a bright blue sky filled with fluffy white clouds. In the center, a colorful explosion of powder in shades of red, orange, yellow, green, and purple radiates outwards. Overlaid on this explosion is the text 'Family Fun Day' in a bold, playful font. 'Family' is in yellow with a white outline, 'Fun' is in a gradient from pink to yellow with a white outline, and 'Day' is in yellow with a white outline. The text has a slight 3D effect with a dark shadow.

# Family Fun Day

**SUNDAY 30TH AUGUST 2026**



## Live Music – Rides – Games – Food – Entertainers – Stalls – Attractions

The second event in the **Summer Series** is the **Family Fun Day**, taking place at the end of the August Bank Holiday weekend. Drawing an average crowd of 2,500 each year, this long-standing event has been delivered successfully for more than 20 years by a committed volunteer-led team and is well known across the local community and surrounding areas.

Highfield's main goal for this event is to:

- Provide free entry to all children and provide very affordable entry for adults
- Bring both the local and wider community together in celebration
- Provide great entertainment, attractions and, most importantly, fun for all

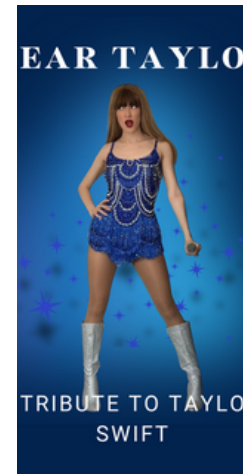
Sponsorship will help us continue to provide free entry to all children under 16 and keep the cost down for adults. It will also allow the club to grow and develop this much-loved event, giving families across Wigan and further afield something special to look forward to each summer.

With over 20 years history, this well-established event delivers guaranteed visibility, community engagement, and lasting exposure for every sponsor.



# Family Fun Day

Live Music – Rides – Games – Food – Entertainers – Stalls – Attractions



Two Events. Two Audiences. One Sponsorship



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# Reach & Connect

**TWO MAJOR EVENTS. ONE POWERFUL SPONSORSHIP.**

## A SUCCESSFUL LAUNCH...

The all new **Summer Sounds Music Festival** was announced on 1<sup>st</sup> January on the back of a mystery 3 day countdown. From day one the event has shown an increasing momentum (unpaid) and fantastic statistics on both social media and the club's website where people can purchase their tickets.

**62%**

of website traffic driven by  
social media  
(95% stronger than similar UK  
events)

**1812**

unique website visitors  
since 1<sup>st</sup> Jan  
(Top 5% performance vs  
comparable UK sites)

**4M 57S**

average time on site  
(65% higher engagement than  
category average)

## ORGANIC REGIONAL MARKETING

2673 Visits: Wigan / Manchester / Chorley / St Helens / Bolton / Leigh / Liverpool

## ONGOING MARKETING STRATEGY...

By becoming a sponsorship partner you will benefit from a multi-channel marketing strategy designed to maximise reach, engagement and long-term visibility:

- High-performing social media content across posts, reels and stories - pre and post event
- Targeted monthly email campaigns reaching 1,000+ subscribers
- On-day visual marketing through high-impact print, digital content and digital signage
- 8 month press campaign targeting regional and national press.

Summer Series sponsors will be invited to an exclusive content day hosted at Highfield for professional interviews and photography. Content will be used for Highfield's PR campaign, and given to sponsors for use on their own channels.

Together, this creates a connected marketing cycle that delivers meaningful exposure and genuine engagement for our sponsors.



# MAXIMISE YOUR BRAND VISIBILITY...

As a valued sponsor of Highfield Cricket Club's Summer Series, your brand has the opportunity to be seen and remembered by a diverse, wide reaching audience:

- Stage Presence: Oversized banners on the main stage ensure high-impact exposure to all attendees.
- Sight Screens: The cricket sight screens become a unique billboard for your brand, visible across the venue at both events.
- Field Activation: Sponsor towers and perimeter fencing offer multiple touchpoints around the grounds at both events.
- On-Stage Recognition: Live shout-outs keep your brand top-of-mind with attendees.
- VIP & Digital Exposure: Indoor and outdoor LCD panels and large TV screens in VIP areas showcase your brand to premium audiences.
- Media Capture: Professional photography and videography will feature your brand prominently, extending your reach during post-event promotion and into next year's marketing campaigns.



# MAXIMISING OUR REACH OVER TIME...

## Build Phase

**Feb**

### Review & Launch

Campaign launch, early data review, audience insights and optimisation.

**Mar**

### Audience Growth

Targeted social ads, artist-led content, email marketing begins.

**Apr**

### Content Push

New visuals, video clips, sponsor features and countdown content.

**May**

### May – Paid & PR Boost

Increased ad spend, press coverage, sponsor-led promotions.

## Peak Phase

**June**

### Final Drive for Summer Sounds

Final ticket push (if not sold out)

### Drop the Date and Poster for Family Fun Day

Save the date campaign - Line-up teaser

**July**

### After Event Extended Content

Sponsor lead thankyou posts with imagery, look backs

### Family Fun Day Marketing

Push and reinforcement of Fun Day Features

**Aug**

### Build-up momentum and excitement

Drop all aspects of the Fun Day including all attractions, entertainment, and brand involvement

**Sep**

### After Event Extended Content

Sponsor lead posts with imagery, event look backs  
Branded thank you messaging across all platforms

# WHY WE NEED YOUR SUPPORT...

Highfield Cricket Club relies on sponsorship and financial support to deliver safe, well-managed, and engaging community events that benefit the wider local area. As a volunteer-led club, these events play a crucial role in generating income that supports its cricket teams and a broad range of community-focused initiatives.

Sponsorship funding is essential to help meet both mandatory requirements and rising expectations, including:

- Professional security provision to ensure the safety of all attendees
- Qualified first aid responders, required under our event management and risk plans
- Compliance with modern event regulations, reflecting current public safety and risk
- Enhanced event experiences, including staging, performances, and attractions

With increasing costs, tighter regulations, and the need to continually invest Highfield's facilities and activities, partner support is vital. Sponsorship enables the club not only to deliver successful events but also to secure a sustainable and vibrant future for Highfield Cricket Club and all of its sporting, social and community endeavours.





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# PARTNERSHIP PACKAGES

**TWO MAJOR EVENTS. ONE POWERFUL SPONSORSHIP.**

# SPONSORSHIP LEVELS & AVAILABILITY...





◀ S U M M E R ▶  
**SOUNDS**  
MUSIC FESTIVAL

POWERED BY

 Logo/Brand

## ✓ Ultimate Brand Exposure

Naming rights on all event materials and promotions upon signup.  
Dedicated partnership post revealing the festival's prime sponsor  
Prime stage-side banner placement.

Branding on sponsor towers, digital screens, fencing, and site signage.  
On-stage mentions throughout the day.

## ✓ Enhanced Marketing, Social & PR

Featured across the full 8-month marketing campaign Feb-Sep  
Inclusion in press releases, social media posts, sponsors hospitality day.  
Monthly emails to 1000+ members, plus dedicated email & social post.  
Professional photography & video content on the day

## ✓ Superior Hospitality

10 VIP Tickets for you and your team  
VIP seating, Free Drinks (limited), VIP Bar's & Toilet Access

## ✓ Double Exposure Bonus

As part of our **Summer Series Events**, all of your headline branding and benefits will extend to the **Family Fun Day** at no extra cost.

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# SPONSORSHIP LEVELS...

## Benefits and Level of Exposure Across our Summer Series Events



Logo on all promo materials / programme

✓ LARGE

✓ CLUSTER

Logo on stage banners

✓ LARGE

✓ CLUSTER

Digital Screen Exposure

✓ LARGE

✓ CLUSTER

Social Media, PR, Marketing Exposure

100% Output

50% Output

Logo on Website & Email Blast

✓

✓

VIP Passes

6

2

## SPONSORSHIP LEVELS...

# COMMUNITY PARTNER

The **Community Partnership** package offers small businesses an affordable way to support the event, gain meaningful visibility, and connect directly with our community—without the commitment of a large-scale sponsorship.

For just £500, partners can align their brand with a well-attended community event, benefiting from targeted exposure where it matters most.

### You will benefit from:

- Logo/branding included in dedicated “Community Partnership” announcement posts on Highfield Cricket Club’s social media
- Logo/Branding included in the dedicated “Community Partnership” splash screen on the club’s Digital Signage and Website
- Dedicated signage for “Community Partners” with mozaic of all CP’s
- Featured across both “Summer Series” events

## THE TEAM AND MISSION...

Highfield Cricket Club's **Summer Series Events** are being delivered through a strong and collaborative partnership between the club's dedicated volunteers and Twin Echo, a talent agency with proven expertise in marketing, PR, and event promotion.

The club has actively engaged its members to identify and bring together highly skilled and experienced individuals, forming a focused task force to lead this new initiative. This cohesive approach combines deep local knowledge, volunteer commitment, and professional industry insight, ensuring the **Summer Series Events** are planned and delivered to the highest standard.

Together with Twin Echo, the team brings over 20 years of event involvement and a proven track record of successful event delivery. United by a shared vision and clear objectives, this enthusiastic partnership is working toward one goal: the delivery of two exceptional **Summer Series Events** that reflect both innovation and experience.

Sponsors can be confident that our robust delivery mechanisms, well-considered planning, and collaborative working practices will produce outstanding results and meaningful outcomes for partners who place their trust in us.





## SUMMER SERIES

2026 EVENTS

# JOIN US IN SHAPING THE HIGHFIELD CRICKET CLUB SUMMER SERIES

### Partnership contact :



Michael Gregory (Club Chairman) - 07590 325377



HCCsummersounds@gmail.com



Billinge Road, Wigan, WN3 6BL, UK

Link to sponsorship Enquiry Form

<https://www.highfieldcricketclub.co.uk/sponsorship-form/>

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