



## SPONSORSHIP INFORMATION PACK



# WHAT'S IN STORE

## **Carlton - The Arrows**

One of Scotland's largest and most successful cricket clubs

## **Growth at Grange Loan**

Across teams, membership, inclusion and social media

## **Align with The Arrows**

Club level senior and junior cricket sponsorship packages

## **Sponsorship specific for you**

Alternative opportunities to get involved

## **Initiatives with impact**

Supporting Carlton broaden access to cricket and deliver highly popular events

## **Connect with Carlton**

How to get involved with The Arrows

# CARLTON - THE ARROWS

Carlton Cricket Club was established in 1863 and is one of the largest and most prestigious clubs in Scotland, based in the south of Edinburgh, at our idyllic home ground Grange Loan. Nicknamed "The Arrows", the club is a regular trophy winner across all three of its playing sections, men's, women's and juniors.



The Arrows run 6 senior teams, 2 women's teams and multiple teams for boys and girls of all ages. Both our senior and women's 1st XIs play at the highest level of domestic cricket in Scotland, as well as competing in the national cup competitions. We have a playing membership of over 100, a large junior section of over 250 (60% Primary School; 25% S1-3; 15% S4-6) and 150 non-playing members. During the season our juniors play matches all across the East of Scotland as well as indoor competitions over the winter.

In 2023 Carlton's U15s made history becoming the first Scottish age group side to win a UK wide competition, lifting the trophy after a thrilling final at Lord's.



# GROWTH AT GRANGE LOAN



We have been growing our Junior section for over 30 years and now run multiple teams at all age groups. This gives around 200 children a chance to play junior fixtures as they begin their cricketing journey.

More recently we have focussed our attention on increasing the opportunities for women and girls to play cricket at Grange Loan. The Arrows have won the Women's National League 5 times in the 8 years it has been played and we will enter 2 senior Women's sides in the Cricket Scotland leagues for the first time in the coming season.

We are particularly committed to widening opportunities and run programmes to introduce cricket at local state schools, bringing the game to children who would otherwise have no contact with it. We have run a state school primary team for many years and introduced a team for senior state school pupils in 2025.

The Arrows social media presence has grown significantly over the years - with 1500 followers on Instagram, 2700 followers on X and a dedicated YouTube Channel with 680 subscribers. All weekend matches at Grange Loan are live streamed, with over 100,000 views and 5,300 hours of watch time being amassed in 2025.



# ALIGN WITH THE ARROWS

## Senior Cricket Sponsorship

Multi year package - £3000 per year for 3 years  
Your logo will appear as the main sponsor on the Men's & Women's 1st XI playing shirts.

As well as featuring on the Arrow's social media and website content these teams are regularly featured in output from Cricket Scotland and other media outlets.



## Junior Cricket Sponsorship

Multi year package - £5000 per year for 3 years  
Your logo will appear as the main sponsor on the training polo shirt that is included in the membership for all 150 Primary School children. It will also appear on the junior playing shirts used for U14 & U16 matches. Both of these shirts are worn in the 125 junior games that are played across the season.

With either of these sponsorship packages your organisation will be referenced in all relevant club social media and other communications and your employees will also benefit from discounted membership fees and reduced rates offered on facility hire.



# SPONSORSHIP TAILORED FOR YOU



## *Player Sponsorship*

£150 per player per season

The opportunity to support individual players. Your logo will appear alongside your chosen player on all social media teamsheets and relevant posts. You will feature on the dedicated website page for Player Sponsors as well as a dedicated social media post/promotion in recognition of your support.

## *On Site Board Advertising*

£200 per year

Have your advertising board displayed in a prominent position at Grange Loan, 12 months a year. In addition to heavy footfall at Carlton through the cricket season the ground is used by around 100 local residents all year round to exercise their dogs.



## *Website and Newsletter Advertising*

£200 per season

Your logo will appear on the front page of the Carlton website as well as a dedicated page with content of your choosing. The monthly Arrow newsletter will carry your logo in each issue along with the opportunity for an annual full page advertorial.



*A multi-pack discount is available on two or more of the above categories*



## INITIATIVES WITH IMPACT

### *State School Programme*

Multi year package - £1500 per year for 3 years

Carlton is leading the way in providing access to high quality cricket coaching and playing opportunities for state school pupils in Edinburgh. Sponsorship of this initiative will see your logo on the coaching team's kit as they provide coaching in local schools and at Grange Loan. Your support will also be recognised in all related communications. In addition your employees will also benefit from discounted membership fees and reduced facility hire charges.



### *Event Sponsorship*

£1000 per season or agreed sum per event

The club runs a number of events at Grange Loan throughout the season from the ever popular Junior 6-a-side tournament, awards nights and regular social events. Link your brand to one of these events and have it included in all club communications about the event as well as prominent branding at the event itself.

# CONNECT WITH CARLTON

Over the years, Carlton has partnered with a wide variety of organisations, forming strong, lasting relationships that reflect shared values and a commitment to growth and community.

CALA; Thomsons; Artemis; Littlejohns; Pizza Geeks; Women's 10K; Wright Johnston & Mackenzie and Everycare to name a few.

To discuss how you or your organisation can get involved with one of the leading clubs in Scottish cricket please contact [sponsorship@carltoncc.co.uk](mailto:sponsorship@carltoncc.co.uk) or scan the QR code.

