



**'Maximising the Potential' - 'Understanding the Big Picture',  
What do they mean?**

Regardless of the size of your event/projects, evidence shows that Clubs that have involved the **'Six Key Partners'** identified below, have been very successful at meeting their aims and objectives. Each of these partners will individually make a difference, but when your club brings them all together, the results can be outstanding!! We point out the key factors to be considered for each partner—but

**Businesses/Organisations**

**Who?**

Local, regional, national, existing supporters/sponsors, new supporters/sponsors

**How - what can you ask for?**

Everything you need i.e...  
Donations of materials/services  
Discounts or vouchers

Specialised skills—brick layers, plumbers, joiners, plasterers, upholsterers.....

**What will they want/need from you?**

Publicity through display boards, newsletters, website, the local media, etc., etc....

**Club Members/Supporters**

**Who?**

All members, their families and friends, players, Vice Presidents, all supporters...

**What can you ask for?**

Everything you need i.e.  
Skills, resources, contacts—their networks, ideas, time...

**What roles can they carry out?**

Project Manager, Publicity Officer/PR guru, Procurement Manager, Photographer, Video Diarist, Caterer, Labourer, Plumber, Plasterer, Joiner, Electrician, Painter, Soft Furnishing Maker, Crèche Organiser, assistants to any of the above etc., etc...

**The Local Community**

**Who?**

Local Community Groups for any skills, time, facilities, materials they can offer

Schools/Colleges—for students and staff that may be able to offer the following skills—

Artistic, Media, IT, Resistant Materials

**What may they want/need from you?**

Publicity, opportunities for students to practice their skills, mentoring of students, use of your club's facilities, coaching etc., etc...

**The Media**

**Who?**

Community Rag, Weekly Local Paper, Regional Daily Paper, Local Commercial Radio Station, BBC Radio Station, Club Web-site(s), County Board Web Sites, CSP's Web Sites, County Cricket Club's Websites

**Why?**

To raise the profile of your event, to raise awareness of all business supporters, local community supporters, special guests, etc. To say thank you to all your partners. To raise the profile of your club, your club volunteers and all partners  
To request support

**What are they looking for?**

Good news stories involving the local community!  
Perfect for the media, perfect for your Club

**Special Guests**

**Who?**

County Cricket Club Players—through Cricket Development Manager/ECB  
Former talented Club players  
Local Sporting Celebrities  
MP

Local Councillors

**How can they help?**

To raise the profile of your event in the media and local community  
To attract support attendance from their partners and networks  
To assist with projects/coaching

**Local Authority**

**Which Departments?**

Sports Development and Leisure  
Building Services  
Parks and Recreation

**How can they help?**

Free hire of equipment/ transport/skips  
Labour/Skills  
Landscaping  
Publicity  
Etc., etc...

We do 'it' anyway - why should we register? Well...if you want **more** business support, **more** club volunteers, increased income and membership **and, and, and** involve all 'key partners' - register now, read, download and distribute all the information in

[www.ecb.co.uk/natwestcricketforce](http://www.ecb.co.uk/natwestcricketforce)