



# CRICKETSWITZERLAND sponsors

## The Senior Game

Cricket Switzerland, with its registered home in the Swiss capital of Bern, is the premier body for cricket in Switzerland and is recognized by the International Cricket Council (ICC). It organizes a domestic league, and T20 competition, selects and organises senior & junior international squads and coaching & training courses throughout Switzerland. And there are two spin-off associations: the Swiss Federation Of Cricket Umpires & Scorers and the Swiss Coaches Association.



Cricket enjoys a long tradition of fair play and gentlemanly conduct. A game of two teams trying to score as many 'runs' as possible in a limited time, cricket is a unique team

sport of individual performances and tactical decisions. Cricket is played professionally in Australia, Bangladesh, England, India, Kenya, New Zealand, Pakistan, South Africa, Sri Lanka, West Indies & Zimbabwe.

Closer to home it is played as an amateur sport in every almost every European country and of course in Switzerland by 450 registered senior and 650+ junior cricketers in twenty-three clubs and six schools.

There are also over 45 coaches, 25 umpires and an additional estimated 1,200 passive members. Cricketers come from all over Switzerland. They are typically bi-lingual, multiple cultural aware, enjoy an above average schooling and subsequently above average income. Cricket is played on public sports fields and school grounds with an artificial pitch. Thanks to the support of local sports councils, C.E.R.N., Cossonay, Geneva, Winterthur & Zuoz have permanent NottsSport® surfaces.

## Junior Development

Swiss junior cricket offers youngsters the opportunity to spend their free time being healthy & active, to interact constructively with their peer groups, and to meet with others from a variety of cultures, encouraging tolerance in a multi-cultural society. From the humble beginning of just a handful of enthusiastic juniors in 2005, some 650+ youngsters aged between 6-17 years of age now play cricket under the umbrella of the Cricket Switzerland's Youth Development scheme. The success of the youth cricket movement is spreading fast with numbers growing year by year.

Youth cricket in Switzerland has spread throughout the country, and leagues now are played between the regions at Under 11, 13, 15 and 17 levels. The sport has already

reached out into several international and local schools and proved a big hit with pupils – both boys and girls, allowing the steady integration of local youngsters into a sport unfamiliar in Switzerland.

For their part, Swiss parents are happy to see their sons and daughters indulging in a sport that lacks



the hostile edge of football and ice hockey. In addition, their children mix with others from different ethnic backgrounds and learn better English language skills

in the process.

Expatriate parents are also delighted to find a thriving youth cricket scene in Switzerland that helps smooth the family transition from their home countries by supplying a familiar outlet for their children. The spread of the game has been assisted by enthusiastic parents' participation in ECB coaching courses. Dozens of qualified coaches are turning up week after week to encourage and hone the skills of future Swiss cricketers, with more coaching programmes planned. The rapid strides

being made in youth cricket has not gone unnoticed by

the game's governing body and several European awards have been received by the country's enthusiastic organisers.

### What we offer you

- Branding of company name in competition or event
- Where applicable use your products/services
- Link to your webpage from [www.cricketswitzerland.ch](http://www.cricketswitzerland.ch)
- Advertising banner on our website, emails, stationary & media articles
- Opportunity to distribute flyers with our circulars
- Free advertisement in any magazine, newsletter, invitation & posters
- Company banner at international & domestic games, meetings, events
- Sponsors logo on cricket shirts, national team photo, player registration cards, business cards
- VIP invite to selected social events
- Exclusive contract

