

FOUNDATION

TRANSFORMING LIVES THROUGH CRICKET
AND MAKING IT A GAME FOR ALL



Official Charity Partner

**RAISING
THE
GAME**



WHO WE ARE & WHAT WE DO

The MCC Foundation is the charitable arm of the Marylebone Cricket Club at Lord's.

Our mission is to transform lives through cricket.

Across the UK, we run a network of **126 Hubs**, providing free-to-access coaching over the winter and summer match play to more than **4,700 state-educated cricketers**.

Our Hubs empower promising boys and girls from under-served communities to develop their skills, join cricket clubs and **access the talent pathways**.

The programme not only helps our beneficiaries to improve their cricketing skills, but also to support their **mental and physical wellbeing** and to enhance their life skills.

Overseas, we work with partners to provide life-transforming opportunities through cricket and to **open up access to the game**.

We harness the transformative power of cricket and the MCC brand to **provide hope and opportunity**, and to encourage personal development and positive social change.

We support programmes in **Nepal, Lebanon** (for Syrian refugees), **Rwanda, Uganda, Kenya, Sri Lanka, and South Africa**.



OUR APPROACH TO CORPORATE SUPPORT

MCCF works with corporate entities to deliver outstanding, exciting, and mutually beneficial partnerships. Support from corporate partners helps us to deliver our programmes and plan our future growth to reach more young people from under-served backgrounds.

Partnerships offer the opportunity to:

- **Reach new audiences** through association with the MCC and MCCF brands.
- **Strengthen client relationships** through hosting events in iconic hospitality spaces at Lord's.
- **Engage staff and retain talent** by offering exciting events and money-can't-buy experiences for staff.
- **Expand their networks** with invitations to MCCF events attended by major donors, corporates, Patrons & Ambassadors.
- **Meet CSR objectives** by supporting over 30,000 young people a year globally.



CORPORATE SPONSORSHIP OPPORTUNITY AT THE HOME OF CRICKET 2025-27

Over the summer each year, all our Hubs compete in a **national competition**, with fixtures held in some of the country's most beautiful and inspiring locations and schools.

The two boys' and girls' teams in the finals have the unforgettable opportunity to battle it out for the coveted trophy on the Main Ground at Lord's.

[WATCH OUR FILM](#)

Our **Hub Finals Day** is an inspiring occasion and attracts much publicity and interest.

The day showcases our work and offers a great opportunity to **entertain your clients** and **engage your staff**.

"The MCC Foundation will do all it can to encourage warmth, openness and empathy amongst its participants alongside a fierce competitive spirit and hunger to improve physical skills. Such a combination ensures not just fulfilled and successful cricketers but contributes to happy fulfilment off the field too."

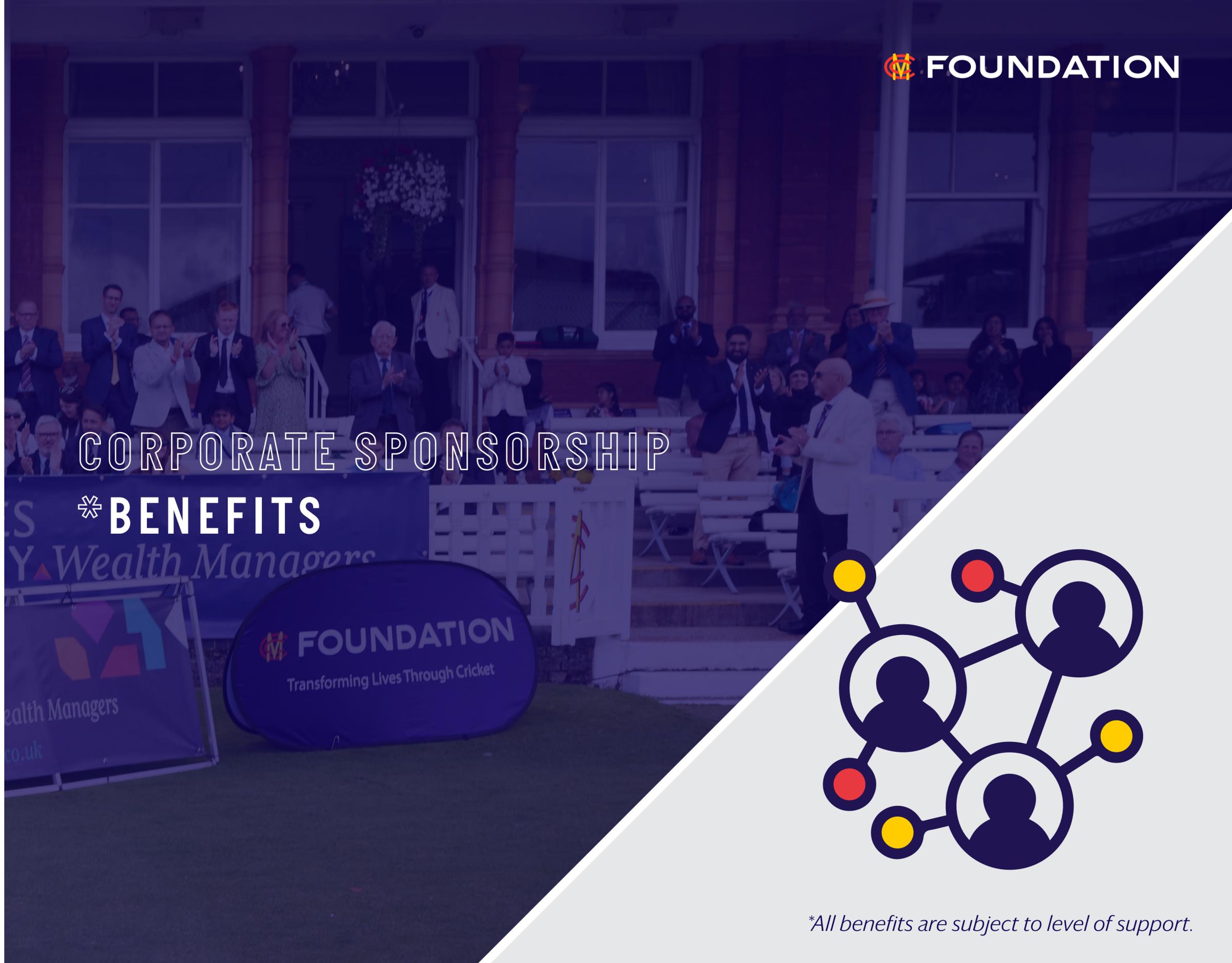
Stephen Fry
MCCF Patron and former MCC President



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CORPORATE SPONSORSHIP

* BENEFITS



**All benefits are subject to level of support.*

BRAND AWARENESS

Associating your brand with MCCF can be a powerful way of reaching new audiences and enhancing existing relationships.

We offer tailored communications to engage your audience including:

- **Name/logo** emblazoned on the participants' shirts.
- Significant **in-ground brand presence** on Hub Competition Finals Day and throughout other minor and major matches at the Home of Cricket.
- Mentions in all **national and regional press**, social media, radio and TV coverage relating to the National Hub Programme and Competition.
- Logo presence on our **YouTube livestream**. Our 2023 livestream had more than 6,000 viewers.
- Our MCCF promotional films are shown at **all major matches at Lord's** and are played on Sky Sports and at MCCF events, and feature young people in shirts emblazoned with your logo.
- Your name included on our **Honours Board** in the Coronation Garden, alongside the names of our most generous supporters.

EMPLOYEE ENGAGEMENT

Build staff morale, loyalty and engagement whilst supporting us in our mission to **transform lives through cricket**.

Your staff could:

- Take part in a **charity challenge event** on behalf of MCCF.
- **Volunteer** at one of our events or annual charity match days.
- Set up a **monthly donation** through payroll giving.
- Volunteer their time and **skill-share** with MCCF.



CLIENT ENTERTAINMENT

We offer sponsors excellent opportunities to host their clients in a **unique setting** and to meet and mingle with high-net-worth individuals who support the Foundation.

Opportunities include:

- **Exclusive entertainment** spaces across Lord's on Hub Finals Day.
- An annual T20 **client and staff match** at the Indoor Centre at the Home of Cricket.
- Invitations to **hospitality** on match days.
- **Money-can't-buy** experiences at Lord's.
- Invitations to MCCF events and sponsorship of dinners in the iconic **Writing Room**, attended by our Major Donors, Corporate Supporters, Patrons, Ambassadors and your clients.



COMMUNITY

Integrate your charitable and corporate responsibility commitments by joining us in our mission to **transform lives through cricket.**

We can offer:

- Impact reporting and analysis of the difference **your company** is making.
- Opportunities to **see our work in action.**



MCC FOUNDATION

Transforming lives through cricket

NEXT STEPS...

We are able to create a bespoke package to meet your requirements.

Depending on the structure of the package that you would like, a guide price would be in the region of **£50-75k** per year.

We would love to hear from you to explore the various options together. If you are interested in joining us in our mission to transform lives through cricket and make it a game for all, please email us at

philanthropy@mccfoundation.org.uk

or call us on **020 7616 8529**



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