

Cricket Club Cash Builder scheme in conjunction with the Cotswold Hills Cricket League

Funds for YOUR club

What is Cash Builder and how does it work?

Cash Builder is a very simple scheme – to generate funds for your cricket club every time the club, or your members, buy any cricket kit, equipment, team-wear, trophies from the comprehensive product range available. Funds are paid directly back to the club on a rebate basis at the end of each season. It costs the Club nothing to join!

Who is SM Cricket (UK)?

SM Cricket UK (formerly trading as Cricket Deal Direct) was established in 2012 in Market Deeping, Lincolnshire and is the Exclusive and Sole UK partner for the SM range of cricket bats, soft goods and accessories. This also covers the Heather Knight Cricket Collection, a uniquely manufactured range of cricket gear for Women and Girls. The company SM itself traces its' origins back to 1925 when the family developed the "BDM" brand. The legendary Sachin Tendulkar was a key contributor to the development of the new SM brand in 2007.

Today, there are many SM Ambassadors around the world, including England Women's captain Heather Knight, together with many more successful players at International, County and Club level throughout the UK.

How does Cash Builder work?

It's simple. Cash Builder is a loyalty scheme. We offer SM cricket equipment, a range of Coaching gear, Team-wear, Cricket Balls and Cricket trophies. The more the Club or member spends with us the higher the rebate will be.

The Club will also have the benefit of an SM Ambassador who will act as the main link between Club and our company. He / she will provide the necessary arrangements to progress product lines that may be of interest to the club. Brochures are available for SM gear, Coaching gear, Team-wear and Trophies. If you do not have an SM Ambassador soft copies can be requested from ian@smcriccetukltd.co.uk

To help increase sales linked to the club we can now offer the Club and its members a bespoke On-line club shop. Members can purchase all goods and team-wear direct from their own shop. Once a Club is signed up

to “Cash Builder” it is quite simple for the on-line club shop to be activated but it is not automatic. It is critical when a new Club Shop is set up that each product, variable colour and price is 100% correct. So the time spent to ensure the shop is accurate is well spent. Attention to detail is paramount.

Key Benefits for the club

Cash builder revenue is paid annually net of VAT and shipment charges.

Individual and Club sponsorship opportunities:

Unique End of Season offers for equipment / coaching gear / balls and team-wear

What does the club have to do?

To make the most of “Cash Builder”, the club needs to Identify at least one person in the club to “champion” and promote the idea within the club, collate orders from members and encourage the use of the on-line SM shop link:

Arrange at least two dates pre-season for SM to showcase and sell cricket kit at the club

An example would be Junior registration night

Distribute SM promotional material to all members, players and parents. All material is provided by SM Cricket (UK).

What will SM Cricket UK do?

An SM Ambassador will be allocated to work with your club champion.

The SM Ambassador will also make sure that the scheme operates as it should and that everything is communicated to the club in a timely manner, including a regular fully transparent report of all products supplied by SM with details of commission earned.

The SM Ambassador will also link all aspects of Social Media for your club and SM Cricket

How much can the club earn?

There is no limit as to how much the Club can earn.

The Club will earn the following rebates which contribute to the Cash Builder Bonus:

7.5% on team-wear which includes training, playing and casual. This is either a bulk Club order or members purchasing through the Club on-line shop

15% on SM cricket gear, whether ordered by the Club or individual player (on-line)

7.5% on SM Cricket Coaching gear

5% on non SM Cricket Coaching gear

5% on Cricket Trophies

5% on Cricket Balls

SM Cricket has got many successful relationships with other clubs who enjoy the benefits of Cash Builder. By co-ordinating the supply of cricket kit through the club, Cash Builder is designed to help cricket clubs purchase quality products from a single supplier and receive cash back. In fact your members will actually be giving back to your club.

On joining you will receive the official SM price list, in addition to our latest “Team-wear “ brochure and Coaching gear pack. We review our prices every month to ensure that SM is very competitive on everything we sell.

On Club sign up it is also important to establish the agreed arrangements, as some clubs may actually prefer to make purchases net of any discount.

Club Cash Builder Plus

This new loyalty scheme is geared to a much closer relationship between the Club and SM Cricket UK. It is very much a partnership. Working with the club an achievable plan is agreed by both parties. It will include:

- Clear identification of a Club Champion under the Cash Builder scheme
 - Key dates in the Club cricket calendar.
- Realistic estimates of club spend under different product categories:
 - SM cricket equipment
 - SM cricket coaching gear
 - SM team-wear
 - Trophies
 - Cricket Balls
 - This translates into a target financial rebate to the club:
- SM guarantee an amount of sponsorship
- The plan confirms target revenue for the year which is managed by both the club and SM cricket at each stage of the year.
- Objective is that the club has both achieved both its financial objectives and working with SM Cricket UK has provided quality coaching and support across all age –groups within the club.
 - A truly inspiration partnership providing quality at fair prices

Cricket Clubs

- The Club Cash Builder Plus scheme is open to any club within the UK and Ireland. But realistically maximum benefit will be realised by the larger cricket clubs, having both Men and Women senior squads and an active

Junior Section.

Find out more:

To find out more about Cricket Club Cash Builder call Jack Anderson on 07483169667 / 01778 349494 or email jack@smcriccukukltd.co.uk

Deal Direct (UK) Ltd trade as SM Cricket (UK)
Showroom at Unit 6, Hudson Square, Whitley Way, Peterborough, PE6 8AQ
Opening times: By prior arrangement to fit in with your needs

www.smcriccukukltd.co.uk

Signed: Club.....

Date:

Signed SM Cricket UK Limited:

Date.....

Twitter: @SM cricket UK - Facebook SM cricket UK