

A group of diverse men, likely cricketers, are shown from the chest up, looking upwards towards the camera. They are wearing various cricket-related items like caps, sunglasses, and white shirts. The background is bright and slightly blurred.

OUT  CRICKET 

Championing LGBTQ+ Inclusion in Cricket

Partnership & Sponsorship
Opportunities 2026

About Out4Cricket

Our Vision: A cricketing world where every person feels valued, respected, and empowered to participate fully in the sport they love.

We break down barriers and create welcoming environments where LGBTQ+ individuals can discover, enjoy, and excel in cricket



Community Engagement

Providing safe, supportive spaces for people to learn and play cricket, regardless of skill level or experience.

- Taster sessions for the LGBTQ+ community
- Annual LGBTQ+ cricket festival
- Strategic support to new LGBTQ+ cricket clubs



Organisational Change

Partnering with cricket organizations to develop inclusive policies, training, and cultures.

- Developing inclusion plans with Counties
- Education and training to cricket stakeholders
- Annual conference on LGBTQ+ inclusion in the game



Our Impact

Since our founding, Out4Cricket has made significant strides in making cricket more inclusive:



500+

People Reached or Supported



18+

Partner Organizations



25+

Taster Sessions Delivered

The Challenge

Many LGBTQ+ individuals still feel excluded from cricket. With your support, we can change that narrative and open cricket's doors to everyone.

Partners

We work with multiple stakeholders across cricket



Where Your Investment Goes

Your sponsorship directly funds

Professional Coaching Staff

Employing dedicated coaches to deliver high-quality cricket sessions and training programs for the LGBTQ+ community.

Administrative Support

Hiring administrative staff to manage partnerships, coordinate events, and ensure smooth operations.



Essential Running Costs

Equipment, venue hire, insurance, marketing materials, and operational expenses.

Program Expansion

Reaching more communities and delivering inclusive cricket experiences across the country.

Ongoing Sponsorship Opportunities

Flexible partnership packages designed to align with your budget and CSR goals. Each package includes the benefits of the previous tier plus further listed benefits

Boundary Partner

£500

Website logo
Social media recognition
Two tickets to our flagship conference

Century Sponsor

£1,250

Logo on equipment produced
Three tickets to our flagship conference
Impact reports

Pavilion Partner

£2,500

Team kit logo placement
Speaking opportunities at our flagship conference
Consultation on inclusion initiatives

Championship Partner

£5,000+

Bespoke package
Co-branded materials
Advisory role

Event Sponsorship Opportunities

Sponsorship opportunities to support our annual signature events



LGBTQ+ Inclusion in Cricket Conference

Attendees: 75+ key stakeholders in cricket - ECB, Counties – First Class and National, cricket charities and local cricket clubs

When: annually at a leading cricket venue. Lord's, Edgbaston, Trent Bridge Started in 2022

From £1,000



LGBTQ+ Cricket Festival

Attendees: 8 hardball and softball teams representing Counties.

When: annually in Birmingham – during Pride month. Started in 2023

From £1,000

Why Partner With Us?

Authentic Impact

Your support directly changes lives and creates lasting community change.

Engaged Audience

Connect with the LGBTQ+ community and allies who value inclusive organizations.



Brand Alignment

Demonstrate your commitment to diversity, inclusion, and equality.

Transparency

Receive regular updates on how your investment is making a difference.

"Cricket is a sport for everyone. Together, we can make that a reality."

Let's Create Change Together

Thank you for considering a partnership with Out4Cricket. Your support will help us expand our programs, reach more people, and make cricket truly inclusive for everyone.

Get In Touch



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We typically respond to all inquiries within 48 hours and would be delighted to arrange a meeting to discuss partnership opportunities.

