

WISDEN

WOMEN'S CRICKET SPONSOR 2023

CAMPAIGN PROPOSAL

Women's cricket is soaring in popularity year on year, with unprecedented broadcast coverage and attendance records being broken time and again. Ahead of a huge year for women's cricket in 2023, Wisden plan to further increase our women's cricket output and become the leading media outlet for women's cricket in the world.

We will be launching the Wisden Women's Cricket Weekly Podcast at the heart of our multi-platform coverage, a show that we are confident will become one of the market leaders for women's sports podcasts.

This proposal outlines how you can align your brand with Wisden's coverage of women's cricket in 2023, including:

- About Wisden
- Audience breakdown
- Wisden Women's Cricket Weekly Podcast
- Editorial and social
- Wisden Cricketers of the Year
- Live events
- Additional campaign elements
- Costs
- Calendar of cricket
- Campaign case study

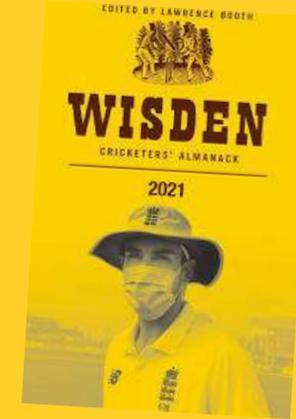
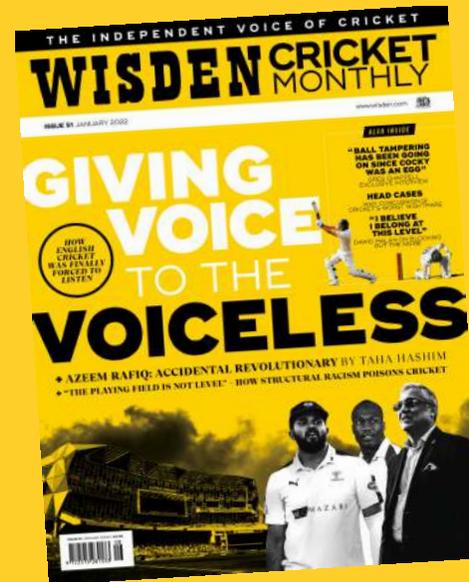
ABOUT WISDEN

WISDEN

Established as The Wisden Cricketers' Almanack in 1864, Wisden is one of the most recognised brands in global sport, and the most trusted in the world of cricket.

Today, Wisden.com has established itself as a market-leading cricket website, offering some of the most insightful and innovative content on the market, including unrivalled statistical analysis, our interactive Match Centre and the Wisden Cricket Weekly podcast, with Yas Rana and Mark Butcher.

Our social team deliver a combination of stats, memes, written and video content across some of the most engaged cricket platforms in the world.



WIDEN CRICKET WEEKLY PODCAST

150,000 MONTHLY LISTENERS



MALE 90%
28-44 45%

LISTEN TO FULL PODCAST 90%



WIDEN.COM

6 MILLION MONTHLY VIEWS



18-25 25%

25-34 30%

35-44 19%

WIDEN SOCIAL MEDIA



620,000 FOLLOWERS

130 MILLION ACCOUNTS REACHED

75 MILLION ENGAGEMENTS

8 MILLION VIDEO VIEWS



87,000 FOLLOWERS

1.1 MILLION ACCOUNTS REACHED

6.5 MILLION IMPRESSIONS



200,000 FOLLOWERS

30 MILLION IMPRESSIONS

500,000 PROFILE VISITS



23,000 SUBSCRIBERS

1 MILLION IMPRESSIONS

56,000 UNIQUE VIEWERS

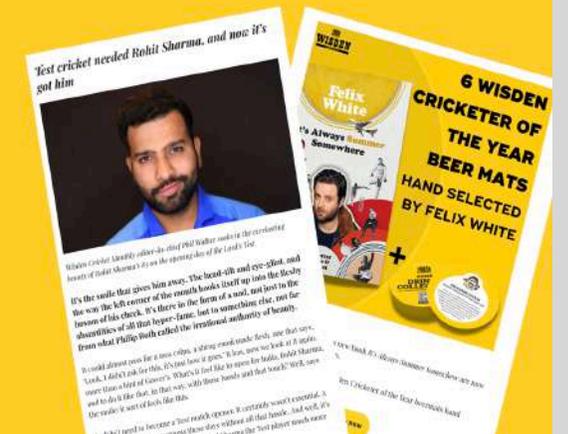
All of the above statistics - excluding followers - are 30 day averages

WIDEN WEEKLY NEWSLETTER

SUBSCRIBERS 45,000

OPEN RATE 50-60%

CLICKS PER INDIVIDUAL PROMOTION 100-150



WISDEN WOMEN'S CRICKET WEEKLY PODCAST

At the heart of our women's coverage will be the launch of our Wisden Women's Cricket Weekly Podcast.

The Wisden Women's Cricket Weekly Podcast will instantly be a market leader as the only professional show offering in-depth insight and analysis of the women's game, as the sport grows at breakneck speed.

Industry leading podcasts in other sports have successfully started women's spin-off podcasts.

The Good, The Scaz and The Rugby
The Guardian Women's Football Weekly
Counter Pressed, by The Ringer

The show will run in conjunction with our Wisden Cricket Weekly Podcast which started in late 2018 and has grown into one of the most listened to cricket podcasts not only in the UK but in the world. The show has a 4.9 star rating on Spotify and 4.7 star rating on Apple from a combined 800 reviews and regularly boasts a listener retention rate of over 90 per cent after the first hour of an episode. Its panel include former England captain and current Sky Sports pundit Mark Butcher as well as members of the Wisden.com and Wisden Cricket Monthly teams.



WISDEN WOMEN'S WEEKLY PODCAST

Key to the success of the show will be our host Melissa Story and lead pundit Georgia Elwiss as well as regular Wisden journalists featuring.

Melissa is one of the most popular and highly rated young commentators in the English game. A former county cricketer, she has been a regular commentator on the BBC, including on Test Match Special, with being on air for the chaotic finish to Hampshire Hawks' 2022 T20 Blast final triumph one highlight.



6.6k



250k+ views

Georgia is an Ashes and World Cup winner with over 50 England caps to her name, and is still an active player for Southern Vipers and Birmingham Phoenix.

An assured broadcaster, she is an increasingly frequent contributor on BBC Test Match Special, and has also appeared as a pundit on Sky Sports' cricket coverage.



21.4k



22.5k



WIDEN WOMEN'S WEEKLY PODCAST

Sponsorship would include:

- Wisden Women's Cricket Weekly Podcast in association with your brand across roughly 30 episodes from beginning of February to middle of September
- Intro and outro sponsorship message read authentically by the host
- Link in the podcast description to direct people to your site across all podcast channels
- Logo across the podcast graphic, promoted across all social and podcast platforms
- Logo across the Youtube version of the show
- 2 x co-branded podcast promotional clips per show promoted across all social channels (We would expect this to get roughly **6 million impressions across 60 promotional videos.**

10 million campaign impressions

The graphic features a yellow background with a black arrow pointing right at the top containing the text "WIDEN WOMEN'S WEEKLY PODCAST". To the right of the arrow is a white box with the text "IN ASSOCIATION WITH SPONSOR LOGO HERE". Below the arrow are two video thumbnails. The left thumbnail shows Melissa Story, a woman with long blonde hair wearing a headset, with the name "MELISSA STORY" below it. The right thumbnail shows Georgia Elwiss, a woman with dark hair wearing a headset and making a peace sign, with the name "GEORGIA ELWISS" below it. At the bottom of the graphic are three social media icons: Twitter with "WisdenCricket", Instagram with "wisden_cricket", and Facebook with "Wisden Cricket".

WISDEN CRICKET WOMEN'S SPONSOR

The sponsorship will also include a fully integrated communications package across Wisden's key digital assets.

Social:

Our content team take pride in being the very best in the business at creating cricket content for all.

We would deliver a range of statistical posts on the women's game across stand out series and tournaments in association with your brand across the course of the year.

Roughly 50 co-branded social posts

2 million impressions

Editorial:

We will deliver roughly 8 - 10 articles per month including a sign off in each article driving brand's key message.

Roughly 80 articles

1 million impressions

LEADING WICKET-TAKERS

THE WOMEN'S HUNDRED, 2021-22

WISDEN
WISDEN.COM

#	PLAYER	WICKETS	AVERAGE
1	TASH FARRANT OVAL INVINCIBLES	18	10.27
2	SAMMY-JO JOHNSON TRENT ROCKETS	15	10.26
=	KIRSTIE GORDON BIRMINGHAM PHOENIX	15	14.13
4	AJ WELLINGTON SOUTHERN BRAVE	14	11.50
5	KATE CROSS MANCHESTER ORIGINALS	12	14.08
=	LAUREN BELL SOUTHERN BRAVE	12	15.91
7	MARIZANNE KAPP OVAL INVINCIBLES	11	6.36
=	HAYLEY MATTHEWS WELSH FIRE	11	16.90
9	ALICE CAPSEY OVAL INVINCIBLES	10	12.20
=	DEEPTI SHARMA LONDON SPIRIT	10	13.60

Social graphic mock up where we would include your logo

WISDEN CRICKET WOMEN'S SPONSOR

Wisden Cricketers of the Year

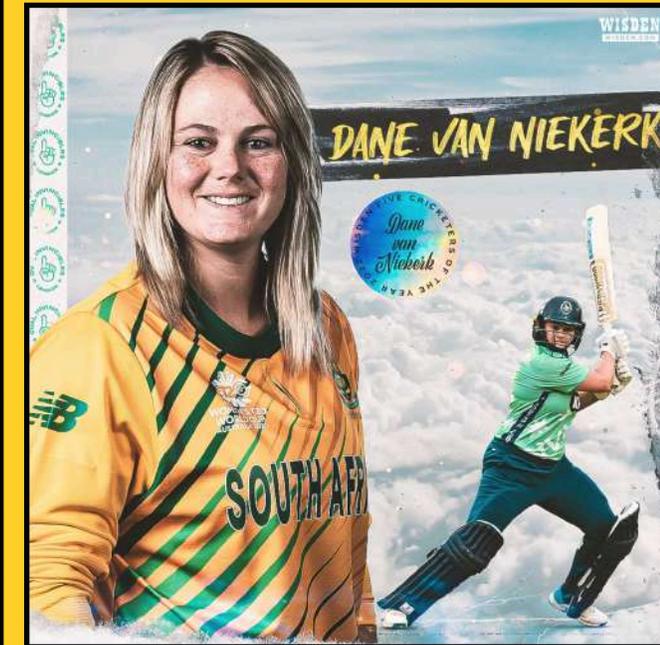
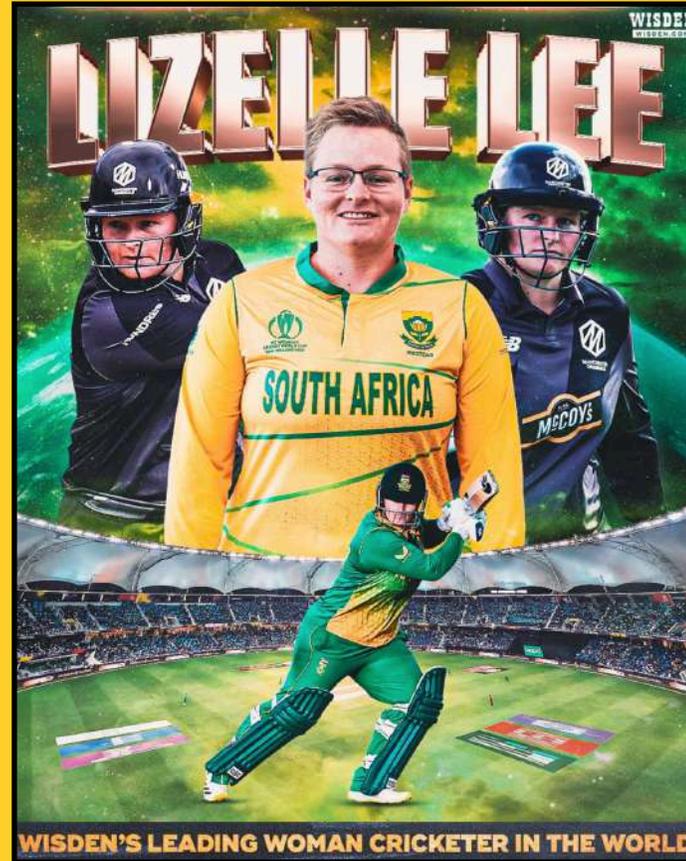
The Five 'Wisden Cricketers of the Year' represent a tradition that dates back in the Wisden Cricketers' Almanack to 1889, making this the oldest individual award in cricket.

In 2004 Wisden introduced the Wisden Leading Cricketer in the World award.

These awards are announced in April and are hugely sought after amongst the cricket community.

We receive a huge amount of engagement across these awards and are able to offer sponsorship of the following accolades:

- Female Wisden Cricketer of the Year
- Leading Woman Cricketer in the World



Graphics we created for the winners in 2022

LIVE EVENTS

As part of the overall campaign sponsorship we can look to deliver 2 x exclusive Wisden Women's Cricket events in association with your brand.

These could include:

- End of season Women's dinner with guest speakers
- Q & A session led by the most influential women involved in cricket

We are able to discuss these with you separately to amplify campaign activity with prices available on request.

Additional Campaign Elements

Additional Campaign elements:

To supplement the campaign we would also run a programme of supporting content across our channels. This would include:

- 12 x newsletters features in our weekly newsletter that goes out on Friday
- 1 x promotional advertorial on your brand ran in Wisden.com and in Wisden Cricket Monthly
- 12 x promotional social posts
- 500,000 adverts run across our most read articles and homepage targeting and audience of your choice
- 4 x full page adverts in our Wisden Cricket Weekly magazine



Wisden's cricket women's coverage for 7 months (Feb - October):

Podcast

10 million impressions @ £6.50 CPM

£65,000

Editorial

1 million campaign impressions @ £6.50 CPM

£6,500

Social Campaign

2 million impressions @ £6.50 CPM

£13,000

Wisden Cricketers of the Year:

£7,500

Additional campaign elements:

1.5 million campaign impressions

£8,000

Total campaign cost: £100,000 plus VAT

Contact toby.phillips@wisden.com for more info

CALENDAR OF CRICKET

The campaign would start in the lead up to T20 World Cup in South Africa and run through until the end of September:

- February - Women's T20 World Cup
- March - Women's IPL
- April - Wisden awards announced, including Wisden's Leading Women Cricket in the World
- June/ July - Women's Ashes
- July - Rachel HeyHoe Flint Trophy
- August - Women's Hundred
- September - Sri Lanka Women visiting England



CAMPAIGN CASE STUDY

Charles Tyrwhitt Partnership

We worked in partnership with Charles Tyrwhitt across the Ashes, sponsoring our Wisden Cricket Weekly podcast and running an integrated campaign across all of our channels. The campaign included the following sponsored assets:

[Youtube](#)

[Spotify](#)

[Social promotion](#)

[Campaign content](#)

As part of the campaign we ran a targeted promotion which included:

- 20% discount offer for the Wisden audience
- Chance to win a £500 voucher as part of data capture for CT

Campaign results:

- We generated over **7,000 clicks** across the discount and competition offer
- The campaign itself had over **4 million impressions**

The image displays three key promotional assets from the campaign:

- Video Thumbnail:** Aerial view of a cricket field with the text "WISDEN IN PARTNERSHIP WITH CHARLES TYRWHITT PRESENTS".
- Facebook Post:** A post from Wisden Cricket (published by Yas Rana on 6 December 2021) titled "Ian Bell: How England triumphed Down Under in 2010/11 | Butch...". It features engagement metrics: 184.9K people reached, 61 reactions, comments and shares, and 119.4K 3-second video views.
- Spotify Episode Card:** A card for a podcast episode titled "Sam Billings the red-ball cricketer, comeback centuries and Heather" from Wisden Cricket Weekly. It features a yellow cover with the hosts and guest, and a play button. The episode description mentions Phil Walker, Taha Hashim, and Yas Rana discussing the Hobart Test and Sam Billings.