

EUROPEAN CRICKET CUP

Did you know that Belgium won a bronze medal at the 1900 Olympics in Paris for CRICKET !!

It may be surprising to some that cricket is played at all in Belgium but there are many clubs that play regularly every weekend. Cricket has been played in Belgium for over 100 years !! Matches are arranged against teams from England, Holland, France and Luxembourg. At present the number of "real" Belgian players is small but due to the BBC cricket coverage, more and more are taking an active interest.

The "Cricketer" magazine have arranged a European cricket tournament between 20th - 27th May, 1990 in Guernsey. The following countries will take part in the tournament :

Belgium	Greece	Malta
Guernsey	Italy	Spain
Austria	Monaco	Switzerland
France	Luxembourg	West Germany

Channel T.V. have agreed to cover the event and BBC T.V. South West are discussing their involvement. Channel T.V. are hoping to sell the film of the event to each participating country's TV stations. This coverage will, I think, encourage more involvement in the future of Belgian players in cricket.

SPONSORSHIP

Maybe we can encourage you to sponsor our team or to advertise your company in the official brochure or advertise on the cricket ground itself.

1. To sponsor Belgium

There are many costs involved with taking a side abroad. The main costs are concerning travel and cricket attire. It is important that a national side should look smart on the field. We intend to purchase cricket sweaters with the national colours and emblem.

In return for sponsoring our team we can advertise your company on the collar of our cricket shirts. This will be very noticeable when being shown on T.V.

2. Ground Banners

There is a further promotional opportunity to book a ground banner - these will be placed around the boundary - each banner/ or board will measure 20 feet long by 2' 6" high.