



Derbyshire extend partnership with Purpose Media

Derbyshire County Cricket Club and Purpose Media have extended their long-standing partnership for another season, which has seen the creative agency develop and launch the club's new website.

The alliance between the two organisations began in 2014, with Purpose Media becoming a sponsor of the club and providing online and digital support and consultancy to its sales and marketing teams.

As well as traffic to the cricket website during this period rising by 49% and organic traffic increasing by 128%, the club has worked closely with the South Normanton-based firm in recent years to expand its non-cricket business. A dedicated events website has led to online enquiries for corporate events increasing by 172% and Christmas party nights selling out for successive years.

As part of the extended agreement, Purpose Media will continue sponsorship of the club's Live Stream service, which is set to broadcast up to 50 days of home First XI and Second XI cricket in 2020, with worldwide audiences expected to reach over 150,000 unique viewers.

Ryan Duckett, Chief Executive of Derbyshire County Cricket Club, said: "Over the last five years, we have greatly improved our visitor experience, both digitally and at The Pattonair County Ground, across both cricket and non-cricket events.

"We are constantly looking for ways that we can build on our digital presence, and Purpose Media help us to understand our customers, so that we can positively influence their experience with us.

"The new website is clean and a key part of the customer journey, now enabling us to grow Membership and ticket revenue, while creating additional avenues to generate traffic and raise extra revenue through sponsorship and other commercial opportunities."

Matt Wheatcroft, Purpose Media's Managing Director, said: "We're delighted to be extending our partnership with Derbyshire County Cricket Club for another year and, more importantly, launching its new website to help it create a more engaging online experience for its fans.

"The club, and our relationship with it, has gone from strength-to-strength over the past six years and it has been great to have been a part of its journey.

"With some exciting initiatives ahead, we're keen to see our relationship strengthen even further over the next 12 months as we support it as it works towards achieving its commercial and sporting objectives."

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Press RELEASE



Notes to Editors:

Accompanying photo shows Ryan Duckett (left) and Matt Wheatcroft (right)

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