



## **Cricket Club Cash Builder scheme**

### **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 intervals to suit you. It costs the Club nothing to join!

#### **Who is SM Cricket (UK) Limited?**

SM Cricket UK (formerly trading as Cricket Deal Direct) was established in 2012 in Market Deeping, Lincolnshire and is the Exclusive and Sole UK distributor for the SM range of cricket bats and soft goods. This includes the recently introduced 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 SM brand.

Today, there are many SM Ambassadors around the world, including England Women’s captain Heather Knight, together with many more successful players at 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 trophies, Club merchandise and external ground equipment from Durant. The more the Club or member spends with us the higher the rebate will be.

The Club may 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@cricketdealdirect.co.uk](mailto:ian@cricketdealdirect.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.

## **Benefits for the club**

Your club can retain all commission earned as part of club funds and decide what to do with it, such as buy much needed outdoor or training equipment, upgrade your clubhouse, or pay towards a club tour: the choice is yours.

## **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” the idea within the club, collate orders from members and -

- Arrange at least one date pre-season for SM to showcase and sell cricket kit at the club.
- Distribute SM promotional material to all members, players and parents. All material is provided by SM Cricket (UK) Ltd.

## **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:**

- 10% on team-wear (excluding embellishments), including training, playing and casual. This is either a direct Club order or members purchasing through the Club on-line shop
- 20% on SM cricket gear, whether ordered by the Club or individual player
- 20% on SM Cricket Coaching gear
- 15% on non SM Cricket Coaching gear
- 5% on Cricket Trophies

SM Cricket has already got lots of successful relationships with other clubs\* and so by co-ordinating the supply of cricket kit through the club, Cash Builder is simply 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.

## **Find out more**

To find out more about Cricket Club Cash Builder call Ian Anderson on 01778 345618 / 07711 681136 or email [ian@cricketdealdirect.co.uk](mailto:ian@cricketdealdirect.co.uk)

Deal Direct (UK) Ltd trading as SM Cricket (UK) Limited  
Showroom at Unit 1, Peacock Square, Blenheim Way, Market Deeping, PE6 8LW

Opening times: Friday 11:00 am – 5:00 pm Saturday 9:00 am – 1:00 pm (Winter months only)  
Other times by prior arrangement to fit in with your needs.

[www.smcricquetukltd.co.uk](http://www.smcricquetukltd.co.uk)

Signed: Club.....

Date: .....

Signed SM Cricket UK Limited: .....

Date.....

@SMCricketUK

