

## Pearcroft signs 5-year sponsorship deal with Gloucestershire County Cricket Club

*9 May 2024 Gloucester County Cricket Club announced on their website<sup>1</sup>*

**Gloucestershire Cricket is delighted to announce an exciting new partnership with Pearcroft ahead of the 2024 season.**

The five-year deal sees newly-established property development firm, Pearcroft, become Gloucestershire's Official T20 Trouser Sponsor, partner of the Digital Pre-Match Content and Hammond Roof Stand. Pioneers of carbon-negative smart homes, Pearcroft's ethos towards sustainability and its commitment to environmental responsibility and innovation, aligns closely with Gloucestershire's ambition to become the most environmentally friendly cricket club in the world.

Founded in 2022, Pearcroft will benefit from elevated exposure to tens of thousands of spectators at the Seat Unique Unique Stadium and at the Towergate Cheltenham Cricket Festival. The company's logo will be a permanent fixture on both the Hammond Roof Stand at Gloucestershire's home ground in Bristol, and will also feature on the team's playing trousers and on the Club's pre-match previews in 2024 and beyond.

With headquarters on the outskirts of London, Pearcroft have a commitment to environmental responsibility and are the UK frontrunners leading the way towards a greener, smarter future in property development. As a carbon-negative property developer, through an innovative building approach, Pearcroft eliminates the carbon footprint of their properties while delivering smart homes of exceptional quality and comfort. This benefit the health and well-being of not only their homeowners but also the surrounding environment.

**Kevin Harris & Martyn Balm, Founders of Pearcroft, said:** "We are delighted to be sponsoring Gloucestershire Cricket, an organisation that, like ourselves, is leading the way within their industry to reduce carbon emissions. This partnership is something we are immensely proud of, and we are delighted to share our experience and expertise with the Gloucestershire cricket community. We look forward to supporting the club in their endeavours both on and off the pitch, as they continue to make a positive impact within their community and the cricketing world." Kevin Harris & Martyn Balm, Founders of Pearcroft, said: "We are delighted to be sponsoring Gloucestershire Cricket, an organisation that, like ourselves, is leading the way within their industry to reduce carbon emissions. This partnership is something we are immensely proud of, and we are delighted to share our experience and expertise with the Gloucestershire cricket community. We look forward to supporting the club in their endeavours both on and off the pitch, as they continue to make a positive impact within their community and the cricketing world."

**Joe Kaniecki, Head of Commercial at Gloucestershire Cricket, said:** "It gives me great pleasure to welcome Pearcroft to the Gloucestershire Cricket family and I'm excited to see what we can achieve together over the next five years.

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"I'd like to thank the team at Pearcroft for their support in sponsoring us across playing kits, our ever-growing digital footprint and with physical in-ground advertising. I'm very much looking forward to welcoming my colleagues at Pearcroft to Gloucestershire this season for what promises to be another thrilling summer of cricket."