

Keswick wrap-up excellent new sponsorship deal

Contributed by John Walsh
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KESWICK Cricket Club has a major new principal sponsor as it looks forward with optimism to the start of cricket this summer.

In these most difficult of times, when all amateur sports clubs, along with many other community groups, are struggling in the face of the COVID pandemic, a Penrith-based company, has entered into a significant sponsorship package with the award-winning Keswick club.

O’Reilly Wealth Management, which also has offices in Leyburn, North Yorkshire, has agreed a three-year deal with the Lakeland club that last year won the limited overs county title in the Cumbria Cricket Premier League.

Managing Director of the financial advice company, Lee Watson – originally from Threlkeld and now living and working out of West Cumbria – was a visitor to the club last summer when the club had great success in a shortened season that lasted from late July to mid September.

‘I really enjoyed the atmosphere at the club last season,’ said Lee, whose father Alan, was a former 1st XI player at Keswick.

‘It was difficult for everyone because of the COVID restrictions but the club organised everything superbly and it was wonderful for players and spectators to be able to play or watch cricket in such a fantastic setting.

‘It strikes me that Keswick is a very well organized and ambitious club that plays a vital role in the local community and when the opportunity came along to become principal sponsor we had no hesitation.’

Together with appropriate signage around the ground the sponsorship also involves the name and logo of the company on playing shirts.

Keswick’s publicity officer and groundsman, Keith Richardson said: ‘For O’Reilly Wealth Management to support our club in these desperate times is a massive boost, not only for the club but also for the local community.

‘It helps us enormously as we look forward hopefully to the return of cricket this summer.’

Keswick Cricket Club won a national competition run by Wisden Cricket monthly magazine for the ‘Loveliest Cricket Ground in the UK’.

The club runs three senior teams that compete (1st XI) in the Cumbria Cricket League Premier Division and (2nd and 3rd XIs) in the Eden Valley Cricket League.

It also has a women’s squad and three junior teams that compete in the Cumbria Junior Cricket League at Under 15, 13 and 11 age levels.

Under normal circumstances, coaching sessions under qualified coaches are held on a regular basis in the winter months at Keswick School, and outdoors at Fitz Park during the summer.

The club also stages representative matches during the course of a normal season and provides a home ground for

Keswick School teams.

In the picture by BEN CHALLIS O’Reilly Wealth Management MD Lee Watson and Keswick CC head coach Mark Cameron at the cricket pavilion in Fitz Park, Keswick, this week with new playing strips and signage, including a sail flag that will be displayed on all match days.