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Compare the Market Becomes Principal Partner of The Hundred

- Multi-year partnership announced, as Compare the Market becomes Principal Partner of The Hundred
- Compare the Market to entertain families throughout the competition, with surprises from its characters, gaming stars and cricket's hottest talent
- The Hundred starts on Tuesday 1 August and concludes on Sunday 27 August, featuring 68 matches across eight men's and

eight women's teams, in eight venues across seven cities

The Hundred has today announced a new partnership with Compare the Market, who will become the Principal Partner of the competition.

Alongside the excitement of the unmissable 100-ball competition and live DJs and music at each ground, Compare the Market will be adding to the experience with the help of its Meerkat characters and newest family member, Carl the wombat. Compare the Market have also teamed up with leading online gamers to help engage new audiences in-ground and at-home.

Combining a short, fast format of world-class cricket, with each game lasting less than three hours, and incredible entertainment beyond the sport, The Hundred is making cricket more accessible and reaching a broader audience.

In 2022, The Hundred attracted a total of 14.1m viewers across Sky and BBC. In addition to this, more than half a million fans attended matches, including a rise in family spectators compared to 2021.

Sanjay Patel, Managing Director of The Hundred said: "As we approach the start of this year's competition, we are delighted to be able to announce Compare the Market as Principal Partner of The Hundred.

"Compare the Market are one of the most recognisable UK brands. They will add even more fun and entertainment to go alongside the world-class cricket on show, and that is what The Hundred is all about. This partnership will spread the reach of cricket to more families across England and Wales, and we are looking forward to what Compare the Market has in store for the third edition of the competition in August."

Mark Bailie, Chief Executive Officer of Compare the Market, commented: "The Hundred has become a much-loved fixture on the sporting calendar, offering up an exciting and energetic new take on cricket.

"The Hundred plays a critical role in cricket's drive to become the most inclusive sport in the country, and that's something we are proud to support.

"Bringing together our entertaining brand with one of the most entertaining sports is an exciting partnership and we're looking forward to revealing the

plans we have in place to support this year's competition and beyond."

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Notes to Editors:

About Compare the Market

comparethemarket.com was launched in 2006 and has grown rapidly over the past fourteen years to become one of the UK's leading price comparison websites.

comparethemarket.com actively works with its brand partners to help provide great services to customers.

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About The Hundred

The Hundred returns this August for its third year. The action-packed, unmissable cricket competition fuses world-class cricket with blockbuster entertainment.☒

Combining a short, fast format of cricket, with each game lasting less than three hours, and incredible entertainment beyond the sport, The Hundred is making cricket more accessible and reaching a broader audience. It's simple: 100 balls per team, most runs wins, so every ball counts.

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