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ECB and KP Snacks announce partnership to become official team partner of England Cricket

- KP Snacks becomes Official Team Partner of England Cricket, featuring on the sleeve of the new England match and training shirts
- The partnership's vision is to encourage healthier lifestyles and inspire more people to get involved with cricket, aiming to create a million opportunities for people to get active by 2033
- This partnership is in addition to the existing KP Snacks partnership of The Hundred and the Community Pitches Project,

Everyone In, that promotes grassroots cricket and will see the installation of 100 permanent, non-turf cricket pitches by the end of 2025, 71 of which are already in place.

Today, the ECB and KP Snacks have announced a new partnership with England Cricket, to become the Official Team Partner.

KP Snacks' brands will feature on England match kits, with the new shirts making their debut at the England Women's Vitality IT20 against West Indies at The Spitfire Ground, Canterbury, on 21 May 2025.

This new partnership is in addition to KP's current partnership with The Hundred. Since 2021, this partnership has enabled over 100,000 people up and down the country to get more active together, through installation of new all-weather KP Snacks-sponsored Everyone In pitches in communities, free kit and equipment giveaways, and community focused cricket events.

Together, KP Snacks and the ECB aim to champion healthier lifestyles and inspire more families to get active through cricket, aiming to create a million opportunities for people to get active through cricket by 2033.

The partnership has included the Community Pitches Project – an initiative that is above-and-beyond the partnership investment. This forms part of KP Snacks' Everyone In campaign, which will see the installation or refurbishment of 100 permanent, non-turf cricket pitches by the end of 2025 to support grass roots cricket, and encourage families and children to give cricket a go.

71 pitches have already been installed since 2023, with a further 29 planned for installation in 2025. These pitches are spread across the country, improving access to cricket for 12 million people living within two miles of the new facilities.

Suitable areas were identified by assessing against key measures of population reach and bringing cricket to those who may not have had access to facilities previously, or whose facilities have degenerated over time. The pitches will be maintained and run by the respective local council within the borough.

This is having a significant impact on local communities, offering greater access to the sport for more people through a variety of uses, from families turning up and playing free of charge, through to organised participation programmes such as All Stars and Dynamos, Walking Cricket and Street Cricket programmes.

As well as these specific initiatives delivered in partnership with KP Snacks, the ECB reinvests income received from commercial partners back into the game across several key areas. These include, but are not limited to, participation programmes that give more than a million children and young people the chance to play cricket, provision of cricket in hundreds of state schools through our charity partners and investing in new pitches and facilities to give more people opportunities to play within their community.

Tony Singh, Chief Commercial and Global Growth Officer at the ECB said: “This partnership with KP Snacks is about more than just sponsorship – it’s about making a real difference in communities. Thanks to our existing partnership, hundreds of thousands are now more active through cricket, and millions more have the opportunity to access to all-weather cricket pitches, making it easier to get involved in the sport.

“By extending our collaboration with KP Snacks onto the England match and training kits, we’re furthering our shared vision to inspire active lifestyles and get a million people moving through cricket by 2033.”

Kevin McNair Marketing Director, KP Snacks said: “We are delighted to announce our continued partnership with the ECB, building on the success of The Hundred and the Everyone In programme, which will see all 100 all-weather pitches in place in communities by the end of the year.

Through our new role as official Team Partner for England Cricket, we are continuing to make cricket more accessible to more people, inspiring greater participation and encouraging active lifestyles – and ultimately brings us closer to our ambitious target of creating a million opportunities for people to get active by 2033.”

Notes to Editors

About KP Snacks

KP Snacks is the UK's number one manufacturer of nuts and popcorn, and number two manufacturer of bagged snacks. We make some of Britain's most iconic snack brands including McCoy's, Hula Hoops, Tyrrells, Butterkist, KP Nuts, POM-BEAR, popchips, Skips, Space Raiders, Discos, Nik Naks, Wheat Crunchies, Roysters, Frisps and Whole Earth. We also produce many fantastic products for the UK's leading retailers. We are proud to create millions of happy snacking moments for people every day!

We employ over 2,400 people in the UK across our seven manufacturing sites and our head office in Slough, Berkshire. KP Snacks is proud to be part of the Intersnack Group.

The partnership will see KP Snacks' brands on England kits with:

- *Tyrrells will feature on the England Test kit*
 - *KP Nuts will feature on the One Day International kit*
 - *Hula Hoops will feature on IT20 kits and*
 - *Whole Earth will feature on England training kits.*
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Contacts



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