



PRINCIPAL PARTNER OF THE ECB

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## Toyota Invests in Cricket For All as the New Principal Partner of the ECB

- Toyota becomes the new Principal Partner of the England and Wales Cricket Board (ECB), supporting professional and grassroots men's, women's and disability teams
- Toyota launches its Good For Cricket prize draw in the UK, offering a prize pool valued at more than £200,000 to support grassroots clubs in their fundraising efforts
- Building on its 'Mobility For All' vision, Toyota is investing in a multi-year commitment to support the ECB's core aim of growing the game and making cricket the most inclusive team sport
- Toyota is also announced as the first ever Official Champion

Partner of Disability Cricket and the Disability Premier League and will work to continue the development and improvement of the England Disability teams

The England and Wales Cricket Board (ECB) and Toyota have today announced a new, multi-year partnership. The agreement sees Toyota become the new Principal Partner to England and Wales cricket from May 2025.

In its new role, Toyota commits to supporting England's men's, women's and disability cricket teams and fostering the growth of grassroots participation nationwide, encompassing all ages, abilities, and backgrounds.

The ECB partnership spans a range of Toyota business operations in the UK, all with the shared mission to provide mobility for all, with no one left behind. They include Toyota (GB), responsible for national sales and marketing; financial products provider Toyota Financial Services; automotive insurance specialist Toyota Insurance Services; and mobility services provider KINTO UK.

The partnership launch comes just ahead of a busy summer of cricket at all levels, including home international series against the West Indies and South Africa, a one-off Men's Test against Zimbabwe, with India also visiting to take on England in men's, women's and a pioneering mixed disability series.

From 1 May, the TOYOTA name and logo will be prominently displayed on all professional kits across the England Men's, England Women's and England Men's Mixed Disability teams, alongside branded touchpoints at all home international matches.

### **Good For Cricket prize draw**

Toyota is signalling its commitment to supporting local clubs and encouraging more people to become involved in the sport with the upcoming launch of its Good For Cricket prize draw. It aims to help clubs raise £500,000 per year for vital equipment and resources, contributing with a bespoke platform and marketing materials plus a prize pool in year one valued at more than £200,000 to support their fundraising efforts.

The draw adapts a model successfully deployed in Australia where the Toyota Good For Cricket initiative has brought in the equivalent of more than £5.6 million (AU\$12 million) over the past 12 years. This money has provided significant support for the nation's grassroots game and last season alone, more than £700,000 (AU\$900,000) was shared among more than 1,000 clubs. In bringing the initiative to the UK, Toyota and its Centre network will engage with thousands of people across local communities and build its efforts to support local teams, players and fans.

Clubs can sign up to take part in the prize draw free of charge and will be allocated digital tickets for supporters to purchase. Each ticket sold will give the holder the chance to win from more than 50 prizes on offer, including three brand new Toyota vehicles. The participating clubs will receive all the proceeds from the tickets they sell, generating vital extra funds for their teams and community activities.

### **Growing grassroots participation across the UK**

Building on the shared commitment to expanding the engagement with grassroots cricket, Toyota and the ECB intend to grow the number of recreational participants.

This includes investment in the ECB's All Stars Cricket programme, of which Toyota is the first official partner. This investment will enable 4,000 children, each year, aged between five and eight to join the eight-week introduction to the sport for free, taking the total number of free places available this year to 10,000.

Last week saw Toyota enjoy its [debut as the Title Partner for ECB's Get Set Weekend](#). The Get Set Weekend forms the foundation for Toyota and ECB's partnership and this year over 37,000 participants from 1,732 cricket clubs were involved. The occasion is the pre-season focal point for clubs to ready their grounds and facilities for the season ahead and inspire new and existing volunteers to spend time at their local club. Toyota and the ECB's aim is to have 2,500 cricket clubs taking part each year by 2029. One hundred Toyota Centres supported the weekend, which included 'Get Set Packs' full of weekend essentials, and volunteers from dealership to provide extra helping hands.

### **A champion for disability cricket**

Under the shared vision to make cricket more accessible and inclusive, Toyota also becomes the first Official Champion of Disability Cricket and is appointed Title Partner to the Disability Premier League (DPL), playing an integral role in the continuing development of the England Disability teams.

Together, Toyota and the ECB are committed to growing Disability Champion Clubs, alongside growing the Disability Premier League tournament nationwide, with a focus on expanding participation beyond the men's teams. This includes a focus on women's grassroots initiatives to build a strong foundation for increased female participation at all levels.

Toyota will also work with the ECB to develop and grow existing disability cricket programmes, and opportunities for players to access play and competition in inclusive environments throughout the pathway.

Scott Thompson, President and Managing Director at Toyota commented: "By deepening our partnership with the ECB as its Principal Partner for men's, women's, disability and grassroots cricket, we can help support and inspire both the current and next generation of players, volunteers and fans who make cricket happen. At Toyota, mobility is at the heart of everything we do and through these initiatives, we're helping more people enjoy cricket, be active and connect through sport."

Tony Singh, Chief Commercial & Global Growth Officer at the ECB commented: "We're delighted to now announce Toyota as our new Principal Partner. Toyota will bring its global might to support so many areas of our sport in England and Wales, from the top to the bottom of the game. They have hit the ground running in this respect, with their involvement in grassroots initiatives in recent weeks.

"Crucially, this partnership will strengthen the foundations of our sport. Toyota will help us to introduce more people to cricket, supporting the delivery of our Inspiring Generations strategy and our aim of becoming the most inclusive team sport in England and Wales."

Please click here to find out more or visit [www.toyota.co.uk/cricket](http://www.toyota.co.uk/cricket).

**ENDS**

## Notes to Editors:

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