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## Zoopla announced as the Official Property Partner of England Cricket

- The partnership launched on 6th September in the final Rothesay Men's Test against Sri Lanka at The Kia Oval in London, helping drive Zoopla's brand presence over the final moving months in 2024.
- Zoopla will also use the partnership to support its regional marketing efforts across England and Wales.
- Partnership activations will include in-ground media such as pitch perimeter boards and big-screen advertising, player imagery rights and national grassroots initiatives.

The ECB is pleased to announce Zoopla, one of the leading UK property websites, as the Official Property Partner of England Cricket. The partnership will take Zoopla, and cricket, to new audiences across England and Wales.

Zoopla will have nationwide presence at key cricket grounds across the country through advertising and broadcast TV, reaffirming its position as the first place the UK comes to for property prices and to sell and the second most visited property site.

This included the third Rothesay Men's Test Match at The Kia Oval vs Sri Lanka and the upcoming Men's series against Australia, including three IT20 games and four ODIs.

Zoopla will also be working with the ECB to sponsor national grassroots initiatives and meaningfully contribute to the development of the cricket community in England and Wales.

**Tony Singh, Chief Commercial Officer at the ECB said:** "We are delighted to announce this new partnership with Zoopla. Working with such a well-known brand will help to take cricket into the heart of even more communities. As well as seeing Zoopla at our venues, we're also excited to work with them on grassroots initiatives, supporting our ambition to become the most inclusive team sport in England and Wales."

**Commenting on the partnership, Charlie Bryant, CEO of Zoopla and Houseful said:** "We are delighted to be partnering with England Cricket as its Official Property Partner. Like Zoopla, which is known by over 90% of UK adults, cricket is part of our national fabric and we are excited to be supporting it at the national through to grassroots level."

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cinch

Rothesay  
Protecting Pensions

METRO  
BANK

Vitality

IG

CASTORE

LAITHWAITES

RADO  
SWITZERLAND

CHAPEL DOWN  
EXCLUSIVE BLENDED WINE

Initial  
The Experts in Hygiene

SunGod.

CHANCE TO SHINE  
Empowering young people through cricket

FOUNDATION

LORD'S TAVERNERS  
Empowering young people through cricket

SACA  
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ACE

PCA

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