

News

Total score a hat-trick signing for 2011 season.

January 2010

Following a successful season in 2010, leading independent Telecoms company Total Ltd (Total) is pleased to announce the renewal of their sponsorship agreement with Gloucestershire County Cricket Club (GCCC) for the third year running.

Contracts were signed late last year and the Total logo will now appear on the front of the LV=County Championship and Clydesdale Bank 40 shirts as well as on the back of these and the t20 over shirts worn by contracted players and on replica kits available from the Club Shop.

Stuart Baikie, Managing Director of Total Ltd commented:

"Total have been shirt back sponsors for the past two seasons now. When the option was presented to us to extend our support with the LV=County Championship and Clydesdale Bank 40 shirt fronts as well, it was too good an opportunity to miss. Having been based in the heart of the county since our inception, our sponsorship agreement has allowed us the chance to help our local team."

"GCCC is a very forward thinking club and we are looking forward to our continued partnership, working closely together throughout the forthcoming season and watching Gloucestershire's exciting plans for the future truly taking shape."

GCCC is well known for its success in many one day tournaments. The Club plays the majority of its home games at the County Cricket Ground in Bristol, as well as hosting the Cheltenham Cricket Festival at the College Ground, Cheltenham and t20 Gloucester at The King's School, Gloucester.

This new sponsorship deal means Total Ltd will become an official partner of GCCC.

Tom Richardson, Chief Executive of Gloucestershire County Cricket Club said:

"We are delighted that Total will continue as a sponsor for 2011. They have been great supporters of the club and we are very pleased that this Gloucestershire based company will now become front of shirt sponsors."