



CORPORATE PARTNER

RIVERVALE

CASE STUDY

Good Old Sussex by the Sea



How we work together

PUTTING A TOP SPIN ON PARTNERSHIPS

The Overview

Rivervale is known locally as a one stop shop. The 3 divisions under the Rivervale umbrella are: car and van leasing, used car and van sales and servicing and M.O.T. Rivervale have been involved with the Cricket Club as a corporate partner for several years. Rivervale provide the club with a single point of contact for all their vehicle requirements, helping them on a seasonal basis to provide suitable options for staff both on and off the field.

Sussex Cricket are based in Hove at The 1st Central County Ground. They are the oldest professional sports team in the world but do so much more than just cricket! They use the game of cricket and the Sussex Cricket brand to deliver accessible and enjoyable opportunities that grow the sport, tackle inequalities, improving health and wellbeing whilst allowing young people and the long term unemployed to fulfil their potential. The venue is also used for conferencing, events, weddings and corporate parties.



THE CHALLENGE AND SOLUTION

The Challenge

Sussex Cricket require vehicles for both players and club staff. Whether this be to travel to matches or deliver opportunities through cricket in and around the county, managing the fleet requires understanding in both vehicle leasing and vehicle servicing.

Rivervale are keen to engage with the local community. Working with Sussex Cricket has provided a fantastic opportunity to shout and scream the Rivervale message. Whether it is display presence at home fixtures, or dual branding on vehicles, Rivervale's relationship with Sussex Cricket has been first class.



The Solution

Through the corporate partnership formed, Rivervale provide Sussex Cricket with all their vehicles on a fully maintained agreement provided on a short-term lease, meaning Sussex Cricket have complete control over their budget. Their relationship is managed by a dedicated account manager, who can also offer advice about the best vehicles required.

Rivervale have also recently opened a brand new Bosch Car Service Center, meaning all servicing and maintenance is completed by Rivervale.



01273 433 480

www.rivervale.co.uk

Rivervale House, Victoria Road, Portslade, Brighton, BN41 1XB



The Benefits



CORPORATE PARTNER

- No surprise costs
- Fully maintained vehicles
- Peace of mind
- Dedicated account manager

RIVERVALE



- Local promotion
- Excellent client entertainment
- A place for staff and customers to meet
- Networking at the Boundary Club

More about Sussex Cricket

Sussex Cricket take part in three major competitions each season including, Specsavers County Championship, Royal London One-Day Cup and the extremely popular Vitality Blast. They are also a leader in Women's cricket, hosting various international matches and the KSL Final's Day.



"Sussex Cricket provide a diverse service to the local community not only through their professional team but also the various community hubs around the county. We have had a very close relationship with them for many years. We are proud to support such an historical and wide-reaching organisation with all their vehicle needs from leasing to servicing."

**Rivervale Chief Operating Officer,
Vince Pemberton**

"Rivervale provide Sussex Cricket with a first-class service, taking away all the stress of managing our fleet. Our dedicated account manager is always on hand to ensure we keep the team on the road with the least amount of hassle. Aside from the day to day, our partnership is more than a service agreement. We are fortunate enough to work with a like-minded and locally based company at the heart of our community."

**Sussex Cricket Head of Commercial,
Mark Judges**



0844 264 0202

www.sussexcricket.co.uk

The 1st Central County Ground, Eaton Road, Hove, BN3 3AN