



# BURNSIDE SPRINGS UNITED C.C. SPONSORSHIP

## PROMOTION

Advertise and promote your brand through mediums such as ground & pop up banners, club apparel, club social media & website, club events and match day social activity.

## PACKAGES

A range of sponsorship packages to suit every marketing budget and we have the capability to tailor any sponsorship package to address your business needs. We can cross promote your goods & services.

## COMMUNITY

Get your brand recognised in the local community as a preferred business. Sponsorship of a local sports club is one way to reach new potential customers & create valuable goodwill within your community.

## BE THE HEART OF YOUR COMMUNITY CLUB

A sponsorship gives you the unique opportunity to give back to an organisation that provides sport, fitness, leadership, social skills, personal development and strong mindset to the youth of our community. It also provides the opportunity to network with other businesses and like minded people who value our community and spirit.

## INTERESTED IN PARTNERING WITH OUR COMMUNITY CRICKET CLUB? PLEASE CONTACT

**EMMA WILDE: 0431-832-251**

**SHAUN NEWELL: 0419-396-217**

**E. [SPONSORSHIP@BURNSIDESPRINGSUNITEDCRICKETCLUB.COM.AU](mailto:SPONSORSHIP@BURNSIDESPRINGSUNITEDCRICKETCLUB.COM.AU)**





# BURNSIDE SPRINGS UNITED C.C. SPONSORSHIP

## WHY SHOULD YOUR BUSINESS SPONSOR OUR CLUB?

**INCREASING YOUR COMPANY AWARENESS.** Increase your company's products and services awareness to the wider local community. Sporting club members are loyal & active consumers of local community products & services. Each member of our club brings with them an extended network of consumers including, parents, partners, coaches, players, extended families and supporters.

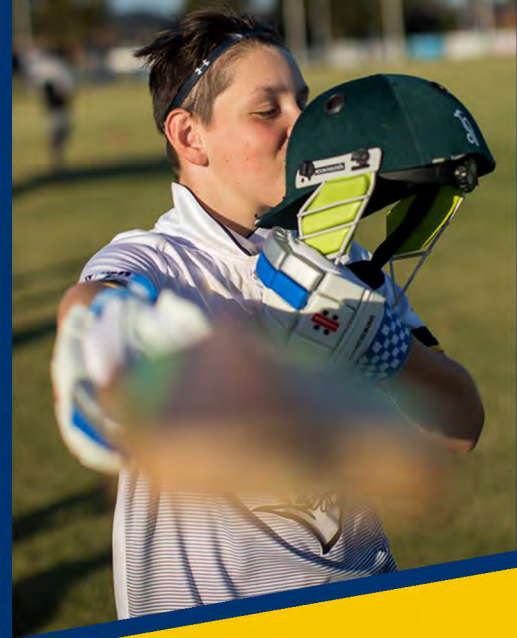
**MARKETING YOUR BRAND.** Although many traditional ways of reaching consumers are failing, sporting club sponsorships are a positive and engaging way to market your brand. Local communities engage with brands that support local sporting clubs. A positive feel good and respected relationship is then born. All our sponsorship packages have benefits for our sponsors built in, including field signage, web and social advertising, pop up banners, company name/logo on uniforms etc. Your brand will be at the forefront to increase your return.

**HELP KEEP THE COSTS DOWN FOR YOUTH PARTICIPATION.** With the increased obesity crisis gripping western culture, local community sports encourages kids and adults of all ages to get active. With the support of sponsors, they provide additional resources which can help keep participation membership fees low. **LOW FEES - MORE PARTICIPATION.** Sport and physical activity programs provide an effective vehicle through which personal and social development in young people can be positively affected. A study by Australian Institute of Criminology on sport identified and described programs that use sporting activities to reduce antisocial behaviour in youth across Australia. Preventing and reducing boredom is important due to its reported links to depression, distractibility, loneliness and often leads to antisocial.

**BUILD GOODWILL.** Companies that sponsor sporting clubs have a positive contribution to their community. A mutual sense of belonging. The community will embrace the company's understanding that they are making a difference. This can instill loyalty amongst a company's current and future consumers.

**TAX INCENTIVES.** All sponsorship contributions are completely 100% tax deductible with invoice supplied.





# BURNSIDE SPRINGS UNITED C.C. SPONSORSHIP

## ABOUT BURNSIDE SPRINGS UNITED CRICKET CLUB



**ESTABLISHED IN 2008**, the cricket club was created in a young developing & culturally diverse community to encourage discipline, healthy living, self-belief & a social outlet in a controlled environment. Located in Burnside Heights, it has two well maintained ovals, four cricket nets, and large new clubrooms with excellent kitchen facilities.

Over the past few years the club has substantially grown within our young community. Currently running competitions for Mens and Womens teams, boys and girls youth, and introductory cricket for 5-8 year olds through Cricket Australia's Woolworths Blast program.

## WOMENS AND YOUTH GIRLS TEAMS

**SENIOR WOMENS AND GIRLS TEAM.** The growth of womens sport nation wide has opened the doors for more women and girls to play non traditional sports. Our club is committed to developing them both on and off the field. Sponsorship packages are available for our womens and youth girl teams with exclusive naming rights.



## THE NUMBERS - TEAMS & MEMBERS

- 6 Senior mens teams
- 2 Senior womens teams
- 14 Junior boys teams
- 2 Junior girls teams
- 50+ Milo In2Cricket kids
- 80 Mens members
- 30 Womens members
- 140 Junior boys members
- 22 Junior girls members
- 265 members

**PARTNERS, PARENTS, SIBLINGS, COACHES & SUPPORTERS EXTENDS YOUR REACH**



# BURNSIDE SPRINGS UNITED C.C. SPONSORSHIP PACKAGES

## EVENT SPONSORSHIP \$P.O.A

- Sponsor an event and get maximum exposure for your business and brand
- Use the event to promote your business, products or service.
- Have any special offers? Use the event to extend your reach into the community
- Events include and not limited to:
  - Season Launch, Melbourne Cup Day, Christmas Party, Boxing Day, Australia Day, Trivia Night, Mid Year Function, Sportsperson Night, Junior Presentation, Senior Presentation, Junior Pie Night....

## SIGNAGE PACKAGE STARTING FROM \$850 EX GST

- 1 x fencing signage approximately 1800mm x 1000mm - **\$850** (once off whilst sponsoring club)
- Fence wrap mesh style - approx 3000mm x 1000 - **\$1500** (once off whilst sponsoring club)
- Fence wrap mesh style - approx 5000mm x 1000 - **\$2500** (once off whilst sponsoring club)

## GOLD PACKAGE \$1500 EX GST

- Sponsor logo will be displayed on pop up in clubroom
- Sponsors logos on change room signage
- Sponsor logo on our website
- Sponsorship recognition certificate
- Sponsor advertised on Team App
- Sponsor advertised on Facebook page
- Sponsors advertising in Members Directory
- Logo on signage on cricket nets
- The sponsor logo on newsletters

## WOMENS TEAM NAMING \$5000 EX GST

- Logo on training & social tops for all Women & youth girls grades
- Sponsor name will be displayed on pop up in clubroom
- Sponsors logos on change room signage
- Sponsor or logo on our website
- Club cap and training shirt for sponsor
- Sponsorship recognition certificate
- Sponsor logo on Team App
- Sponsor advertised monthly on Facebook page
- The sponsor will also be listed on all club correspondence
- Social media Team announcements & results with sponsor logo on graphics
- 1 Senior or Youth Membership
- Female club award named after the sponsor to be presented by the sponsor at presentation night.
- Logo on signage on cricket nets
- The sponsor logo on newsletter
- 2 Tickets Presentation night

## DIAMOND PACKAGE \$2500 EX GST

- Sponsor logo will be displayed on pop up in clubroom
- Sponsors logos on change room signage
- Sponsor logo on our website
- Sponsorship recognition certificate
- Sponsor logo on Team App
- Sponsor advertised monthly on Facebook page
- Sponsors advertising in Members Directory
- A club award named after sponsor to be presented by the sponsor at presentation night.
- Logo on signage on cricket nets
- Social media Team announcements & results with sponsor logo on graphics
- The sponsor logo on newsletter
- 2 Tickets Presentation night

## MAJOR SPONSOR \$5000 EX GST

- Sponsors logos on training & social tops for all mens & boys grades
- Sponsor logo will be displayed on pop up in clubroom
- Sponsors logos on change room signage
- Sponsors logos on large change room signage
- Sponsor logo on our website
- Club cap and training top for sponsor
- Sponsorship recognition plaque
- Sponsor advertised on Team App
- Sponsors logo on team selections posted on social media
- Logo on signage on cricket nets
- The sponsor will also be listed on all club correspondence
- Social media events announcements & results with sponsor logo on graphics
- 1 Senior or Youth Membership
- A club award named after the sponsor to be presented by the sponsor at presentation night.
- The sponsor logo on newsletter
- Sponsors advertising in Members Directory
- \$100 drinks voucher for use at club and or Presentation night
- 4 Tickets Presentation night

These packages are just a sample and can be negotiated to suit your business needs. Additional sponsorship opportunities include, Game Day, Club Event naming rights. Sponsorship packages are for 12 months. Tax invoice supplied. Pricing Excludes GST



# BURNSIDE SPRINGS UNITED C.C. SPONSORSHIP

## AGREEMENT

Name or Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Select Sponsorship Package:

Event Sponsorship  Signage Package  Gold Package  Womens & Youth Girls  Diamond Package  Major Sponsor Package

Other: \_\_\_\_\_

Sponsorship Package Duration: \_\_\_\_\_ Commencement Date: \_\_\_\_\_ Package Amount: \_\_\_\_\_ Payment Date: \_\_\_\_\_

By signing below, I agree to provide the Sponsorship amount noted above to the Burnside Springs United Cricket Club at the package level indicated above. Payment will be made within 28 days of signing. I will email my sponsorship details to be included in the advertising including logo assets. I hereby agree to allow the Burnside Springs United Cricket Club to use our company name and/or logo in promotional materials according to the package selected as per above.

Signature of Sponsors Authorized Agent: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature of Burnside Springs United C.C Agent: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

Send signed agreement via e-mail: [Sponsorship@burnsidespringsunitedcricketclub.com.au](mailto:Sponsorship@burnsidespringsunitedcricketclub.com.au)

Any Questions Contact Emma Wilde: 0431-832-251 or email [Sponsorship@burnsidespringsunitedcricketclub.com.au](mailto:Sponsorship@burnsidespringsunitedcricketclub.com.au)





## **BURNSIDE SPRINGS UNITED C.C. SPONSORSHIP**

# **THANK YOU**

**Sponsoring a not for profit sporting organisation is a great way of giving back to the community, whilst marketing your good will to the wider community and potential new customers.**

**Our senior men, women and our amazing junior boys and girls, would like to thank you for giving Burnside Springs United Cricket Club, the opportunity to promote and market your business.**

**BY GETTING INVOLVED YOU ARE HELPING BUILD NOT JUST A CLUB  
BUT A COMMUNITY**

**FOR FURTHER INFORMATION PLEASE CONTACT**

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