



BALGOWNIE CRICKET CLUB

Sponsorship proposal

ABOUT BCC

Balgownie Cricket Club (BCC), established in 1894, is a family-oriented club based in Balgownie, & encompassing the neighbouring suburbs of Tarrawanna, Fernhill, Fairy Meadow, Mount Ousley, Mt Pleasant, & Towradgi. BCC fields four men's teams, one women's team, junior teams in U17, U15, U13, U11, U10, a girls development team, and a vibrant and exciting Woolworths Cricket Blast program.

Our success speaks for itself, in both our longevity, representative players and premierships. With our club reaching 130 years in 2024/25, and continually growing in membership, we welcome new sponsors to enter a mutually beneficial partnership with our club.





WHY PARTNER WITH BALGOWNIE CRICKET CLUB*

BRAND EXPOSURE

Targeted communications distributed to BCC members.
Digital promotion on BCC social media platforms.
Logo on weekly team lists.
Product endorsements on social media.
Distribution of one business flyer/menu/product listing via direct marketing to member database.
Naming rights on awards

TARGET AUDIENCE

Club members reside locally with easy access to your organization.
Club members aged 8 – 80
Over 1000 followers on Facebook/Instagram

COMMUNITY INVOLVEMENT

Support your local community.
Invest in young people & their access to sport.
Network with other community members at club events.
Speaking opportunity at club events.

*Sponsorship packages detailed overpage

SPONSORSHIP PACKAGES

| <u>SPONSOR LEVEL</u> | <u>BRONZE</u> | <u>SILVER</u> | <u>GOLD</u> | <u>PLATINUM</u> |
|---|----------------------|--|--|--|
| Cost of Package | \$500 | \$501-\$1000 | \$1500-\$5000 | \$5001 + |
| Duration of partnership | 1 year | 1 year | 1 year | 1 year |
| Certificate of appreciation | | ✓ | ✓ | ✓ |
| Home Game Day on-field signage | Logo on Sponsor flag | Logo on Sponsor flag | Logo on Sponsor flag | Sponsor flag + exclusive flag |
| Weekly Team list – social media post | Logo | Logo | Logo | Logo |
| Naming rights for Junior Players of the match | | | ✓ | |
| Naming rights for Senior Players of the match | | | | ✓ |
| Naming rights for Female Player of the match | | ✓ | | |
| Email communication to club members with one piece marketing collateral | | | ✓ | ✓ |
| Facebook/Instagram – post with links to your website/Facebook page | | 1 per season | 2 per season | 4 per season |
| Presentation night | | 2 invitations | 4 invitations | 6 invitations + presentation of an award |
| Logo on Club apparel for multi-year partnerships | | | ✓ | ✓ |
| Hospitality partnership | | Monthly social media posts, 1 x event per year | Weekly social media posts, 1-2 events per year | Weekly social media posts, 3 events per year |
| Title sponsor of major annual award – eg Junior rep player of the year, Best wicketkeeper | | | ✓ | ✓ |
| Opportunity to present to members at end of year presentation | | | | ✓ |



WHERE YOUR INVESTMENT GOES

Proceeds from our standard sponsor packages go toward costs such as:

- Equipment and Balls
- Ground hire
- Umpire fees
- Ground repairs and costs
- Apparel
- Trophies and presentations
- Subscriptions

CLUB CONTACTS

Shane Brown

PRESIDENT

0402 355 586

Brendan Cox

VICE PRESIDENT

0475 963 192

Ryan Neich

SPONSORSHIPS
COORDINATOR

0414 955 103

Paul Lynam

JUNIOR
COORDINATOR

0408 272 800

Deb Neich

FEMALE CRICKET
COORDINATOR

0423 173 168

Email: ballycctreasurer@gmail.com
[facebook.com/BalgownieCricketClub](https://www.facebook.com/BalgownieCricketClub)
twitter.com/@BallyCC2519





THANK YOU FOR YOUR
CONSIDERATION OF
BALGOWNIE CRICKET
CLUB

