



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 program.

vibrant and exciting Woolworths Cricket Blast

Our success speaks for itself, in both our longevity, representative players and premierships. With our club heading towards our 132nd year in 2025/26, 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.
- Naming rights on awards

TARGET AUDIENCE

Club members reside locally with easy access to your organisation.
Club members aged 8 – 80, over 1000 followers on both 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

*The Club is happy to tailor packages to your specific needs.

<u>SPONSOR LEVEL</u>	<u>BRONZE</u>	<u>SILVER</u>	<u>GOLD</u>	<u>PLATINUM</u>
Cost of Package	\$500-1000	\$1000-\$3000	\$3000-\$5999	\$6000 +
Duration of partnership	1 year	1 year	1 year	1 year
Certificate of appreciation		✓	✓	Framed shirt and certificate
Home Game Day on-field signage (22 regular season home games with potential extra Rep games through the year)		Display on Sponsor Signage	Display on Sponsor Signage	Logo on Sponsor signage + exclusive flags
Weekly Team list – social media post	Logo team announcements	Logo on the third and fourth grade team list	Logo on the second grade team list	Logo on the first grade
Naming rights for Junior match reports			✓	
Naming rights for the Senior match reports				✓
Facebook/Instagram – post with links to your website/Facebook page	1 per season	2 per season	3 per season	4 per season
Presentation night		2 invitations	4 invitations	6 invitations + presentation of an award
Logo on Club Playing apparel for multi-year partnerships				✓
Logo on Club training apparel with multi-year partnership		✓	✓	✓
Hospitality partnership		Monthly social media posts, BCC attendance 1 x event per year	Weekly social media posts, BCC attendance 1-2 events per year	Weekly social media posts, BBC attendance 4 events per year
Title sponsor of major annual award – e.g. 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

Lucas Leonard Sponsorship committee 0403 521 419	Ryan Neich SPONSORSHIPS COORDINATOR 0414 955 103	Brett Leonard CLUB PRESIDENT 0438 333 994	Deb Neich FEMALE CRICKET COORDINATOR 0423 173 168	Isaac Leonard Sponsorship committee 0423 274 756
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Email: ballycctreasurer@gmail.com
[facebook.com/BalgownieCricketClub](https://www.facebook.com/BalgownieCricketClub)





THANK YOU FOR YOUR
CONSIDERATION OF
BALGOWNIE CRICKET CLUB

