



HEATHERTON CRICKET CLUB SPONSORSHIP PACK 2020-2021

Authorised by: President HCC

WHY SPONSOR HEATHERTON CRICKET CLUB?

Sponsorship with Heatherton Cricket Club provides an opportunity for any organisation to be part of the proud history of Heatherton Cricket club which dates to the year 1869. The Heatherton Cricket Club fosters the concept of using member and sponsor services whenever possible. This has resulted in strong relationships and benefits to all participants.

It is our aim to provide value to our sponsors, high exposure for brand awareness both inside and outside our clubrooms, our wide reaching and targeted social media and communication presence and ongoing acknowledgement of our valued sponsors. Local sport is good for building relationships, exercise, mateship, teams, mental health, bringing communities together, and other clubs to the area to spend money.

We have games every Saturday and Sunday throughout the season, which provides great exposure with minimum 25-30 players/members present every Saturday and Sunday. The games are well viewed by families and spectators. In addition, we have training days every Tuesday and Thursday.

We believe this opportunity will allow you to ultimately generate more business through promotion of your brand to a wider, community-based audience. Supporting a community-based club is a rewarding experience and one we hope that you will be joining in the 2020 season.



At HCC we don't believe that having different tiers of sponsorship is a fair comparison, so we only have two ways that you can get involved:

PARTNER: Premium sponsorship option with full range of opportunities to get involved and showcase your brand.

SUPPORTER: General sponsorship option with limited range of options to get involved. A great entry point to showcase the brand. We do have an option to be a supporter either just online or online and physical.

ABOUT US

The Heatherton Cricket Club is a member of the Cricket Southern Bayside League. Formed in 1879. The club is one of the oldest clubs in the area and have a proud history that dates back to 1800's during European settlers' era.

In September 2004. The Deed of agreement between Kingston Council and Trustees of the reserve reflected the wish of the trustees that the land could never be sold and that it be used for recreational, educational and charitable purposes.



Cricket at the Heatherton Recreation Reserve c1920



We are based at 32-54 Ross St, Heatherton, just off Centre Dandenong Rd (next to Capital Golf Club)

AVAILABLE SPONSORSHIP PACKAGES 2020-2021

ENGAGEMENT OPTION	PARTNER	SUPPORTER	SUPPORTER (ONLINE ONLY)
Ground sign on fence facing club rooms	2	1	
Branding on the club apparel	Yes- Large Front/Back	Yes-Small	
Real estate size billboard at entry and exit of the Heatherton Recreation Reserve.	Yes	No	
Scoreboard branding	Yes	No	
Access to Monthly club get together	3 times a year	Once a year	
Exposure on home page of the club website.	Home page top-Large	Home Page bottom-Small	Home Page bottom-Small
Hall hire discount	50%	25%	25%
One big banner in the main hall	Yes	No	
Access to club family day	Yes	No	
Access to past players day celebration	Yes	No	
Branding on player of the month trophy	Yes	No	
Branding on the player of the year trophy	Yes-front	Yes-Back	
Acknowledgements to our sponsors on Club's Facebook page and Club support certificates	Yes	Yes	Yes

EVENTS CALENDAR 2020-2021

- Past Players Day
- Family meet up full club
- Monthly club meeting
- Weekly training sessions*2
- Game days-Saturdays and Sundays
- Christmas get together
- Yearly AGM
- Quarterly Board Meeting



CONTACT US NOW TO DISCUSS HOW WE CAN PROMOTE YOUR BRAND TO A NEW AUDIENCE, WHILE SHOWING YOUR INVESTMENT IN YOUR LOCAL COMMUNITY TO OPEN NEW BUSINESS OPPORTUNITIES!

CONTACT US

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