



Wendouree Cricket Club

SPONSORSHIP PROPOSAL

Season 2022/23

Presented by:

Darren Woodyatt
Sponsorship Coordinator
0431 939 511



ABOUT OUR CLUB

The Wendouree Cricket Club is the leading club in the Ballarat Cricket Association.

Our club was established in 1943 and has been a highly successful club throughout the decades. The Wendouree Cricket Club is known as 'The Red Caps'.

Our brand is instantly recognisable with our logo, baggy red caps and red clothing which has remained consistent for many years.

We have 15 Junior teams (including 2 'all girls' teams) and 5 Senior men's teams that play across different days and evenings every week. We are a club that is safe, inclusive and respectful. We set the standard for others to follow both on and off the field.

When people think of the Wendouree Cricket Club, they think of a successful and professional sporting club. The sort of club that any business would be proud to be associated with.



Street Address: CE Brown Reserve

236 Dowling Street, Wendouree 3355

Postal Address: PO Box 444, Wendouree 3355



info@redcaps.com.au



www.redcaps.com.au





WHY CHOOSE US?



Established Brand

The Wendouree Cricket Club is one of the most well known and respected clubs in Country Victoria. Our club and logo are well known and instantly recognisable.



Culture of Success on and off the field

Our club enjoys regular success across our Junior and Senior teams. Wendouree Cricket Club is regularly featured in local print and television media. Sponsors receive significant exposure due to our club's success.



Large Membership & Supporter Base

The Wendouree Cricket Club fields 15 junior teams (including 2 'all girls' teams) and 5 senior teams each season. We have around 250 active players. We have a large Past Players and Life Members group and a Coterie Club. Our established networks will provide huge exposure for your business.



Huge Social Media Engagement

We have very active YouTube, Facebook and Instagram pages. Our Social Media attracts thousands of followers and views every year. These social media channels allow Sponsors to reach thousands of extra potential customers.



A Club with a Social Conscience

Our club is involved in many charitable pursuits and social justice initiatives. Your sponsorship support would allow us to continue this valuable work and allow your company to be part of these very worthy causes.

OUR BRAND



- At the Wendouree Cricket Club our brand is much more than just our logo. Our brand represents our culture and the way we do things. At The Red Caps we are known for our integrity, professionalism, respect and inclusion.
- Our club is very highly regarded, not only within the cricketing and sporting communities, but throughout the wider Ballarat community.
- We are proud of our reputation and standing within the community.
- Your sponsorship and association with our club will have a positive impact on your business. You will be able to leverage the goodwill that the community has towards our club.
- Our sponsors see a number of benefits to their own business that include improved goodwill, enhanced public relations, increased brand awareness and improved brand image... PLUS... **increased sales and turnover**



Partner with
The Red
Caps today!



CULTURE OF SUCCESS

- We don't measure our success purely on the number of Premierships we win
- Success to us is producing well rounded people who are community minded, considerate, respectful and inclusive... it just so happens that when you do this as a sporting club, you usually enjoy on-field success too!
- Our club has enjoyed success across many decades, and holds the record for the most 1st Grade Premierships in the Ballarat Cricket Association
- Wendouree 1st XI won 5 consecutive premierships from 2008/09 - 2012/13; a record that has never been achieved before or since in the BCA
- Players from the Wendouree Cricket Club are regularly selected in representative teams for the Ballarat Cricket Association, Central Highlands Region and Country Victoria
- Our players attend cricket carnivals across the state and we have had a number of players represent Victoria Country at the Australian Country Cricket Championships.

1st Grade Premierships

1946/47	1972/73	1980/81	2003/04	2011/12
1953/54	1973/74	1981/82	2008/09	2012/13
1957/58	1975/76	1982/83	2009/10	2016/17
1962/63	1979/80	1987/88	2010/11	

***Your Sponsorship will help us succeed,
Our success will help your business!***



MEMBERSHIP BASE

- We are one of the largest cricket clubs in Country Victoria
- Our club has around 250 active players across our Junior and Senior teams
- We have an extensive network of Past Players and Life Members who actively follow and support our club
- With around 175 Junior players at our club, that translates to hundreds of parents, grandparents, cousins, aunts, uncles and friends who follow our club
- Sponsorship of our club means you are connected to an existing membership base who are all potential new customers for your business
- Our members and supporters come from diverse backgrounds - most of them are locally based and looking to spend their money with local businesses
- Sponsorship of our club allows your business to be exposed to more potential new customers than you would get at any other club

Membership stats...



250 active players

175+ Junior players

75 Senior players

2 'all girls' teams

Hundreds of families



OUR SOCIAL MEDIA

- Our Club Facebook page is the most active social media page of all the Cricket Clubs in the Ballarat Cricket Association
- Posts on our Facebook page regularly attract 400-500 views - some popular posts are viewed over 1700 times
- Our popularity means that our Social Media followers include other cricket clubs and players/supporters from other clubs. By sponsoring Wendouree Cricket Club, you will also be reaching into many other cricket clubs
- Our club recently invested in Live Streaming technology that allows us to live stream our games around the globe via our YouTube channel
- Our Live Streaming technology allows us to incorporate sponsors logos and names into the live vision - just like ads on the TV!
- Some of our live-streamed games have been viewed by over 500 different viewers - imagine the benefits to your company by having your name, brand and logo live streamed to over 500 people watching our games

Our Social Media stats...



4,750 views of our YouTube content (live steams & highlights)
938 hours of our content watched during the last 6 months



894 Facebook Followers, **18,716** individual accounts reached during the last 12 months

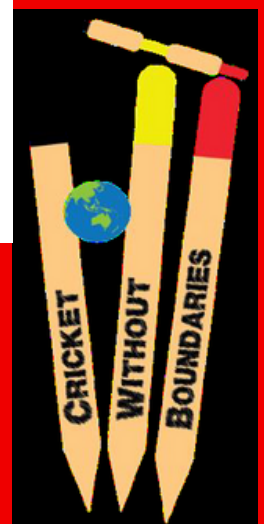


421 Instagram Followers, **18,420** individual accounts reached during the last 12 months



OUR SOCIAL CONSCIENCE

- Our Club aims to produce not only great cricketers, but great people
- We are actively involved in many charitable activities and other initiatives that promote equality, inclusion and respect for women
- We encourage all our players and families to become involved in these initiatives and 'give back' to the community
- We are a member of the Women's Health Grampians 'Communities of Respect and Equality'
- We raise funds for Child and Family Services Ballarat
- We collect used cricket gear, clean it, repair it and distribute it to less fortunate communities around Australia and internationally (we've sent cricket gear to India, Zimbabwe, The Tiwi Islands and Bangladesh)
- We support the Jane McGrath Foundation
- We recognise and celebrate International Women's Day
- We have partnered with the Zonta Club to purchase and assemble 'Birthing Kits' for distribution to women in developing countries
- We recognise IDAHOBIT day and support the LGBTQI+ Community



SPONSORSHIP PACKAGES

We have a number of sponsorship packages to suit your budget and business requirements.

Package	Price	Description
Platinum	\$1500	Our Elite Sponsorship Package
Gold	\$1000	Our Premium Sponsorship Package
Silver	\$600	Our Mid-Range Sponsorship Package
Bronze	\$300	Our Basic Sponsorship Package

DIAMOND SPONSOR

EXCLUSIVE OFFER

\$2500

For the first time ever, we are offering a Diamond Sponsorship Package

There is only ONE Diamond Package on offer!

SPONSORSHIP PACKAGES



\$300

Basic Package

What's included:

- Framed Certificate of Appreciation to publicly display your support for the Wendouree Cricket Club at your place of business
- Company/Business name & logo exposure on L.E.D Electronic Scoreboard prior to games starting and during breaks in play on match day at CE Brown Reserve Turf oval
- Recognition at a 'BRONZE' Sponsor in regular club newsletter. (We distribute monthly newsletters across the season to all Wendouree Cricket Club junior families, senior members and our past players).
- Display of your company name and logo on the Wendouree Cricket Club website with a direct 'click through' link to your company's website.
- Display of your business name on the sponsor board in our new social clubrooms.
- 2 Guest tickets to the fully catered Wendouree Cricket Club sponsors luncheon (a Saturday during the season at a home game)
- We will actively promote your business at all club events.



- All Sponsors will receive a Social Membership Card. This card entitles the bearer to a complimentary drink at the bar on each visit to the club.

SPONSORSHIP PACKAGES



\$600

Mid Range Package

What's included:

All the benefits of the BRONZE sponsorship

PLUS...

- Your Business name & logo included on live-stream broadcast before the start of innings and during breaks in play of games that are Live Stream broadcast of club games. (We livestream 1 Wendouree Cricket Club game each week on the Club YouTube Channel).
- Company name and logo placement on L.E.D Electronic Scoreboard throughout match day at CE Brown Reserve Turf oval.
- Social Media post referencing your company name and 'tagging' your link on our social media (Facebook & Instagram)
- Your company will be listed as a **SILVER** sponsor on all newsletters.
- Display of your Company name and logo as a **SILVER** sponsor on the Wendouree Cricket Club website.
- Placement of your company logo on our advertising board at the new training facility (cricket nets) at Dowling St Wendouree
- 2 Tickets to the fully catered Club Sponsors Day Luncheon
- 2 Fully paid guest tickets to the Wendouree Cricket Club end of season presentation night dinner.

SPONSORSHIP PACKAGES



\$1000



What's included:

All the benefits of the BRONZE & SILVER Sponsorship packages

PLUS...

- Company "Full Screen" advertisement on L.E.D Electronic Scoreboard during breaks in play
- Company name and logo intergrated into live stream of home games (displayed on the screen during breaks in play)
- Social Media post referencing your company name and 'tagging' your link on our social media channels (Facebook & Instagram) - **GOLD** Sponsors are acknowledged at least twice per season (once pre Christmas and again after Christmas)
- Gold Sponsors names/logos are incorporated into weekly social media posts relating to team selections and game results.
- Your business will be listed as a **GOLD** sponsor in each newsletter.
- **ALSO**, in one edition of our newsletter you will have the opportunity to advertise any specials or promotions relevant to your business or provide a company profile.
- 4 Tickets to the fully catered Club Sponsors Day Luncheon
- 2 Fully paid guest tickets to the Wendouree cricket clubend of season presentation night dinner.

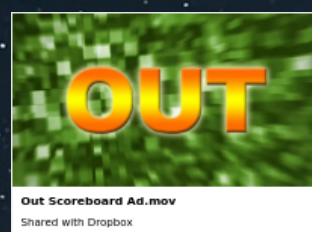
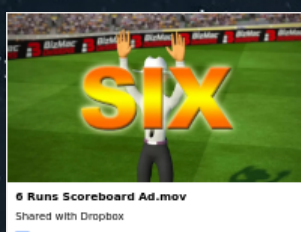
SPONSORSHIP PACKAGES



What's included:

All the benefits of the BRONZE, SILVER & GOLD Sponsorship packages PLUS...

- Company "Full Screen" placement on L.E.D Electronic Scoreboard animation at the fall of a wicket or when 4 or 6 runs are scored. (click on the images below to watch the animations)
- Company name and logo intergrated into live stream of home games (displayed on the screen at the end of each over and during breaks in play)
- Social Media post referencing your company name and 'tagging' your link on our social media channels (Facebook & Instagram) - PLATINUM Sponsors are acknowledged at least thrice per season
- PLATINUM Sponsors names/logos are incorporated into weekly social media posts relating to team selections and game results.
- Your business listed as a PLATINUM sponsor in each newsletter.
- ALSO, in three editions of our newsletter you will have the opportunity to advertise any specials or promotions relevant to your business or provide a company profile.
- 6 Tickets to the fully catered Club Sponsors Day luncheon
- 4 Fully paid guest tickets to the Wendouree Cricket Club end of season Presentation night dinner
- Engraved wall plaque to display in your business



There are often 20 wickets taken per match and multiple boundaries (4's and 6's scored). Your company logo will appear on the electronic scoreboard EVERY time one of these events occurs.



\$2500

For the first time ever, this season we are offering a **Diamond Sponsorship Package**

There is only **ONE** Diamond Sponsorship Package available. In addition to all the benefits of Bronze, Silver, Gold & Platinum Packages for the 22/23 season you will also receive:

Your company logo incorporated into the Wendouree Cricket Club banner and header on our Website and all Media, plus your official Club letter head for the season 2022/23.

Your company logo on a nameplate available for marking on the corner of your lives and made for the season 2022/23.

A etched glass award in a diamond-shaped crystal paperweight to display in your business, boardroom, home or Hilux.

Full paid ticket of 8 for the End of Season Presentation Night Dinner and full naming rights to the Presentation Night.

10 tickets to the monthly catered Sponsors Luncheon.

Opportunity to attend a team selection dinner and speak directly to the senior playing group to promote your business and the services you offer.

SOLD

For more information on this exclusive offer, contact Darren Woodyatt on 0431939511.

There is only **ONE** Diamond Package available, so don't miss out!

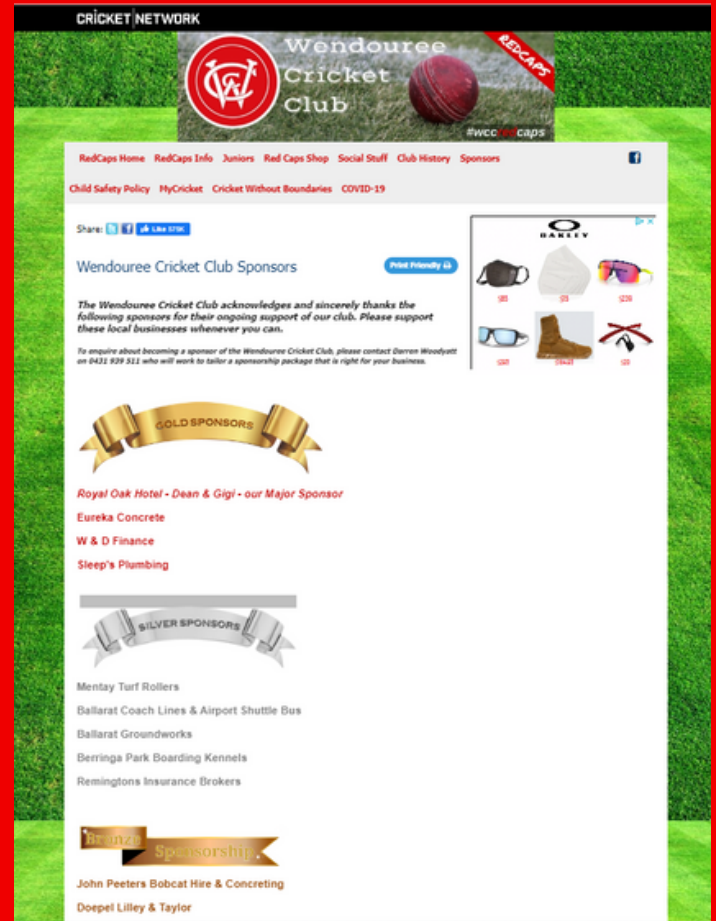


SPONSORSHIP FEATURES

	 Bronze Level	 Silver Level	 Gold Level	 PLATINUM SPONSOR
	\$300	\$600	\$1000	\$1500
Framed Certificate of Appreciation	✓	✓	✓	✓
Acknowledgement and promotion of the Sponsors Business at all club functions	✓	✓	✓	✓
Company logo on electronic scoreboard before games and during breaks	✗	✓	✓	✓
Company logo on scoreboard throughout the game	✗	✗	✓	✓
Company logo incorporated into full screen scoreboard animations after each wicket & boundary (4 or 6)	✗	✗	✗	✓
Company name listed as Club Sponsor in monthly Newsletter	✓	✓	✓	✓
Large logo & Business name with sponsor badge (Gold/Platinum) in monthly Newsletter	✗	✗	✓	✓
Company profile and full page article in newsletter promoting special deals or products	✗	✗	1 per season	3 per season
Company name & logo on Sponsors page of club website	✓	✓	✓	✓
Company name & logo featured prominently on HOME page of club website	✗	✗	✓	✓ With 'click through' link
Company logo displayed in club rooms	✓	✓	✓	✓
Company logo on Sponsors sign at Training Facility (cricket nets)	✗	✓	✓	✓
Social media Post during season re your sponsorship & a link to your website or social media page	✗	1	2	3
Sponsor logo incorporated into weekly social media posts re team selection & results	✗	✗	✓	✓
Company logo incorporated into live-stream broadcast before the game and during breaks	✗	✗	✓	✓
Company logo incorporated into live-stream broadcast <i>at the end of each over</i>	✗	✗	✗	✓
Company name & logo Displayed throughout End of Season Presentation night slide show	✗	✗	✓	✓
Ability to distribute promotional material (flyers/business cards etc) at club functions	✗	✗	✗	✓
Tickets to the Club's fully catered sponsors luncheon	2	2	4	6
Fully paid tickets to the end of season Presentation Dinner	✗	2	2	4

SO... HOW WILL IT ALL LOOK?

Sponsors name/complany logo will appear on Wendouree Cricket Club website www.redcaps.com.au



Included in all
Sponsorship
Packages

Sponsor's name/complany logo will appear in our monthly Club Newsletter



Included ALL Sponsorship Packages

Sponsors acknowledgement on Club Facebook & Instagram pages



Included in SILVER, GOLD, PLATINUM & DIAMOND Sponsorship Packages

Sponsors names & company logos will rotate on the screen during breaks in play (lunch & drinks) of our live stream broadcast

WENDOOREE VS GOLDEN POINT					
EASTERN OVAL, 19 MAR 2022 - GOLDEN POINT WON					
WENDOOREE		50 OVERS		9/203	
COLE ROSCHOLLER	73	94	LEO TURNBULL-GENT	3-21	6
SAM MILLER	38	46	ANDREW WARRICK	3-37	10
LUCAS ARGALL	28	45	MANJULA DE ZOYSA	1-37	8
HEATH PYKE	13	23			
The broadcast vision is					
GOLDEN POINT		45.1 OVERS		2/206	
JOSHUA WHITE	62	82	JACK PEETERS	1-32	71
ANDREW FALKNER	62	121	LUCAS ARGALL	1-33	10
JOSHUA PEGG	51	75			
MANJULA DE ZOYSA	18	16			

Included in our Gold & Platinum Sponsorship Packages

Sponsor's name/complany logo will appear on screen at the end of each over during our live stream broadcast



Exclusive to our Platinum & Diamond Sponsorship Packages

If there are only 3 Platinum Sponsors and 1 Diamond Sponsor, your company name/logo will appear at the end of every 4th over - that's 25 times each game!



Our Diamond Sponsor's company logo will be permanently watermarked in the top corner of ALL our live-streamed matches for season 2022/23

Our Diamond Sponsor's Company logo will also be incorporated into the Wendouree Cricket Club banner on our web page, social media pages and official club letter head for season 2022/23



**Exclusive to our
DIAMOND
SPONSOR**






Etched plaque presented to our Diamond Sponsor



SALE

Etched Crystal diamond shaped name presented to our Diamond Sponsor



Wall plaque presented to our Platinum Sponsors





On behalf of the Wendouree Cricket Club I thank you for taking the time to consider this proposal to sponsor our club.

We are committed to delivering value to our sponsors and will work with you to ensure the best outcome for both your business and our club.

In addition to the sponsorship packages listed in this proposal, we are also able to tailor a bespoke sponsorship package to suit your needs.

If you have any questions, would like further information or simply like to discuss some other options, please contact our Sponsorship Coordinator Mr Darren Woodyatt on 0431939511 or via email at woody@countryfasteners.com.au

We look forward to a long and successful partnership with you and your company.

Tim Argall
President

