

Helensvale Pacific Pines Cricket Club

Sponsorship Document

2011-2012



Our Club...

Cricket is more than just a few blokes running around an oval on a hot summer's day. A successful cricket club in a suburban community provides a focal point for members and supporters alike.

At Helensvale/Pacific Pines Cricket Club we nurture and encourage a strong programme with a focus on fitness, team spirit and are relentless in our pursuit of improvement and success at both Junior and Senior levels.

Cricket encourages a sense of community, networking with your neighbours, and a place to meet your mates and make new ones.

It's about belonging, being a part of a team and sharing successes and failures. We as a club strive to provide this to the Helensvale community and encourage as many people as possible to get involved as sponsors, members, players or volunteers.



The Hawks are proud supporters of the McGrath Foundation.



For further information regarding this Sponsorship Program please contact Jo Browne.
Phone Number: 0421 026 875
Email Address: jo_byrne@bigpond.com



Sponsorship Option 1: Ground Sign Sponsor

Cost: \$500



Description:

This package is aimed at local business owners to promote their business to club members, visitors and other local business owners. It is a prime opportunity to advertise your business with good exposure at a low cost.

What you get with your sponsorship:

- 100 % tax deductible
- **Fence Signage** at Hession oval will be strategically placed for maximum viewing potential. Your company sign will be displayed to all club and community oval users for a full 12 months and will be yours to retain after the 12 month period. This is a very cost effective way to promote your business and is fully tax deductible.
- Your business **logo/listing** & direct marketing promo on Club's website noting that your business is a supporter of the Hawks www.helensvalecricketclub.com.
- Opportunity to network directly with players and other Hawks members at after match activities and special events.
- Two complimentary tickets to attend the Presidents Lunch held at the Club.



Sponsorship Option 2: Major Community Sponsor

Cost: \$2,500

What you get with this sponsorship option:

- **Fence Signage** at Hession oval will be strategically placed for maximum viewing potential. Your company sign will be displayed to all club and community oval users for a full 12 months and will be yours to retain after the 12 month period. This is a very cost effective way to promote your business and is fully tax deductible.
- Business logo/listing & direct marketing promo on front page of monthly member's e-newsletter.
- Your business logo rotating on the banner top on Club's website www.helensvalecricketclub.com.
- Your business listing, web link and profile under the services directory on club website. Opportunity to direct market to Club Database of approx. 2,000 people.
- Invitation to participate in annual Twenty/20 Charity Match.
- Sponsorship Plaque for your office.
- Opportunity to **network** directly with players and other Hawks members at after match activities and special events.
- 1 x trophy of business choice named after business. Two tickets to end of season presentation night. Opportunity to present awards.
- Invitation to participate in Annual Charity 20/20 match.
- Opportunity to donate raffle prizes.
- Two complimentary tickets to attend the Presidents Lunch held at the Club.
- Business logo on team training shirts.



Sponsorship Option 3: GROUNDS NAMING RIGHTS SPONSOR

Cost: \$5000

LIMITED TO 1 BUSINESS for 12mths - 1/7/2011 – 30/6/2012



What you get with this sponsorship:

- **Naming rights to Hession Oval for 12 months. – need to explain the exposure they will get.**
- **Signage** at Hession oval will be strategically placed for maximum viewing potential. Your company sign will be displayed to all club and community oval users for a full 12 months and will be yours to retain after the 12 month period. This is a very cost effective way to promote your business and is fully tax deductible.
- Your business logo/listing & direct marketing promo on front page of fortnightly member's **e-newsletter**.
- Your business logo rotating on the banner top on Club's website www.helensvalecricketclub.com .
- Your business listing, web link and profile under the services directory on club website. Opportunity to direct market to Club Database of approx. 2,000 people.
- Invitation to participate in annual Twenty/20 Charity Match.
- Opportunity to network directly with players and other Hawks members at after match activities and special events.
- 1 x **trophy** of business choice named after business. Two tickets to end of season presentation night. Opportunity to present awards.
- Invitation to participate in Annual Charity 20/20 match.
- 50% discount on normal ground/clubhouse hire rates for games, functions, etc.
- Opportunity to donate raffle prizes.
- Two complimentary tickets to attend the Presidents Lunch held at the Club.
- Business logo printed on team member's shirts.



So what do you as a business get for your money?

Active advertising within the club, website and members.

100 % Tax deductible sponsorship that supports our youth and teaches them sporting and social skills.

I don't know if we need this page? If we do, it's needs to have more detail.



Sponsorship Option 4: Junior Scholarship Package 2011

Cost: \$500.00

Description:

The Hawks are all about supporting local youth. This year Hawks want to encourage kids that may have the talent but not the means to play. A full kit of whites, bat, pads and fees comes close to \$600. This package is designed to give these kids a chance.

A sponsored junior will receive from the club

- Brand new whites
- Brand new cricket bat and practice ball
- Brand new pads
- Brand new gloves
- Helmet
- Cricket bag

This package is designed to encourage those that may not have the opportunity to

- Be an active member of a community club
- Become part of a team
- Learn a sport and stay active



Sponsorship Option 5: Individual Player Sponsorship

Cost: \$500 per season

Sponsorship of a Senior Player.

* If Applicable (Player to receive \$300 credit on playing fees)

- Your business logo on Club's website www.helensvalecricketclub.com
- Your business logo/listing, web link and profile under the services directory on club website.
- Sponsorship Certificate for your office.
- Opportunity to network directly with players and other Hawks members at/after match activities and special events.
- One ticket to attend either the Presidents Lunch or McGrath Foundation Ladies Lunch Fundraiser held at the Club.
- Priority opportunity for fence, training net signage.
- Signage on Discovery Drive on Game and Event Days