

**THANKYOU FOR CONSIDERING SPONSORSHIP FOR THE HAWKS!
GET ON BOARD AND JOIN A GREAT FAMILY CLUB IN A GREAT YEAR!**

Prize provided by



The Hawks
proudly support the



Individual Player Sponsorship

\$500 per season Applications close 17th Sep 2010.



- Sponsorship of a Senior Player. *If Applicable
* (Player to receive \$300 credit on playing fees).
- Participation in MyFiji.com (500 Tickets provided)
- Your business logo/listing & direct marketing promo in fortnightly member's "MyFiji Competition" e-newsletter
- A3/A4 Posters for In-house marketing of My Fiji.com Competition
- Access to your store database from My Fiji.com competition to directly promote your store using your own marketing tools
- Your business listing & promo on fortnightly member's "MyFiji Competition" e-newsletter.
- Your business logo on the 'Club Champion' Board with sponsored player photo
- 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. * See Sign Sponsorship
- Signage on Discovery Drive on Game and Event Days



Giving Back to Our Sponsors

A local sponsor, for any sporting club, is their life blood. Without sponsors our local community wouldn't have sporting clubs like the Helensvale Pacific Pines Cricket Club. Each year local retailers like you, give to us and we say always thank you for supporting our club and keep it running.

This year, the Hawks have added something brand new to their sponsorship packages to provide you, the sponsor, with a marketing tool to create a point of difference and loyalty for your customers.

This is what we are referring to as the **My Fiji .com Competition**.

What is the My Fiji.com Competition ?

The Hawks have arranged with My Fiji.com to provide a major prize of a trip for a family of 4 to Fiji valued at \$5,000!

By sponsoring the Hawks we are giving you the opportunity to promote this competition to your customer base by offering your customers with tickets for every purchase in store.

That's right, instead of just selling raffle tickets in your store creating extra transaction handling (like any raffle); we are encouraging your customers to spend money with you to receive tickets. This means that you benefit from the competition which has been organised by us....the Hawks! We provide you with the point of sale materials and tickets; all you have to do is reward your customers when spending with you!

The competition starts on the 1st of October 2010 and runs through to the 13th of March 2011. The major prize will be drawn on the 20th of March 2011 at the Hawks annual McGrath Foundation Carnival. The bottom line is one of your customers could win a trip to Fiji because of you!

How it Works.....

How the competition works is simple. By sponsoring the Hawks at any sponsorship level you will receive:

- Prize Draw Tickets (* Number of tickets dependant on Sponsorship level)
- A4 and A3 posters to assist 'in-house' marketing to sell the competition to your customers in store.

When a customer spends money in your retail shop and qualifies based on the required spend level you are to 'gift' them a ticket for the competition.

The spend level and how many tickets you give out per transaction are up to you. For example, you may want to give out 1 ticket for every \$20 spent in store.

Each ticket will contain a unique serial number. Once the customer has received the ticket they will go home and register the ticket on the internet. Your logo and all other sponsors of the Hawks will be displayed on this registration website so that customers will know where else they can earn tickets. Thus, **advertising you to other customers of our other sponsors within our local community.**

Entries online will close on the 13th of March 2011. All entries will be printed and put into a barrel to be drawn at the McGrath Foundation Carnival held at our club on the 20th of March 2011. The carnival aims to have 200 locals from schools, families and community groups. Our event promotion will encourage all entrants to attend the day for the draw.

This not only supports a great cause by getting people to the event, but also helps you promote your business even further. On this day, we will have signage thanking all of our sponsors as well as encouraging you to have your own advertisements, stall or display on the day.

If you decide that the competition is not working for you, you can stop at any time. It's totally up to you and how you want to sell the competition to your customer base.

Benefits to YOU!

This competition provides you as the sponsor a number of different opportunities.

- **A Point Of Difference to Your Competitors**

The Hawks are only approaching one category of retailer within the Helensvale and Pacific Pines areas. For example, if you are a pet shop, no other pet shops will be involved in the promotion.

This means by offering this competition to your customer base you will have a major point of difference over your competitors.



- **Lift Average Spend of your Customers**

As mentioned just by spending in store, your customers will qualify for tickets.

It is recommended that you 'limit the spend' as to maximise your transactional value. For example, if your average spend is \$15, advertise the competition as "For Every \$20 spent in store you will earn 1 ticket".

This will encourage your customers to spend more in store thus increasing your revenue.

Other ideas such as double ticket Tuesdays (for example) could also help push customer base on normally your slow days.



- **Creates Loyalty**

Your customers will want to make sure they earn as many tickets in the draw as possible. To do this they will need to shop with you and the other sponsors as much as possible.

From this you will see an increase in return business from your customers as you will find they will go out of their way to ensure they shop with you instead of your competitors to earn more tickets!



- **Database Building**

Every ticket that is registered online is tracked by our database system through the unique ticket serial number.

We will be collecting the name and contact details of your customer base. This means, that the Hawks will be able to export your customer base and provide it to you for your own marketing purposes (terms and conditions apply).

You'll actually know who your customers are!And be able to contact them!

2010/11 Community Sponsorship Application Form



Completed application forms should be faxed to
55 000 631 or given to Nigel Nulty (Secretary))

Helensvale Cricket Club Inc (IA03298)

59 Parkes Drive, Helensvale, Qld, 4212

PO Box 23, Helensvale, Qld, 4212

Ph. 07 5573 3313 Fax 07 5665 8703

www.helensvalecricketclub.com

I would like to support the Helensvale/Pacific Pines Cricket Club by way of a _____ (please circle preferred sponsorship)

- Community/Business Partnership Package \$2,500 (unlimited)
- Individual Player Sponsorship \$500 (unlimited)
- Presidents Club Sponsorship Package \$500 (unlimited)
- Sign Sponsorship \$500 (unlimited)

Player to be sponsored : _____

Please provide us with your details

Company Name: _____ ABN: _____

Contact Person: _____

Company Address: _____

Company Phone: _____ Company Fax: _____

Contact email: _____

Your website: _____ (a link will be placed on our website to your website)

Acknowledgement: I, being the authorised representative of the above company, acknowledge receiving the Helensvale/Pacific Pines Cricket Club 2010/11 Community Programme Packages Information Sheet and understand the terms of this advertising.

Signed: _____ Position: _____ Date: _____

Please tell us about your business

What does your business specialise in? _____

What specials can you offer for our club to promote? _____

**** Please email your company logo in .jpeg and .eps format to
secretary@helensvalecricketclub.com ****

Payment can be made by either cheque made payable to "Helensvale Cricket Club Inc", direct deposit to our Heritage Building Society bank account; BSB # 638-070 Account # 10904123 or by EFTPOS. An invoice and receipt will be issued to all advertisers. Please advise Nigel Nulty on 0404 899 477 or secretary@helensvalecricketclub.com if you require an invoice earlier.

We thank you for your support. Go Hawks!