



# Sponsorship Prospectus 2017/18

## About St Andrews Cricket Club Pascoe Vale

St Andrews Cricket Club Pascoe Vale is the club where everyone is welcome, has fun and plays their best cricket. We seek to engage like-minded local businesses to support our club in achieving this aim.

Our club was founded in 1934 and is based at Cole Reserve in Pascoe Vale South. Reflecting our local community, we are a family club priding ourselves on the development of our junior players through to senior ranks.

Our Sponsors are valued members of our club. We hope our partnership will be mutually beneficial to our club, members and your business.

An overview of recent club activities can be found on our website:  
<http://standrewscc.com.au>.

**Contact:** Jon King, Secretary

**Phone:** 0407 810 859

**Email:** [info@standrewscc.com.au](mailto:info@standrewscc.com.au)

## Players, members, supporters and reach

In the 2017/18 season our club will field four senior teams, five junior teams and run a Milo in2Cricket program.

Three of our senior teams compete in the [Victorian Turf Cricket Association \(VTCA\)](#) in the North-West B1, North-West B2 and North/West C3 competitions. The other senior team competes in the [North West Metropolitan Cricket Association's \(NWMCA\) Brian Moss Shield](#). We also compete in the VTCA's T20 competition.

Across these senior teams we manage around 44 regular players, plus 25 short-term players who are generally family, friends and supporters of the club. Senior teams play over 80 games plus finals against over 30 teams located in the north/west metropolitan area.

Our junior teams consist of one under 14s, two under 12s and two under 10s teams, playing in appropriate NWMCA competitions. With our Milo in2Cricket program we support more than 80 junior players each year.



St Andrews Cricket Club Pascoe Vale U12s 2016/17 Premiership winning team

We had 31 [Sainthood members](#) in 2016/17 plus a number of family, friends and supporters who regularly attend match days every week.

Our club website (<http://standrewscc.com.au>) receives regular traffic directed from our newsletter and Facebook page. Our club newsletter has over 160 subscribers with an open and click rate much higher than industry average, and our club Facebook group (<https://www.facebook.com/groups/StAndrewsCC/>) has over 170 members who regularly engage with posts and event invitations.

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## Events

Our club hosts a range of events across the season including:

- [Northern Car/Bike Show & Shine](#)
- [Ladies, Sainthood and Sponsors Day](#)
- [Xmas Party](#)
- [Presentation Night](#)
- [Past Players Day](#)



The Northern Car/Bike Show & Shine

## Future plans

Our club has developed a Strategic Plan (<http://standrewscc.com.au/strategic-plan-2016-18/>) which aims to meet the following objectives:

- Successful teams and players
- High quality facilities
- A social club
- Great governance

## Testimonial

I happily bring my family down to St Andrews matches and events. St Andrews helps me promote my business through their players, members and opposition clubs across the northern and western metropolitan area.

**Rob Styles, Rainwise**



## Sponsorship options

### Gold Sponsorship \$2,000

Blue Sponsorship plus:

- Sponsorship of an event of your choice
- Naming rights for a senior or junior team of your choice (within reason and pending availability)
- Sainthood membership for an additional two representatives of your organisation
- First option to renew Gold membership for next season

### Blue Sponsorship \$1,000

Basic Sponsorship plus:

- An opportunity to send a special message to club members through the newsletter and social media
- An opportunity to speak to club members following training on a Thursday night or after match day on Saturday
- Sainthood membership for an additional representative of your organisation
- An extra ticket to all major club raffles and events
- First option to upgrade to Gold membership for next season (if available)

### Basic Sponsorship \$500

- Acknowledgement on our club website - see <http://standrewscc.com.au/sponsors/>
- Periodic acknowledgement in our club newsletters and social media
- Sponsorship of an award of your choice
- Sainthood membership for one representative of your organisation
- One ticket to all major club raffles and events
- Clubroom and/or field signage (supply of sign at Sponsor's own expense)
- Advertising on new digital scoreboard and screens (currently pending Council funding)
- Second option to upgrade to Gold membership for next season (if available)

### Player Sponsorship \$300

- Acknowledgement on our club website - see <http://standrewscc.com.au/sponsors/>
- One ticket to our Ladies, Sainthood and Sponsors Day
- Player photo and signage displayed in clubrooms

### Other options

- Weekly/fortnightly awards to players for your products or services
- Logo on club merchandise and apparel (pending club needs), such as:
  - Playing/training/social shirts and other apparel
  - Hats
  - Stubby holders

*We are happy to negotiate sponsorship options to be mutually beneficial to our club, members and your business.*



## Sponsorship Form

Please complete the following details and send along with a high quality of your company logo to [info@standrewscc.com.au](mailto:info@standrewscc.com.au). We will send an invoice on receipt of the completed form.

**Company Name:**

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**Nature of Business:**

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**Phone Number:**

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**Address:**

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**Email Address:**

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**Website:**

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**Contact Name:**

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**Sponsorship Package:**

<input type="checkbox"/>	Gold Sponsor
<input type="checkbox"/>	Blue Sponsor
<input type="checkbox"/>	Basic Sponsor
<input type="checkbox"/>	Player Sponsor

**Name of preferred event/team/player to sponsor:**

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**Payment Options:**

Please pay directly into the club's bank account:

St Andrews Cricket Club

BSB: 063491

Account: 10073405

**Contact:** Jon King, Secretary

0407 810 859

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