



WESTMEADOWS CRICKET CLUB

2020/21 SEASON
SPONSORSHIP PROSPECTUS



www.westmeadowsc.com.au



PAST ACHIEVEMENTS



1XI VTCA DIVISION 1 NORTH
PREMIERS 19/20



VTCA - Our Under 21
Players in the Neil
Wright Shield

Representing
Westmeadows -
Captain



1XI VTCA
Premiers 2017/18



NWCA T20
PREMIERS 2018/19



NWCA U13 GIRLS
Premiers 2017/18



VTCA Womens team
Premiers 19/20



NWCA Under 14 Premiers
2019/20

The Westmeadows Cricket Club (WCC) is seeking sponsorship for the upcoming season. We aim to develop relationships with our sponsors that are beneficial to both parties.

WCC HISTORY



- *17 km North West of Melbourne
- *Population = 9267
- *Population of surrounding suburbs = 178,000
- *2 km from Broadmeadows
- *5 km from Melbourne Airport
- *Part of Hume City Council

Background of WCC

WCC's origins can be traced back to the 1800's. The club played at Westmeadows Reserve (the little ground across the road from the Westmeadows Tavern).

However in the early 1970's the home of WCC became and remains at Willowbrook Reserve situated in Mickleham Road, Westmeadows. It was during this time the club became known as Westmeadows to reflect the new suburb.

WCC is operated purely by volunteers, the person speaking to you about this prospectus is a volunteer. WCC exist in order to give the local community an opportunity to participate in the game of cricket, irrespective of ability. We focus heavily on junior cricket believing that the community benefits greatly from children playing sport. WCC also provides an important community service by giving people a place to socialise in a safe and friendly atmosphere.

WOMENS CRICKET & ALL ABILITIES

The club heavily invests & focus on our juniors programme. We believe junior cricket is the lifeblood & future of the club. It also helps the community in developing fine young members of society.

WCC is aiming to improve participation rates in women's cricket.

We have had a great couple of years developing our womens teams which we will continue to focus on for the coming years. We have also starting training an all abilities team which we will push to start in this current season 20/21



WCC GEOGRAPHY



WCC EXPOSURE

As you can see from our location we have great public exposure. During cricket season the oval is in use Monday to Sunday with training both seniors and juniors as well as matches.

This means in a 6 month period your message is potentially exposed **60,035** times



SOCIAL MEDIA PRESENCE

CLUB WEBSITE - 2000 CLICKS
 PRIVATE FACEBOOK GROUP - 592 MEMBERS
 TWITTER - 380 FOLLOWERS
 PUBLIC FACEBOOK PAGE - 399 FOLLOWERS
 INSTAGRAM - 353 FOLLOWERS
 TEAM APP - 280 MEMBERS



TOTAL OF **2,004** MEMBERS/FOLLOWERS



This does not include exposure in other ways – For example :

- ▶ Clothing sponsorships which will result in people away from the club seeing your logo
- ▶ Members of the community who use Willowbrook Reserve for leisure purposes (walking dogs, exercising etc...)
- ▶ Members of the Westmeadows Tennis Club attending the reserve and walking past our clubrooms
- ▶ Members of the Westmeadows Football Club who attend Willowbrook Reserve during their pre-season training

It should also be noted that signage is displayed throughout the Football season, thus reaching an even greater audience (this is conditional that you are not in direct competition with one of their own sponsors).

When	What
Monday	★ Under 10 & 12 training
Tuesday	★ Senior training ★ Under 14 & 16 training ★ Open socially
Wednesday	★ Under 14 girls game ★ Under 10 & 12 training ★ Westmeadows Darts club plays weekly
Thursday	★ Senior training ★ Under 14 & 16 training ★ Open socially
Friday	★ Milo have a go training ★ T20 Blast games ★ Under 10's home games (fortnightly) ★ Open socially
Saturday	★ Under 12, 14 & 16 meetings (games played at other local grounds) ★ Senior game in afternoon ★ Open socially ★ Functions twice monthly
Sunday	★ Under 17's game ★ Open socially

CATEGORY A+	\$3500/ITEM	Not Available
Naming rights of our new electronic scoreboard – includes signage & prominent advertising on the screen		
Advertising on the external of the verandah		



T20, One Day & Warm Up Shirt

CATEGORY A	\$1500/ITEM	Not Available
Advertising on senior playing shirts (front)		
Advertising on our social & warm up shirts (front or back)		
Naming rights and banner for the all ability side		
Advertising on our social & warm up shirts (sleeve)		
Advertising on our training shirts (front)		
Advertising on our training shirts (sleeve)		
Advertising on our training shirts (back)		
Advertising on our junior playing shirts (front)		
Advertising on our roller		
Advertising sign displayed on our oval fence		
Advertising sign displayed on our cricket nets, facing the oval		
Advertising sign on verandah outside clubrooms		



CATEGORY B	\$1000/ITEM	Not Available
Advertising on caps		
Advertising on tracksuits (front)		
Advertising on our shorts (front)		
Advertising on our singlets		
Advertising on our stubby holders		
Naming rights of our Under 10 sign – includes a banner displayed at home games		
Advertising on junior trophies		



CATEGORY C	\$500/ITEM	Not Available
Advertising sign inside our club rooms		
Advertising on multimedia options; includes facebook & rolling slide show on a huge TV screen inside club rooms		
Naming rights to a function & full on advertising throughout		
Scoreboard signage		
Food purchase (if applicable) from your business for at least two events with a minimum of 20 orders		
Signage around the Ground		



Jacket

CATEGORY D - You get all of this	\$250
<ul style="list-style-type: none"> > Placing of your business cards in our business card stand displayed prominently within the club rooms > Promoting your business on facebook 	<ul style="list-style-type: none"> > Advertising on our website > Advertising your brand on instagram > Help increase sales via Twitter and Team App

NEW SPONSORS ONLY	\$1000
<ul style="list-style-type: none"> > Includes 1 players membership fees > Promoting your business on facebook 	<ul style="list-style-type: none"> > Signage on Main oval > Advertising your brand on instagram > Advertising on our website > Promotion via Twitter and Team App



Shorts

NOT CATEGORISED BUT AVAILABLE	Negotiable
<ul style="list-style-type: none"> ★ Awards ★ Shields ★ Donations / Gifts ★ Raffle prizes ★ Anything else you can think of 	

PACKAGES

DIAMOND

\$10,000

Choose benefits from :

- * Category A+ x 2
- * Category A x 3
- * Category B x 1
- * Category C x 3
- * Category D (all)

You also get :

- * For maximum exposure a sign on the external verandah of the club
- * A framed shirt acknowledging your support

A saving of \$3250

PLATINUM

\$5000

Choose benefits from :

- * Category A x 3
- * Category B x 1
- * Category C x 3
- * Category D (all)

You also get :

- * For maximum exposure a sign on the external verandah of the club
- * A framed shirt acknowledging your support

A saving of \$2250

GOLD

\$3500

Choose benefits from :

- * Category A x 1
- * Category B x 2
- * Category C x 2
- * Category D (all)

You also get :

- * A sign on the internal verandah of the club
- * A framed shirt acknowledging your support

A saving of \$1250

SILVER

\$2000

Choose benefits from :

- * Category A x 1
- * Category C x 2
- * Category D (all)

A saving of \$1250

BRONZE

\$1250

Choose benefits from :

- * Category B x 1
- * Category C x 1
- * Category D (all)

A saving of \$500

WARRIORS

\$600

Choose benefits from :

- * Category C x 1
- * Category D (all)

A saving of \$150

(Sponsors COPY)
Take photo & Email
to Paul

Sponsorship Agreement

Name (Person making agreement):	
Address:	
Trading As:	
Phone numbers	
Email	
Website	
Secondary Contact	

I _____ being a representative of _____
_____ hereby agree to sponsor the Westmeadows Cricket
during the 2012/21 season

I have agreed to the following terms and conditions:

Package (if applicable)	
Benefits included	
Cost	
Extra Requirements (if applicable)	
Payment Terms	

Signed: _____ (Sponsor representative)
_____ (WCC representative)
_____ (Witness) Date: ___ / ___ / ___

Amount paid: \$

Electronic copy of logo obtained

Business cards collected

CLUB CONTACTS

Position	Name	Phone Number / Email
President	Paul Llyod	0414 884 478 bomberpaul@hotmail.com
Vice President	Matt Prescott	0422 094 074 matt.prescott19@hotmail.com
Secretary	Neal Augustus	0414 617 605 NAugustus@agl.com.au
Treasurer	Liz Butler	0425 832 972 liz@rambel.com.au

NOTES:

WESTMEADOWS

WARRIORS

SPONSORSHIP AGREEMENT CHECKLIST

Club member to complete below

Contract completed & signed:

Electronic Logo obtained:

Business cards obtained:

Payment collected/arranged:

Invoice detached & given to sponsor:

Your contact details given to sponsor:

Sponsor coordinator notified:

WESTMEADOWS

WARRIORS