

Sydney “Tigers” Cricket Club

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SYDNEY CRICKET CLUB

Introduction

- ❖ The Sydney Cricket Club (SCC) was founded in 1897 (formerly Balmain District Cricket Club). The community based club consists of a men's & women's division (senior & youth) competing in the Sydney Premier Cricket competition.
- ❖ The SCC is 'grass roots' community cricket based at Drummoyne Oval (home since 1947) and the club seeks the support of local businesses to help us maintain connection with our Inner West - our home base.
- ❖ The SCC also has the unique position of being aligned to the Sydney Cricket Ground.
- ❖ September 2022 - 125 years celebration of this foundation legendary cricket club.



Recent Team highlights

Our Recent Success Men

- ❖ 2020 - Our men's T20 team was crowned national champions last year winning the Cricket Australia tournament in Adelaide.
- ❖ 2021 - Our Men's 1st grade Premier team won the Sydney Cricket Premiership.
- ❖ 2022 – Our Men's T20 team won the Sydney Cricket Association T20 Championship

Our Recent Success Women

- ❖ 2020 - Our Women's 1st Grade and U/18 won the Sydney Cricket Premierships
- ❖ 2021 - Our Women's Division were Club Champions
- ❖ 2022 - Our Women's Division our 1st Grade were T20 Champions, 2nd Grade and Brewers were Premiership Champions, and the Women's club were Club Champions
- ❖ 2023 - Our Women's 1st Grade were Premiership and T20 Champions.
- ❖ Drummoyne Oval rated one of Sydney's best grounds and has recently hosted State 4 Day Games and Premier Cricket 1st Grade Grand Finals.



Snapshot - Our History Drives Our Current Success

Our women's division has an unparalleled “representative honor board”. Current NSW Breakers and Australian Internationals, Alyssa Healy and Rachael Haynes; Ellyse Perry; former Australian Internationals Belinda Clark AO; Christina Matthews; Julie Hayes and current England women's coach, Lisa Keightley are only a few who have called Drummoyne Oval home.

The club takes “grass roots” cricket very seriously supporting local competitions and youth representative cricketers through the provision of coaching academies.

The academies are provided to local community cricketers at no cost on the best facilities with qualified coaches

300 players and families from the inner west utilise the Drummoyne Oval facilities each week.



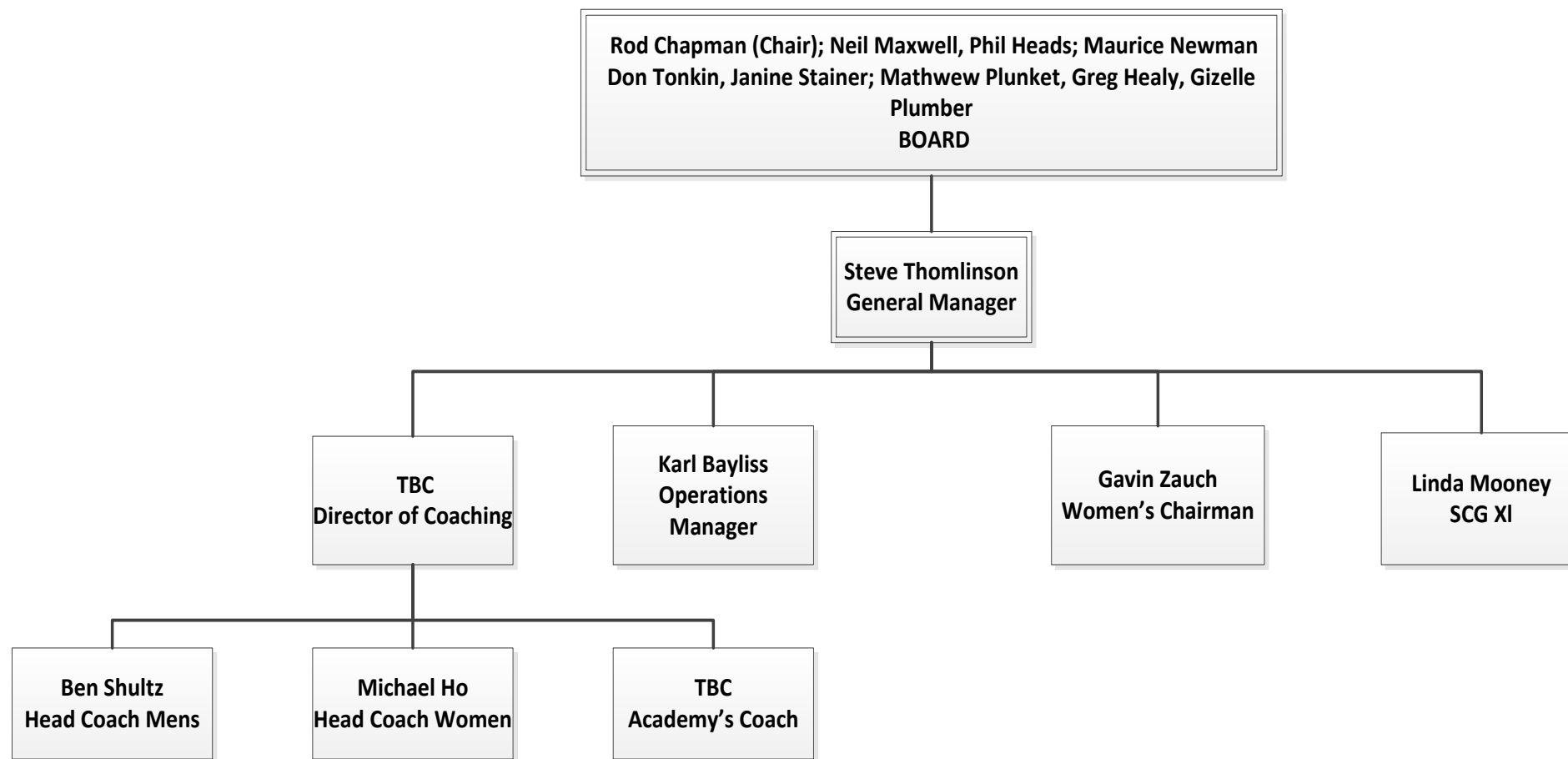
Looking ahead...Sydney Cricket Club

- ✓ 200+ Male members
- ✓ 275+ Female members
- ✓ 1800+ Women's Facebook followers
- ✓ ??????+Men's Facebook site under construction
- ✓ 3000+ Instagram followers (doubled in the last 12 months)
- ✓ 400+ Twitter followers
- ✓ Weekly newsletter
- ✓ Local mailing list 300+
- ✓ Weekly live streaming of all Grade cricket matches on Frog Box
- ✓ SCC is a leading sporting club, leading engagement and equal opportunity across all divisions and grades, from Junior to Senior men's and women's cricket

With a local network of over 5000 contact SCC is the largest based community cricket club in Australia



Sydney Cricket Club (est. 1897) Committee Structure



Sydney Cricket Club - Our Sponsorship Principles

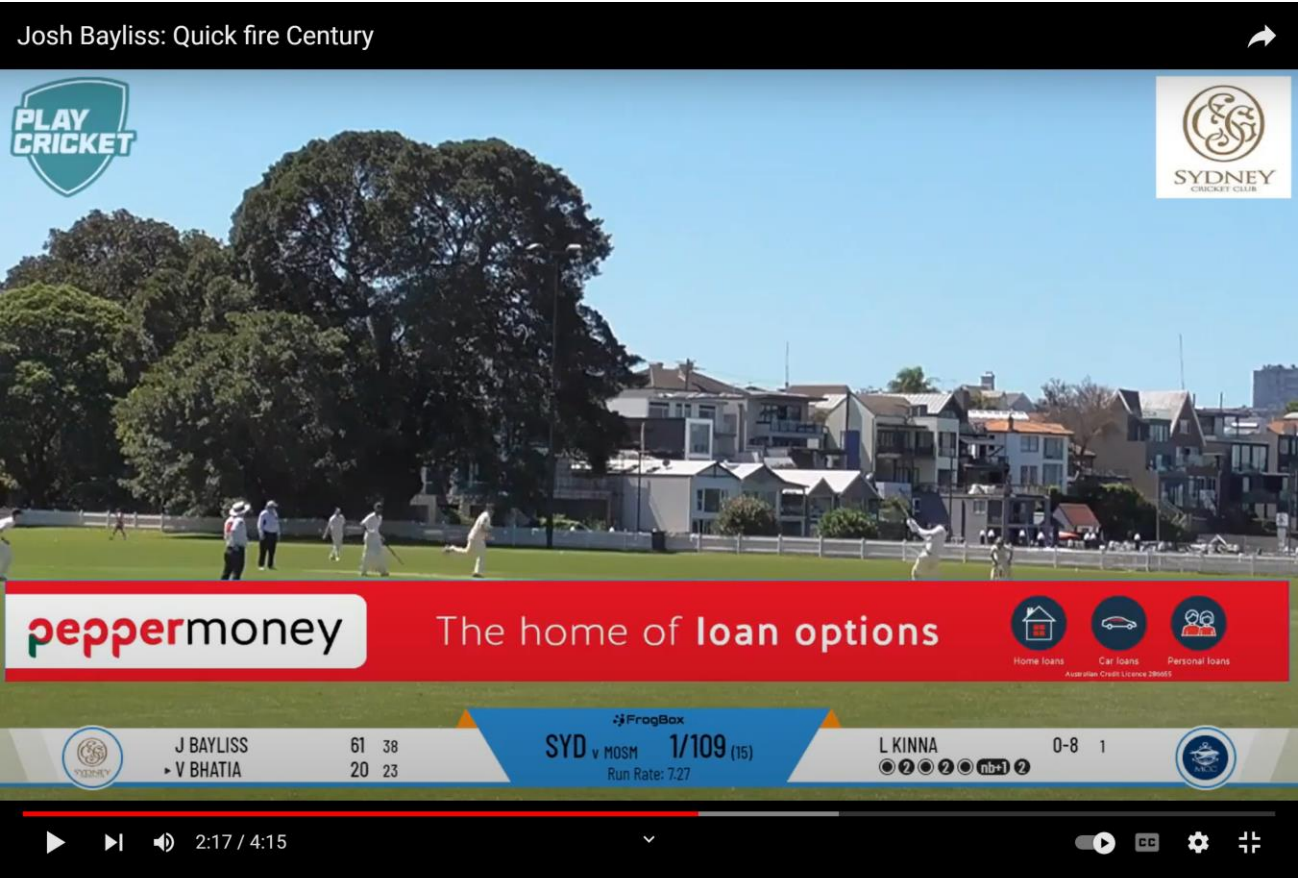
- It is envisaged the sponsorship must provide benefits to members of the Sydney Cricket Club generally however it can be aligned to specific properties either listed but not limited to that list. Further thoughts / ideas can be discussed.
- We promote only one sponsorship in each category of business (eg Banking Services / Food Services).
- Sponsorships can be contracted on a season by season basis however we seek sponsorship generally on a 3 year basis with a mutual review annually.
- Sponsorship may be provided and recognised in the form of : cash donation; valued business or personal expertise required by the club; agreed supply of product or equipment required by the club in the provision of our duties.
- Acceptance of sponsorship within each agreed package indicates the Sydney Cricket Club support for the sponsor and / or their business.



Examples of Sydney Cricket Club Advertising Ability



Drummoyne Scoreboard



FrogBox Banner



Sydney Cricket Club's Weekly Newsletter



This is the last *Tiger Tales* for the regular season. There'll be another one after the awards dinner, then we'll have a breather. Thanks for reading.

The advertisement for Peppermoney features a photograph of a man and a woman sitting at a table, looking at documents. The man is pointing at a document. The background is a bright, modern interior.

Bank said no to
your home loan?

Talk to us

The home of loan options.

peppermoney

Pepper Money Limited Australian Credit Licence 286655.

The advertisement includes three circular icons: a house, a car, and a person, representing different types of loans offered by Peppermoney.

Sponsorship support packages:

The following range of support packages are offered to cater to all businesses or individuals looking to support the Sydney Cricket Club, it's programs or individual members.

Packages and associated benefits are outlined overleaf and are listed as:

Tiger 'Cub' Package	- \$500
Tiger 'Pack' Package	- \$1,000
Tiger 'Bronze' Package	- \$5,000
Tiger 'Silver' Package	- \$10,000
Tiger 'Gold' Package	- \$15,000
Club 'Program' Partner	- \$20,000
Unique Sponsorship Opportunities	- \$??????





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Tiger 'Cub' Package (\$500)

Benefits:

- Directly linked to a Premier cricketer - supporting their aspiration to reach the next level and covering basic expenses.
- Monthly Newsletter Advertisement.
- Player support initiative
- Company recognition Certificate
- Offer 10% Discount to player to encourage patronage via photo ID card
- Canteen signage (paid for by sponsor)

In Reciprocation:

- An invitation to an Annual Club function at the SCG
- Recognition alongside the nominated player on all social & media platforms



Tiger 'Pack' Package (\$1,000)

Benefits:

- Directly linked to a Premier cricketer - supporting their aspiration to reach the next level and covering basic expenses.
- Fortnightly Newsletter Advertisement.
- Player support initiative
- Company recognition Certificate
- Offer 10% Discount to player to encourage patronage via photo ID card
- Canteen signage

In Reciprocation:

- Recognition alongside the nominated player on all social & media platforms

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Club 'Bronze' Package (\$5,000)

Benefits:

- Recognition as a Club Partner on all Club media, social media platforms and ground signage at Drummoyne Oval.
- Weekly Newsletter Advertisement.
- Offer 10% Discount to player to encourage patronage
- Canteen signage

In Reciprocation:

- Recognition alongside the nominated player on all social & media platforms

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Club 'Silver' Package (\$10,000)

Benefits:

- Recognition as a Club Partner on all Club media, social media platforms and ground signage at Drummoyne Oval.
- Private 'turf' net session at Drummoyne Oval for a junior cricket team (up to 15 youth cricketers).
- Branding on Club Academy uniforms.
- Weekly Newsletter Advertisement.
- Offer 10% Discount to player to encourage patronage via photo ID card
- Canteen signage
- 2 x Match Day Sponsor
- LED Match day scoreboard sponsorship x 5
- 1 Games Cricket Match Ball sponsor for all games in a round to be advertised on Frog Box
- Changeroom Signage

In Reciprocation:

- Recognition alongside the nominated player on all social & media platforms





Club 'Gold' Package 15,000)

Benefits:

- Recognition as a Club Partner on all Club media, social media platforms and ground signage at Drummoyne Oval.
- Private 'turf' net session at Drummoyne Oval for a junior cricket team (up to 15 youth cricketers).
- Branding on Club Academy uniforms.
- Weekly Newsletter Advertisement.
- Offer 10% Discount to player to encourage patronage via photo ID card
- Canteen signage
- 3 x Match Day Sponsor

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Benefits Continued:

- LED Match day scoreboard sponsorship x 10
- 1 Games Cricket Match Ball sponsor for all games in a round to be advertised on Frog Box
- Event sponsor for Home Matches at Drummoyne Oval.
- Changeroom Signage
- Inner Sanctum opportunities
- 2 X Player Ambassador

In Reciprocation:

- Recognition alongside the nominated player on all social & media platforms





Club Partner Package (\$20,000)

Benefits:

- Recognition as a Club Partner on all Club media, social media platforms and ground signage at Drummoyne Oval.
- Private 'turf' net session at Drummoyne Oval for a junior cricket team (up to 15 youth cricketers).
- Branding on Club Academy uniforms.
- Weekly Newsletter Advertisement.

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Benefits Continued:

- LED Match day scoreboard sponsorship x 15
- Offer 10% Discount to player to encourage patronage via photo ID card
- Canteen signage
- 6m Drummoyne Ground signage
- Changeroom Signage
- Inner Sanctum opportunities
- 5 x Match Day Sponsor
- 1 Games Cricket Match Ball sponsor for all games in a round to be advertised on Frog Box
- Event sponsor for Home Matches at Drummoyne Oval.
- 3 X Player Ambassador

In Reciprocation:

- 8 Tickets to the clubs Presentation Night
- Recognition alongside the nominated player on all social & media platforms



Unique Sponsorship Opportunities

• Sponsorship and naming rights of the Tigers Youth Academy		\$5,000
• Naming Rights of Total Sydney Cricket Club Training Programs - Fully Inclusive or Separate		\$7,500
• 6m Training Ground signage		\$1,000
• Sponsoring of Tigers Scholarship programs - 5 offered per year	Per scholarship	\$2,000
• Cricket Equipment Sponsor - Training and Academy Programs		\$1,000
• New Mobile Sight Screens	“	\$30,000
• Resurfacing of existing Synthetic Wicket		\$30,000
• Electronic Tigers Honor Board & Memorabilia capturing 125 years of history of Sydney Cricket Club- Drummoyne Oval		\$2,000
• LED Scoreboard		\$1,000
• Free standing scoreboard		\$500
• ETC. ETC. ETC.		\$????



Building a Community Partnership

“We will go out of our way to make a difference, locally, across our community/s and to your business, partners and customers”

**LIVING
GIVING
CARING
SHARING**

**A PATHWAY TOWARDS BALANCED
SUCCESS**



Testimonial

“Sydney Cricket Club is one of the oldest and proudest clubs in the Sydney Premier Cricket Competition. A club with over 140 playing members across both women’s and men’s divisions. Arguably one of Sydney’s most successful clubs in the last 10 years on the field with over 10 premierships including a Women’s 1st grade premiership 2019/20, Men’s 1st grade premiership 2020/21, Women’s Club Championship 2020/21, Men’s National T20 premiers 2019/20 just to name a few.

Our on-field success is a credit to the hard-working individuals and volunteers that this club is indebted to.

With a strong tie in the community with hundreds of junior cricketers coming through in our junior coaching programs and junior teams, Sydney Cricket Club is keen on growing in the community to help nurture cricket in the entire inner west and Sydney.

Your support will allow us to grow the game and produce the next Alyssa Healy”

Rod Chapman – Chairman Sydney Cricket Club





Proposal Summary

Our Sponsorship Principles are listed on page 22 (Appendix) this information pack and we aim to fully engage and recognize our valued sponsors.

Whichever package you choose goes to helping this community cricket club and its members, in supporting their passion.

Thank you for your consideration.

Contact General Manager

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