

Sponsorship Packages

Helensvale Pacific Pines Cricket Club



Season
2016 / 2017

CLUB SYNOPSIS

Established in 1980, Helensvale Pacific Pines Cricket Club strives to provide the best possible environment for cricketers, volunteers and families to indulge in their passion of cricket. The club has experienced a very encouraging period of growth in both player and social involvement in the past ten years, going from a roster of just three senior teams in 2006/07 to seven senior teams, five junior teams and full complement in our "Milo In2Cricket" Junior Programme in season 2015/16 - accounting for approximately 180 playing and social members. The club is 100% not-for-profit and relies heavily on local business and Government support.

WHAT OUR CLUB HAS TO OFFER

MEMBERS

- Access to the member base. Saturday evenings on game day during the Summer are well attended, with the majority of the Senior roster converging on the clubhouse to share stories of the days' play and listen to the Captain's match reports. There are TV screens in the Clubhouse that run on a loop, including photos, information on upcoming events and information and contact details of our Sponsors.
- Access and invitations to club events. Our Sponsors are encouraged and invited to attend Hawks functions and network with other Sponsors and the members.

GEOGRAPHIC ADVANTAGES – FACTS AND FIGURES

- Excellent advertising potential. Positioned off Discovery Drive, the clubhouse and its field is in full view of approximately 3,200 passing motorists daily (Queensland Department of Transport Report 2014).
- As per the last Gold Coast City Council Regional Development Plan for the Northern Gold Coast, the population of the Hawks potential catchment area has increased from 207,347 in 2008 to 257,519 in 2011 with the latest figures suggesting a population of 301,000 in 2016. Currently, 79.9% of the housing population consists of families. This presents an encouraging opportunity for businesses to grow around the club as all demographic statistics that are relevant to the Club strongly suggest even more growth within our member base over the coming years.

MARKETING OPTIONS

- The Club offers several methods of business exposure through sponsorship depending on the financial contribution of the business;
 - Logos on our playing and training shirts/shorts,
 - advertising within the clubhouse,
 - signs around the field,
 - naming rights to teams and facilities,
 - exposure on the club's website and Facebook page among others.

SPONSORSHIP: SIGN SPONSOR

OPTION 1: COST - \$1,000 (INITIAL) \$500 (RETURNING)

GROUND SIGNAGE

- Your business logo/listing on club website
- Your business logo on club newsletter
- Your business logo on back of club training shirt
- Opportunity to network with club members at after match activities and special events
- Two complimentary tickets to attend the Presidents Lunch and Senior Presentation night
- Sponsor certificate for your office



These packages are 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.

DESCRIPTION:

- 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. 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.hawkscricketclub.com.au
- Logo also attached to club newsletters and on the back of the club training shirts.
- 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.
- Framed sponsor certificate for your office at completion of season

SPONSORSHIP: MAJOR COMMUNITY SPONSOR

OPTION 2: COST - \$10,000

MAJOR SPONSOR SIGNAGE IN CLUB HOUSE AND DRIVE WAY ENTRANCE

- PRIME Positioned Ground Signage
- Business logo on front of all club PLAYING SHIRTS & training shirts/shorts
- Your business logo/listing on club website and attached to club newsletter
- Your business logo on club website on rotating banner
- Opportunity to direct market to club email database
- Opportunity to network with club members at after match activities and special events
- Invitation to participate in annual T20 Sponsors day
- Two complimentary tickets to attend the Presidents Lunch and senior end of season presentation night
- Sponsor certificate for your office
- Invitation to present specific award named after your business at end of season presentation night
- Advertising on our social media channels
- Complimentary training jersey

DESCRIPTION:

- Major Sponsor Signage in Club House and Club Driveway Entrance
- PRIME 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.
- Business Logo on front of all club Playing Shirts, Training shirts/shorts
- Business logo/listing & direct marketing promo on front page of club e-newsletter.
- Your business logo rotating on the banner top on Club's website www.hawkscricketclub.com.au.
- Your business listing, web link and profile under the services directory on club website. Club Database of approx. 2,000 people.
- Invitation to participate in annual T20 Sponsors day.
- Framed sponsor certificate for your office at completion of season
- Opportunity to network directly with players and other Hawks members at after match activities and special events.
- One trophy of business choice named after business and presented to the appropriate winner on club presentation night.
- Two complimentary tickets to end of season presentation night. Opportunity to present awards.
- Opportunity to donate raffle prizes.
- Two complimentary tickets to attend the Presidents Lunch held at the Club.

SPONSORSHIP: MINOR COMMUNITY SPONSOR

OPTION 3: COST - \$2,500

- Ground Signage
- Your business logo/listing on club website and attached to club newsletter
- Your business logo on club website on rotating banner
- Your listing in club directory on website
- Business logo on team Playing Shirts and Training shirts/shorts
- Opportunity to direct market to club email database
- Opportunity to network with club members at after match activities and special events
- Invitation to participate in annual T20 Sponsors day.
- Two complimentary tickets to attend the Presidents Lunch and senior end of season presentation night
- Sponsor certificate for your office
- Advertising on our social media channels
- Complimentary training jersey

DESCRIPTION:

- 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.
- Business logo rotating on the banner top on Club's website www.hawkscricketclub.com.au.
- 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.
- Opportunity to network directly with players and other Hawks members at after match activities and special events.
- Business Logo on sleeve of club Playing Shirts, back of Training shirts/shorts
- Invitation to participate in annual T20 Sponsors day.
- Two complimentary tickets to attend the Presidents Lunch held at the Club.
- Two complimentary tickets to end of season presentation night.
- Framed sponsor certificate for your office at completion of season
- Opportunity to donate raffle prizes.

SPONSORSHIP: GROUND NAMING RIGHTS SPONSOR**OPTION 4: COST - \$5,000**

(LIMITED TO 1 BUSINESS FOR 12MTHS - 1/7/2016 – 30/6/2017)

- Naming rights to Hession Oval for 12 months
- Ground Signage
- Company Name entered into MyCricket.com.au website as official ground naming sponsor viewable to entire Gold Coast cricket player database.
- Your business logo/listing on club website and attached to club newsletter
- Your business logo on club website on rotating banner
- Your listing in club directory on website
- Opportunity to direct market to club email database
- Invitation to participate in annual T20 sponsor match
- Opportunity to network with club members at after match activities and special events
- Two complimentary tickets to attend the Presidents Lunch and senior end of season presentation night
- Business logo on back of club Training shirts
- Business logo across the top/back of club training shorts
- Advertising on our social media channels
- Complimentary training jersey and Sponsor certificate for your office

DESCRIPTION:

- Naming rights to Hession Oval for 12 months.
- 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.
- Your business logo/listing & direct marketing promo on front page of club e-newsletter.
- Your business logo rotating on the banner top on Club's website www.hawkscricketclub.com.au.
- 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 T20 Sponsors day.
- Opportunity to network directly with players and other Hawks members at after match activities and special events.
- Two complimentary tickets to end of season presentation night. Opportunity to present awards.
- 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 back of club training shirt and top/back of training shorts.
- Company Name entered into the MyCricket.com.au website as official ground naming sponsor viewable to the entire Gold Coast cricket player database.

SPONSORSHIP: BAR NAMING RIGHTS SPONSOR**OPTION 5: COST - \$5,000**

(LIMITED TO 1 BUSINESS FOR 12MTHS - 1/7/2016 – 30/6/2017)

- Naming rights to Hession Oval for 12 months
- Ground Signage
- Business name/logo across the bar, fridge lights, fridges, can include coasters, stickers and other forms of advertising.
- Your business logo/listing on club website and attached to club newsletter
- Your business logo on club website on rotating banner
- Your listing in club directory on website
- Opportunity to direct market to club email database
- Invitation to participate in annual T20 sponsor match
- Opportunity to network with club members at after match activities and special events
- Two complimentary tickets to attend the Presidents Lunch and senior end of season presentation night
- Business logo on back of club Training shirts
- Business logo across the top/back of club training shorts
- Advertising on our social media channels
- Complimentary training jersey and Sponsor certificate for your office

DESCRIPTION:

- Club Bar naming rights to Hession Oval for 12 months.
- Signage in the Club Bar Area, including logos/company name on bar top, mats, fridge lights, fridges, opportunity for coasters, stickers and other forms of advertising.
- 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 club e-newsletter.
- Your business logo rotating on the banner top on Club's website www.hawkscricketclub.com.au
- 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 T20 Sponsors day.
- Opportunity to network directly with players and other Hawks members at after match activities and special events.

- Two complimentary tickets to end of season presentation night. Opportunity to present awards.
- 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 back of club training shirt and top/back of training shorts.

SPONSORSHIP: TEAM NAMING RIGHTS PACKAGE 2016/17**OPTION 6: COST: \$500****DESCRIPTION:**

As a team naming sponsor, you have the opportunity to apply your company name to a select Helensvale Pacific Pines Cricket Club playing team. Your company name will appear on all internal club fixture lists, match reports and newsletters in regards to the selected team, as well as your company name being entered into the MyCricket.com.au website as the official team name sponsor, viewable to the entire Gold Coast cricket player database.

AVAILABLE OPTIONS:

SENIOR: 1ST GRADE, 2ND GRADE, 3RD GRADE, 4TH GRADE, 5TH GRADE, 6TH GRADE, OVER 40S

JUNIOR: UNDER 10'S, UNDER 11'S, UNDER 12'S, UNDER 13'S, UNDER 15'S, UNDER 17'S

EXAMPLE: CLUB HELENSVALE 1ST GRADE, GOLD COAST COUNCIL UNDER 11'S

You will receive:

- Social membership (including club hat)
- Your business logo/listing, web link and profile under the services directory on club website.
- Opportunity to network directly with players and other Hawks members at after match activities and special events.
- One ticket to attend the Presidents Lunch held at the Club and end of season senior presentation night.
- Sponsorship Certificate for your office.

SPONSORSHIP: INDIVIDUAL PLAYER SPONSORSHIP

OPTION 7: COST: \$500

SPONSORSHIP OF A SENIOR PLAYER

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

You will receive:

- Social membership (including club hat)
- Your business logo/listing, web link and profile under the services directory on club website.
- Opportunity to network directly with players and other Hawks members at after match activities and special events.
- One ticket to attend the Presidents Lunch held at the Club and end of season senior presentation night.
- Sponsorship Certificate for your office.

APPENDIX 1: INCLUDED FEATURES MATRIX

	Sign 1000/500	Major 10000	Minor 2500	Ground 5000	Bar 5000	Team 500	Player 500
Features:	Option 1	Option 2	Option 3	Option 4	Option 5	Option 6	Option 7
Ground Signage	✓	✓	✓	✓	✓		
Logo on club website	✓	✓	✓	✓	✓	✓	✓
Network with club members	✓	✓	✓	✓	✓	✓	✓
2 tickets to Presidents lunch	✓	✓	✓	✓	✓		
Major sponsor signage in clubhouse		✓					
Logo on front of team playing shirts		✓					
Logo on sleeve of team playing shirts			✓				
Logo on club website rotating banner		✓	✓	✓	✓		
Direct market to club database	✓	✓	✓	✓	✓		
Logo on front of team training SHIRTS		✓	✓	✓	✓		
Logo on back of team training SHIRTS	✓						
Logo on front of team training shorts		✓					
Logo across top/back training shorts				✓	✓		
Logo on leg/back team training shorts			✓				
2 tickets to Presentation night	✓	✓	✓	✓	✓		
Invitation to present specific awards		✓					
Sponsor plaque for your office	✓	✓	✓	✓	✓	✓	✓
Naming rights to hession oval				✓			
Invite to annual T20 charity match	✓	✓	✓	✓	✓	✓	✓
Naming rights to club bar					✓		
Logo on club newsletters	✓	✓	✓	✓	✓		
Op to provide own signage inside clubhouse		✓	✓	✓	✓		
Complimentary Training Shirt		✓	✓	✓	✓		
Social membership	✓	✓	✓	✓	✓	✓	✓
Individual team naming rights						✓	
All club alcohol to be bought through sponsor							
Discount on Clubhouse hire							
Facebook tagging/sponsor posts	✓	✓	✓	✓	✓		