



2024

Sponsorship Packages



We have the foundations to help you grow

The Craigieburn Cricket Club has grown significantly, becoming one of the largest clubs in the northern suburbs. Our mission since 1976 has been to make cricket accessible to all members of the Craigieburn and surrounding communities, fostering a family-friendly environment and offering opportunities for both sporting and personal development.

Our club embraces diversity and creates an inclusive family environment, welcoming individuals from different cultural backgrounds. We encourage active participation from all members, whether as players, coaches, or volunteers.

Craigieburn is located in a rapidly expanding growth corridor, with the population expected to reach approximately 178,000 people by 2040. Craigieburn Cricket Club is evolving as well, with plans to develop our players and establish ourselves as the premier choice in the region.

With approximately 200 playing members, 500 active email addresses and over 1,500 members across our social pages, we have a strong foundation to help drive your business growth. By leveraging our digital platforms, we can connect your business to all involved with the club, providing a direct link to the local community.

What we can achieve together

We take great pride in the Craigieburn Cricket Club, as an organisation committed to excellence, inclusivity, and community involvement. With our solid foundation, extensive reach, and strong community connections, we are confident that collaborating with your esteemed business will lead to exceptional accomplishments.

As the leading cricket club in Craigieburn, we have cultivated a dynamic and supportive atmosphere that attracts a diverse array of players, families, and cricket enthusiasts. Our club serves as a central hub for community engagement, offering abundant opportunities for individuals to connect and forge meaningful relationships. By partnering with us, your business will gain a distinctive platform to showcase its products, services, and values to a broad audience that aligns perfectly with your target market and the community.



What could you get from this partnership?

Your support will directly contribute to the continuous improvement and delivery of our cricket program for people of all ages and cultures. Our club operates solely as a non-profit organisation, with all funds reinvested into the club and its members.

Community marketing acts as a bridge connecting your business' direction with the individuals who drive it forward. It recognises that people are willing to invest more in a product or service when they feel a strong sense of connection, support, and personalised attention. Community marketing thrives on fostering these elements to create meaningful relationships with customers.

A Connection to the Community



Embracing community marketing, you can establish a strong foundation for sustainable growth, customer retention, and a positive brand reputation.

Increased Brand Visibility



Your business will gain heightened visibility and exposure to diverse audiences to create a lasting impact.

Social & Online Presence



Direct communication with 200 playing members, 500 active email addresses and over 1,500 members across our social pages.

Match Day Exposure



Feature your business through our live streaming services on match day. Additionally your business can be feature on the electronic scoreboard on the main ground.



2024

Sponsorship Packages

Create some exposure for your business

We have a range of sponsorship packages available to promote your company's brand and increase visibility. Regardless of the package you choose, our primary focus is on promoting your business and enhancing its visibility. We also ensure your sponsorship receives regular exposure through our active social media presence, reaching our dedicated community.

We also offer the flexibility for you to request additional advertising through our social media and email channels, allowing you to expand your reach and make a greater impact.

If you're seeking larger-scale marketing opportunities, our Platinum and Diamond packages provides even greater visibility.



Sponsorship Package

Green

Small marketing options to promote your company's brand. With this package, your company logo will be prominently displayed on various applications across the club, providing visibility during game day and online.

from
\$1,200 /per year

What's included

- ✓ Included on our Sponsorship Card
- ✓ Match day electronic scoreboard advertising*³
- ✓ Advertising within indoor clubrooms
- ✓ Sponsorship announced on social media platforms
- ✓ Logo displayed on clubs website
- ✓ Recognition of sponsorship plaque
- ✓ 2 x tickets to annual \$5k reverse draw
- ✓ 2 x tickets to the club presentation at season end



Sponsorship Package

Silver

This comprehensive package ensures prominent display of your company logo on diverse club applications, guaranteeing visibility both during game days and online.

from
\$2,000 /per year

What's included

- ✓ Included on our Sponsorship Card
- ✓ 1 x 594mm x 841mm corflute sign at training nets
- ✓ 2 x Advertise on request – Emails & Socials*⁴
- ✓ Match day electronic scoreboard advertising*³
- ✓ Logo displayed on live stream Frogbox*²
- ✓ Advertising within indoor clubrooms
- ✓ Sponsorship announced on social media platforms
- ✓ Logo displayed on clubs website
- ✓ 2 x tickets to annual \$5k reverse draw
- ✓ 2 x tickets to the club presentation at season end
- ✓ Recognition of sponsorship plaque

Large scale marketing opportunities for your company

With our commitment to expanding marketing opportunities, we strive to offer larger-scale avenues that will significantly enhance the visibility of your brand. These opportunities are designed to reach a broader audience and create a lasting impact. Your brand will gain heightened visibility and exposure to diverse audiences.

Sponsorship Package

Gold

A great opportunity for businesses looking for medium-scale marketing opportunities to maximise your businesses exposure. Furthermore, you will have an opportunity to advertise your business upon request through our social media and email channels.

from

\$5,000

/per year

minimum 2 years

What's included

- ✓ Included on our Sponsorship Card
- ✓ 1 x 594mm x 841mm corflute sign at training nets
- ✓ 1 x 594mm x 841mm corflute sign in change rooms
- ✓ 2m x 880mm Pull-up banner within clubrooms
- ✓ 4 x Advertise on request – Emails & Socials^{*4}
- ✓ Logo displayed on live stream Frogbox^{*2}
- ✓ Match day electronic scoreboard advertising^{*3}
- ✓ Advertising within indoor clubrooms
- ✓ Sponsorship announced on social media platforms
- ✓ Logo displayed on clubs website
- ✓ 2 x tickets to annual \$5k reverse draw
- ✓ 2 x tickets to the club presentation at season end
- ✓ Recognition of sponsorship plaque

Sponsorship Package

Platinum

An excellent chance for large-scale businesses seeking marketing opportunities to elevate their brand presence. Your logo will be prominently displayed on our club's website, social media platforms, and match day streaming services, ensuring extensive exposure.

Additionally, you will be given the option to promote your business upon request through our social media and email channels.

from

\$10,000

/per year

minimum 2 years

What's included

- ✓ Included on our Sponsorship Card
- ✓ Brand logo on clothing^{*1}
- ✓ 1 x 6m x 750mm signage on cricket grounds
- ✓ 1 x 594mm x 841mm corflute sign at training nets
- ✓ 1 x 594mm x 841mm corflute sign in change rooms
- ✓ 2m x 880mm pull-up banner within clubrooms
- ✓ 6 x Advertise on request – Emails & Socials^{*4}
- ✓ 25 x Company Branded Glassware used at bar
- ✓ Logo displayed on live stream Frogbox^{*2}
- ✓ Match day electronic scoreboard advertising^{*3}
- ✓ Advertising within indoor clubrooms
- ✓ Sponsorship announced on social media platforms
- ✓ Logo displayed on clubs website
- ✓ 4 x tickets to annual \$5k reverse draw
- ✓ 4 x tickets to the club presentation at season end
- ✓ Framed playing top with your logo (1st year only)

Bespoke branding exposure & custom packages

We aim to provide tailor-made strategies that cater to your unique business needs, with bespoke level marketing initiatives and custom packages tailored to you. These specialised packages are designed to reach a much wider audience, create a lasting impression, and significantly enhance brand visibility.



Sponsorship Package Diamond

A unique opportunity for bespoke businesses aiming to enhance their brand visibility. This represents the pinnacle of advertising we provide. Your logo will enjoy prominent placement on our club's website, social media platforms, and match day streaming services, guaranteeing widespread exposure.

You will have the upmost flexibility to promote your business through our channels.

Enquire /per year
minimum 3 years

What's included

- ✓ Included on our Sponsorship Card
- ✓ Brand logo on clothing*
- ✓ 1 x 12m x 750mm signage on main ground
- ✓ 1 x 6m x 750mm signage on highgate reserve
- ✓ 1 x 594mm x 841mm corflute sign at training nets
- ✓ 1 x 594mm x 841mm corflute sign in change rooms
- ✓ 2m x 880mm pull-up banner within clubrooms
- ✓ 8 x Advertise on request – Emails & Socials*⁴
- ✓ 25 x Company Branded Glassware used at bar
- ✓ Logo displayed on live stream Frogbox*²
- ✓ Match day electronic scoreboard advertising*³
- ✓ Advertising within indoor clubrooms
- ✓ Sponsorship announced on social media platforms
- ✓ Logo displayed on clubs website
- ✓ 4 x tickets to annual \$5k reverse draw
- ✓ 4 x tickets to the club presentation at season end
- ✓ Framed playing top with your logo (1st year only)



Sponsorship Package Custom

If you find that none of our existing advertising packages precisely align with your specific requirements, worry not.

We do custom packages. Please do not hesitate to contact us.

Custom Packages Available

We can assist you in creating a custom-tailored package designed exclusively for your business needs. We are dedicated to understanding your unique goals and aspirations, enabling us to create a bespoke advertising solution that perfectly suits your brand.

For further information and to explore the possibilities of a personalised advertising package, please do not hesitate to contact us.

We are here to bring your vision to life and ensure your business achieves the exposure it deserves.

*¹ We'll collaborate with you on clothing types and availability, which may be shared with other committed sponsors of the Craigieburn Cricket Club.

*² Frogbox streaming service used to stream match day games played at DS Aitken reserve through YouTube. Your logo will feature periodically during over changes and breaks. This is shared with other committed sponsors of the club.

*³ Your logo will be showcased periodically during over changes and breaks, alongside other sponsors of the Craigieburn Cricket Club.

*⁴ Sponsors are responsible for providing all content related to the advertising request, with a maximum limit of one ad per fortnight. Craigieburn Cricket Club can decline any advertisement request that breaches our code of conduct.

Find the right package for your business

Promote your business

Sponsorship Packages

We offer a range of sponsorship packages tailored to meet diverse business needs.

Our dedicated team will assist you in comparing all the available options, ensuring you find the perfect package for you.

Whether you're looking for extensive brand exposure or targeted promotional activities, we provide comprehensive guidance to help you make an informed decision and maximise the impact of your sponsorship investment.

Sponsorship benefits

- Included on our Sponsorship Card
- Brand logo on clothing*
- 12m x 750mm signage on cricket grounds*
- 6m x 750mm signage on cricket grounds*
- 594mm x 841mm corflute sign at the training nets
- 594mm x 841mm corflute sign in change rooms
- 2m x 880mm Pull-up banner displayed within clubrooms
- 25 x Company branded glassware used at bar
- Logo displayed on live stream Frogbox*
- Match day electronic scoreboard advertising*
- Advertising within indoor clubrooms
- Sponsorship announced on social media platforms
- Advertising on request – Emails & Socials^
- Logo displayed on club website
- Tickets to annual \$5k reverse draw
- Tickets to attend the club presentation at season end
- Framed playing top with your logo (1st year only)
- Recognition of sponsorship plaque

					
	Diamond	Platinum	Gold	Silver	Green
	✓	✓	✓	✓	✓
	✓	✓			
	✓				
	✓	✓			
	✓	✓	✓	✓	
	✓	✓	✓		
	✓	✓	✓		
	✓	✓			
	✓	✓			
	✓	✓	✓	✓	
	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
8 ads		6 ads	4 ads	2 ads	
6 tickets	✓	✓	✓	✓	✓
6 tickets		4 tickets	2 tickets	2 tickets	2 tickets
6 tickets		4 tickets	2 tickets	2 tickets	2 tickets
	✓	✓	✓		
	✓	✓	✓	✓	✓

*1 We'll collaborate with you on clothing types and availability, which may be shared with other committed sponsors of the Craigieburn Cricket Club.

*2 Frogbox streaming service used to stream match day games played at DS Aitken reserve through YouTube. Your logo will feature periodically during over changes and breaks. This is shared with other committed sponsors of the club.

*3 Your logo will be showcased periodically during over changes and breaks, alongside other sponsors of the Craigieburn Cricket Club.

*4 Sponsors are responsible for providing all content related to the advertising request, with a maximum limit of one ad per fortnight. Craigieburn Cricket Club can decline any advertisement request that breaches our code of conduct.

Add-on that little bit extra to create your desired reach

We offer the flexibility to customise any package by adding extras, whether as additional components or inclusive items. Our goal is to collaborate with you in creating the ideal package that aligns perfectly with your brand. Take your sponsorship to the next level by incorporating those special additions that will effectively promote your business according to your unique requirements.

Sponsorship Add-ons Brand Logo on Clothing Make a significant impact by showcasing your support on the playing tops of the Craigieburn Cricket Club. \$500 /per year minimum 2 years	Available extras Add your logo to the CCC clothing. Demonstrate your strong support by incorporating your logo onto our apparel. With numerous placement options available across our extensive clothing collection, including playing and training tops, social hoodies, polos, and more. Let's chat to explore and explore availability that best suit your needs. *Subject to availability & timings of clothing print prior to season.	Sponsorship Add-ons Branded Glassware Ideal for the passionate beverage enthusiast proudly displaying their support. \$400 /25 glasses per year	Available extras 25 company branded glassware Showcase your company proudly by having it displayed on the glassware used at the club. This further highlights the support you have provided to the club and its members.
Sponsorship Add-ons Pull-up Banner Make a bold statement and capture the attention of members and really make your business stand out. \$500 per banner per year	Available extras 2m x 880mm Pull-up banner within clubrooms Keep your business in the spotlight by displaying a pull-up banner in our clubrooms throughout the season. This ensures that your brand remains visible to all club members.	Sponsorship Add-ons Stubby Holders Bringing your brand to outdoor events and summer gatherings. \$350 /25 holders per year	Available extras 25 company branded stubby holders Artwork to be provided by the partner. Craigieburn Cricket Club is available to assist with any necessary requirements.

Promoting your business has never been so easy

We offer the flexibility to customise any package by adding extras, whether as additional components or inclusive items. Our goal is to collaborate with you in creating the ideal package that aligns perfectly with your brand.

Take your sponsorship to the next level by incorporating those special additions that will effectively promote your business according to your unique requirements.

*Clients are responsible for providing graphic elements for pull-up banner marketing materials; Craigieburn Cricket Club does not create digital assets for businesses. However, we are ready to collaborate with you to ensure your business is presented effectively.

Please note, there are limitations on accepted graphic elements for glassware and drink coolers from our supplier. If you're interested in these items, kindly discuss the options with us.



Concept art only.



Concept art only.



Concept art only.

Mockup only. Actual items may differ slightly.



2024 Clothing Locations

Indicative of the 2023 season. All current sponsors have a chance to continue sponsorship, or have exiting contracts in place. We can provide an updated clothing map upon request.

Senior white playing top

Make a significant impact by showcasing your support on the playing tops of the Craigieburn Cricket Club.

With approximately 70 senior players across various grades, our club boasts a strong presence in the highest grades within the VTCA. By partnering with us, your business is guaranteed to receive substantial visibility and recognition.

Available sponsorship locations for 2023

- ☐ Front Right Chest
- ☐ Back
- ☒ Right Sleeve
- ☐ Left Sleeve



Each season, sponsorship opportunities are subject to updates based on changes in ongoing sponsor commitments. Craigieburn Cricket Club will ensure you stay informed about any availability and can also reserve a spot for you when it becomes available. We are more than willing to have a discussion with you to explore options.

Mockup only. Actual clothing may differ slightly.

Green one-day playing top

Make a significant impact by showcasing your support on the playing tops of the Craigieburn Cricket Club.

With approximately 70 senior players across various grades, our club boasts a strong presence in the highest grades within the VTCA. By partnering with us, your business is guaranteed to receive substantial visibility and recognition.

Available sponsorship locations for 2023

- ☐ Front Right Chest
- ☐ Back
- ☒ Right Sleeve
- ☐ Left Sleeve



Each season, sponsorship opportunities are subject to updates based on changes in ongoing sponsor commitments. Craigieburn Cricket Club will ensure you stay informed about any availability and can also reserve a spot for you when it becomes available. We are more than willing to have a discussion with you to explore the options.

Mockup only. Actual clothing may differ slightly.

Training shirt

Showcase you business on the official training top of the Craigieburn Cricket Club.

With our senior players conducting training session two to three times per week, as well as during their warm-ups on game day, you can guarantee significant exposure and attention.

Available sponsorship locations for 2023

- ☐ Front
- ☐ Back
- ☒ Right Arm
- ☒ Left Arm



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Mockup only. Actual clothing may differ slightly.

Training shorts

These shorts are frequently worn by players during both game days and training sessions across the club. By pairing your sponsorship with the training top, you can significantly enhance the exposure of your business.

Available sponsorship locations for 2023

✓ Front



Each season, sponsorship opportunities are subject to updates based on changes in ongoing sponsor commitments. Craigieburn Cricket Club will ensure you stay informed about any availability and can also reserve a spot for you when it becomes available. We are more than willing to have a discussion with you to explore the options.

Mockup only. Actual clothing may differ slightly.

Social Polo

At Craigieburn Cricket Club, our vibrant social culture is reflected in the widespread use of these polos, worn by nearly every playing and social member of the club.

If you are seeking a powerful platform to promote your brand, this presents an ideal opportunity to maximise your exposure.

Available sponsorship locations for 2023

- ☐ Front
- ☒ Back
- ☒ Right Arm
- ☒ Left Arm



Each season, sponsorship opportunities are subject to updates based on changes in ongoing sponsor commitments. Craigieburn Cricket Club will ensure you stay informed about any availability and can also reserve a spot for you when it becomes available. We are more than willing to have a discussion with you to explore the options.

Mockup only. Actual clothing may differ slightly.

Member hoodies

In addition to our social polos, our hoodies are also widely worn by nearly every member at the club. By combining your brand on the social polos and hoodies, you can truly showcase your unwavering support.

Available sponsorship locations for 2023

- ❌ Front
- ✅ Back location 1
- ✅ Back location 2
- ✅ Back location 3



Each season, sponsorship opportunities are subject to updates based on changes in ongoing sponsor commitments. Craigieburn Cricket Club will ensure you stay informed about any availability and can also reserve a spot for you when it becomes available. We are more than willing to have a discussion with you to explore the options.

Mockup only. Actual clothing may differ slightly.

Player hats

These game day hats are proudly worn by all senior players in both the men's and women's competitions. With a roster of over 70 active players across every grade each week, this presents a prime opportunity to prominently display your support.

Available sponsorship locations for 2023

✔ Side



Side

Each season, sponsorship opportunities are subject to updates based on changes in ongoing sponsor commitments. Craigieburn Cricket Club will ensure you stay informed about any availability and can also reserve a spot for you when it becomes available. We are more than willing to have a discussion with you to explore the options.

Mockup only. Actual clothing may differ slightly.