



# APPLECROSS CRICKET CLUB SPONSORSHIP PROPOSAL

2023/2024 Season



# ABOUT THE ACC

Established in 1975, Applecross Cricket Club (ACC) is one of the largest and most diverse sporting clubs in Western Australia. As a pre-eminent community club we lead the competition in offering inclusive opportunities for people of all ages, genders, abilities, and ethnic backgrounds to not only participate in the game we love but more importantly belong to our 'Red Caps' family.

Approaching our 50th season competing in the WA Suburban Turf Cricket Association, it is not only a history of playing success that we identify ourselves with. We are extremely proud of our the off-field achievements that define the way conduct ourselves both on and off the field.

To us, respect is more than a term in our vision statement, it is at core of what we do and evidenced by the fact that for four consecutive years we hold the 'Spirit of the Game' Trophy. Voted on by umpires and opposition, WASTCA presents the award annual to the club who over the season best embodies those qualities. To have been awarded it five of the last 11 years in a 22-club competition is a true testament to our members and what we represent.



***“To be the most successful, inclusive and respected club on and off the field”***

– The ACC Vision

We are exceptionally proud of our growth and evolution, particularly over the last decade. In that time, we have:

- Introduced a Colts team for young adults to stay involved together from their junior levels.
- Provided an opportunity for women to play community cricket. We have experienced growth in participation and great levels of success in that time.
- Introduced a team in the Integrated Cricket League, providing an opportunity for players with intellectual disabilities to represent the ACC.
- Successfully merged with the Ardross JCC, who have become the Applecross Junior Cricket Club.
- Welcomed the WA Blind Cricket Team who will base themselves and play with the ACC from season 2023/24.
- Defying general trends, we will field an unprecedented 16 senior and an impressive 19 juniors teams in season 2023/24

Our club welcomes non-playing and social members made up by former players, volunteers, family, friends & sponsors.

**We invite you to be part of the journey this season and beyond.**

## 2023/24 Team List



8 Senior Men's Teams  
3x T20 Teams  
1x Under 21 Colts Team



2x Women's T20 Teams



1x Integrated Cricket Team



WA Blind Cricket Team



20x Boys and Girls U10 - U16



Boys & Girls 5-8 Year Olds

Category	Members
Adult Men & Women	200+ players
Junior Players	220+ players
Parents / Guardians	350+ members
Past Players, Social Members & Sponsors	180+ members

# PROMOTIONAL OPPORTUNITIES

As an ACC Partner, you will gain a broad range of promotional and advertising exposure for your business, with access to a combination of the benefits below:

## Visual Branding

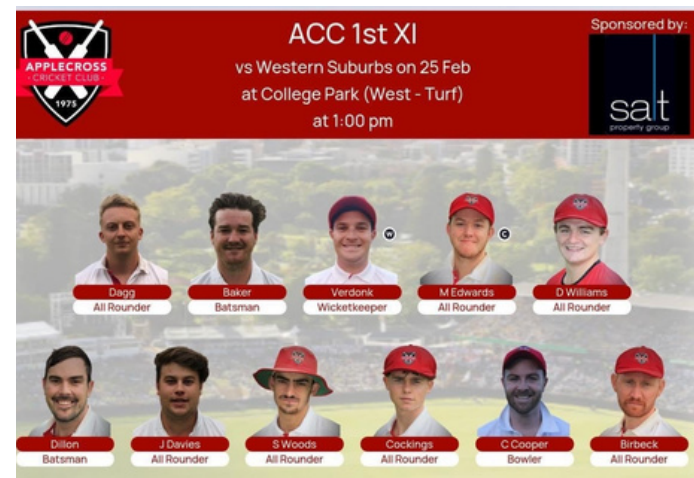
On any Saturday & Sunday (Oct-Mar) your brand can be visible on our uniforms and via signage placed in prominent locations at each of our home game venues. The juniors represent primarily across the City's of Melville, Fremantle and Cockburn, while the senior team travel across the entire metro area.

## Face-To-Face Engagement

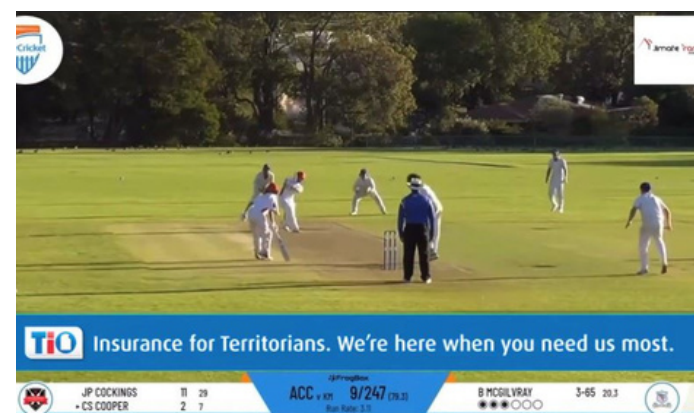
Presenting and networking in-venue during presentations and club events. (Events calendar provided separately)

## Social & Digital Media Interactions

Through our platforms; Facebook, Instagram, Website, Email, and YouTube Live Streaming; our reach and impact is superior to our contemporaries. Providing customised promotional messaging and interactive sharing.



Facebook	Instagram	Email	Website	Live Streaming
1,365 Followers	549 Followers	> 650 Subscribers	3,200 Visits	100 Subscribers
14,600 Unique Views	903 Viewers	-	5,700 Previews	10,276 Views



# OUR PACKAGES

BENEFITS	ACC PREMIUM PARTNER	SHIRLEY STRICKLAND SPONSOR	1975 CLUB SUPPORTER	RED CAPS PACKAGE
	<b>\$10,000</b>	<b>\$5,000 +</b>	<b>\$2,500 +</b>	<b>\$1,000 +</b>
<b>Social Media Promotion &amp; Advertising *</b>	Weekly content posts & logo on digital team selections, scorecard and match summaries.	Fortnightly content posts & logo on digital team selections, scorecard and match summaries.	Monthly content posts & logo on digital team selections, scorecard and match summaries.	Monthly content posts & logo on digital team selections, scorecard.
<b>Match Day - Live Streaming</b>	Premium Package <ul style="list-style-type: none"> <li>- Logo top corner (in rotation)</li> <li>- Sponsor board – play break</li> <li>- Logo in rotation on score-bar</li> <li>- Full banner ad – end of over</li> </ul>	Gold Package <ul style="list-style-type: none"> <li>- Logo top corner (in rotation)</li> <li>- Sponsor board – play break</li> <li>- Logo in rotation on score-bar</li> <li>- Full banner ad – end of over</li> </ul>	Silver Package <ul style="list-style-type: none"> <li>- Logo top corner (in rotation)</li> <li>- Sponsor board – play break</li> </ul>	Bronze Package <ul style="list-style-type: none"> <li>- Logo top corner (in rotation)</li> <li>- Sponsor board – play break</li> </ul>
<b>E-Newsletter</b>	Content in all e-newsletters	Content in 4 e-newsletters	Content in 1 e-newsletter & logo	Logo in e-newsletter
<b>Email Promotional Content †</b>	Promotional material sent to members	Promotional messaging sent to membership		
<b>Promotion on Website</b>	P1 banner with reciprocal link to sponsor's site	P2 banner with reciprocal link to sponsor's site	Logo with reciprocal sponsor's link	Logo on website
<b>Display Advertising</b>	Customised package of: <ul style="list-style-type: none"> <li>- Advertising on AV display - SSR &amp; events</li> <li>- Premium position on ACC sponsor banners</li> <li>- Priority placement – matches, training &amp; events</li> <li>- Large brand placement on scoreboards</li> <li>- Yes</li> <li>- Display additional signs</li> </ul>	Customise package of: <ul style="list-style-type: none"> <li>- Branding on AV display - SSR &amp; events</li> <li>- Large logo on all ACC sponsor banners</li> <li>- Prominent signage– matches, training &amp; events</li> <li>- Logo displayed on scoreboards</li> <li>- Yes</li> <li>- Display additional signs</li> </ul>	Visual promotion of brand through: <ul style="list-style-type: none"> <li>- Logo on AV display - SSR &amp; events</li> <li>- Logo on all ACC sponsor banners</li> <li>- N/A</li> <li>- N/A</li> <li>- Yes</li> <li>- Display additional signs</li> </ul>	Sponsor logo displayed through: <ul style="list-style-type: none"> <li>- Logo on screens @ SSR &amp; events</li> <li>- A logo on ACC sponsor banners</li> <li>- N/A</li> <li>- N/A</li> <li>- Yes</li> <li>- N/A</li> </ul>
<b>Sponsors Day</b>	6 invitations & package	4 invitations & package	2 invitations & package	2 invitations
<b>Annual Awards Night</b>	Premium package for 4 people & present award	Premium package for 2 & present award	2 premium seats & package	Invitations for 2
<b>Other Club Events</b>	4 tickets to all	2 tickets to all	2 tickets – 4 events	2 tickets – 2 events
<b>Presentation To Members</b>	Any selection night & event	1 selection nights & 1 event	1 selection night	
<b>Apparel &amp; Merchandise #</b>	<ul style="list-style-type: none"> <li>- Large front centre – white playing shirts</li> <li>- Sole logo on club polo shirt</li> <li>- Chest – black/red T20 shirts</li> <li>- T20 coloured pants</li> <li>- Primary placement training shirt</li> </ul>	<ul style="list-style-type: none"> <li>- Large front centre – coloured T20 shirts</li> <li>- Chest – white playing shirts</li> <li>- T20 coloured pants</li> <li>- Large logo on warm-up training shirt</li> </ul>	Selection of: <ul style="list-style-type: none"> <li>- Sleeve – white playing shirts</li> <li>- Sleeve – coloured playing shirts</li> <li>- Logo on warm-up training shirt</li> </ul>	<ul style="list-style-type: none"> <li>- Logo on warm-up training shirt</li> </ul>
<b>Round Naming Rights</b>	Premium Package	Gold Package	Silver Package	-
<b>Club Social Membership</b>	4 people	2 people	1 person	1 person
<b>Annual Report &amp; Yearbook</b>	Full page sponsor message	Half page sponsor message	Quarter page ad with logo	Logo
<b>Framed Appreciation Gift</b>	Custom branded ACC apparel	Club shirt (logo featured)	Certificate of Appreciation	Certificate of Appreciation
<b>Customer Loyalty Program ^</b>	Yes	Yes	Yes	Yes
<b>Team Naming Rights</b>	By negotiation – selection of exclusive team naming rights available to fit you brand.		-	-

More information & footnotes over page

# OUR PACKAGES

All packages are flexible, the suite of benefits can be specifically tailored to suit prospective sponsors preferences.

Further benefits for multi-year arrangements.

An invoice can be issued for cash, product, and voucher contributions.



## Footnotes

All benefits subject to availability

\* ACC liaison to collaborate with partner to on content program.

† Content subject to approval.

§ Placement of business cards, brochures, promotional material.

¶ Provided by sponsor, details to be discussed.

# Options negotiated. Custom merchandise by negotiation.

^ Proposal to be presented by sponsor.

# CONTACT

If you would like to partner with the ACC or wish to discuss tailoring a package for your specific business needs, please contact us on the details below:

## Fundraising Director

Ryan Carmody 0429 023 030

[fundraising@applecrosscricketclub.com](mailto:fundraising@applecrosscricketclub.com)

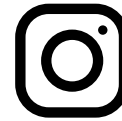
## Club President

Mark Hullett 0411 888 458

[president@applecrosscricketclub.com](mailto:president@applecrosscricketclub.com)



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[www.applecrosscricketclub.com](http://www.applecrosscricketclub.com)



