



# **VERMONT CRICKET CLUB**

**SPONSORSHIP OPPORTUNITIES**

# BECOME PART OF THE TEAM!

Since 1895 Vermont Cricket Club has been a trusted institution in Melbourne's eastern suburbs.

The Vermont Cricket Club is regarded as the competition yard stick for its superior facilities and club management.

## Community Support

Our local support base continues to grow steadily with member numbers at approximately 250 and game attendance at approximately 150 people. There are plenty of opportunities to grow your business within the local community by leveraging the power of our loyal and supportive fanbase.

## Our Player Base

Vermont Cricket Club has a highly diverse player base given we have children aged from 5 to 16 in the junior ranks while our senior players are aged 16 right up to their late 50's. Of course, parents of the junior players range from their 20's to their 60's.



VERMONT CRICKET CLUB



# WHY SHOULD YOU SPONSOR THE VCC?



EXPOSURE TO A LOCAL  
AUDIENCE OF OVER

# 10,600

ATTENDEES OVER THE COURSE  
OF 1 SEASON



# 61%

OF CONSUMERS SAY THEY ARE  
MORE LIKELY TO TRUST AND  
PURCHASE FROM SPONSORS



SOURCE: NIELSEN GLOBAL SURVEY OF TRUST IN  
ADVERTISING

EXPOSURE TO APPROX

# 50,000

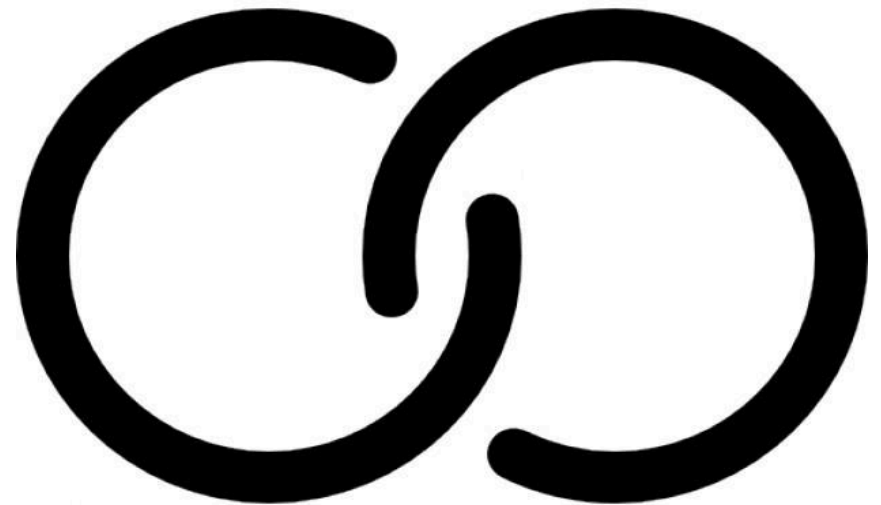
LOCAL COMMUTERS PER DAY  
FROM THE SCOREBOARD  
FACING CANTEBURY ROAD



# ALIGN YOUR BUSINESS WITH A TRUSTED COMMUNITY INSTITUTION



- INCREASE BRAND LOYALTY
- INCREASE VISIBILITY AND BRAND EXPOSURE
- DRIVE BUSINESS TRAFFIC
- LEAD GENERATION
- SUPPORT YOUR LOCAL COMMUNITY



# SPONSORSHIP OPPORTUNITIES



	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
Electronic scoreboard add – high rotation*	✓				
Electronic scoreboard add – low rotation**		✓	✓	✓	✓
Brand on Team Playing Shirts	✓				
Logo on Club Caps	✓				
Fence signage	✓	✓			
Logo on drink coasters	✓	✓			
Club Room Signage	✓	✓			
Tickets to social functions	✓	✓			
Newsletter promotion	✓	✓	✓		
Feature social posts	✓	✓	✓		
Email to members	✓	✓	✓	✓	
Ad in club season handbook	✓	✓	✓	✓	✓
Listed on Facebook as a sponsor	✓	✓	✓	✓	✓
Certificate of appreciation	✓	✓	✓	✓	✓
Link on website as a sponsor	✓	✓	✓	✓	✓
<b>TERM</b>	<b>1-3 Years</b>	<b>1-3 Years</b>	<b>1-2 Years</b>	<b>1-2 Years</b>	<b>1 Year</b>
<b>ANNUAL INVESTMENT</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$500</b>

\*every 2 minutes \*\*every 10-20 minutes

# HIGH ROTATION ELECTRONIC SCOREBOARD



# SPONSORSHIP PACKAGES



## PLATINUM PACKAGE

\$10,000

An exclusive investment in the club, allocated to only one business annually.

- Electronic scoreboard ad – high rotation
- Brand on Team Playing Shirts
- Logo on Rear of Club Caps
- Prominent fence signage
- Logo on drink coasters
- Club Room Signage
- Newsletter promotion
- Feature social posts
- Email to members
- 6 x tickets to social functions
- Full page ad in club season handbook
- Listed on Facebook as a sponsor
- Certificate of appreciation
- Link on website as a sponsor

# SPONSORSHIP PACKAGES



## DIAMOND PACKAGE

\$5,000

An investment in the future of cricket, allocated to only three non-competing businesses annually

- Electronic scoreboard ad – medium rotation
- Fence Signage
- Logo on drink coasters
- Club Room Signage
- Newsletter promotion
- Feature social posts
- Email to members
- 4 x tickets to social functions
- 1/2 Page ad in club season handbook
- Listed on Facebook as a sponsor
- Certificate of appreciation
- Link on website as a sponsor

## GOLD PACKAGE

\$3,000

Increase the visibility of your business to the local community

- Electronic scoreboard ad – medium rotation
- Newsletter promotion
- Feature social posts
- Email to members
- 1/2 Page ad in club season handbook
- Listed on Facebook as a sponsor
- Certificate of appreciation
- Link on website as a sponsor



# SPONSORSHIP PACKAGES



## SILVER PACKAGE

\$1,000

Increase the visibility of your business to the local community

- Electronic scoreboard ad – low rotation
- Email to members
- 1/4 Page ad in club season handbook
- Listed on Facebook as a sponsor
- Certificate of appreciation
- Link on website as a sponsor

## BRONZE PACKAGE

\$500

Increase the visibility of your business to the local community

- Electronic scoreboard ad – low rotation
- 1/4 Page ad in club season handbook
- Listed on Facebook as a sponsor
- Certificate of appreciation
- Link on website as a sponsor



To discuss options or to see how we can tailor your sponsorship to suit your needs, please contact:

Trent Touhy

President

Vermont Cricket Club

M: 0408 291 600

E: [president@vermontcricket.com.au](mailto:president@vermontcricket.com.au)



**VERMONT CRICKET CLUB**

**THANK YOU**

**For all club information please contact:**

**Trent Touhy**

**M: 0408 291 600**

**E: [president@vermontcricket.com.au](mailto:president@vermontcricket.com.au)**

**[www.vermontcricket.com.au](http://www.vermontcricket.com.au)**