



SCARBOROUGH PREMIER CRICKET CLUB

COMMERCIAL

PARTNER

OPPORTUNITIES

2024 SEASON 2025





GET BEHIND
THE GULLS

IN 2024/25

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A MESSAGE FROM THE PRESIDENT

2024-2025 SEASON COMMERCIAL SPONSORSHIP PACKAGES

For over three quarters of a century, Scarborough Cricket Club, has been synonymous with success, forged via its on-field feats, producing many first-class cricketers, including the likes of Justin Langer, winning numerous premierships and nurturing outstanding individuals through our junior and senior programs.

Scarborough's current crop of active first-class cricketers continues with international representatives Andrew (AJ) Tye and Josh Philipe and emerging WA young guns, Lance Morris and Cooper Connolly.

Boasting four senior men's and four junior premierships teams "The Gulls" aspire to expand its reach in future years to include girls and women's cricket, establishing the same "High Performance Premier Pathway" that requires resources and facility improvements.

By joining as a commercial partner, you will be supporting our players both on and off the field, and further contribute to the development of our next state and national champions.

At Scarborough, we believe our commercial partnerships are a two way street where both sides benefit, nurturing a discerning business community that can leave a profound impact on sports and beyond.

We look forward to welcoming you to our home, the iconic Abbett Park in Scarborough.

Clint Heron
President, Scarborough Cricket Club

GULLS

2024/2025 PARTNERSHIP PACKAGES

The Scarborough Cricket Club has a significant presence stretching from Scarborough to Hillarys via our affiliated clubs.

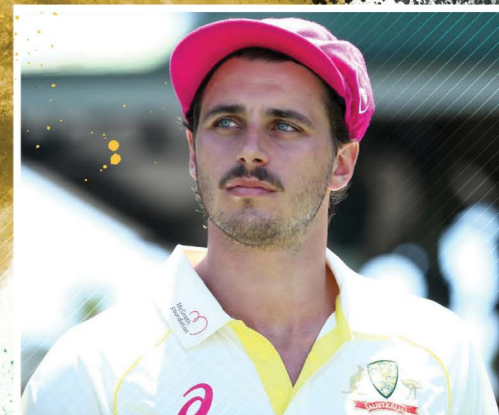
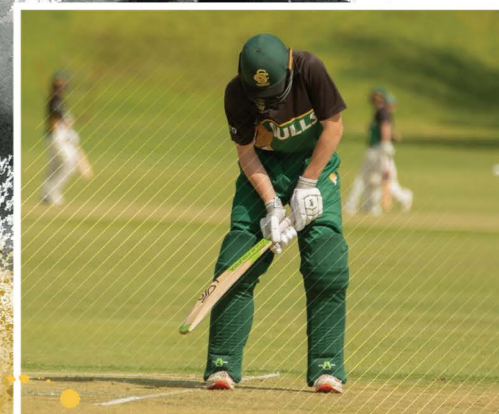
We have an engaged community of past and present players, families and supporters providing our partners with access to an extensive database to help with marketing campaigns and exposure of your brand.

We work with our Partners to design a solution that suits your objectives which includes:

- Branding appearing on training and playing kit
- Signage around Abbett Park
- Website, social media and live stream exposure
- Player appearance and promotional opportunities
- Club patronage at our Partners venue(s)
- Access to our database, marketing to our extended community
- Corporate hospitality for Big Bash and International Matches
- Exclusive invites to Club business networking opportunities
- Naming Rights to a program or event

Your support can take the form of:

- Short or long term sponsorship options
- Contra & Vouchers
- Player or Ball Sponsor
- Host Events at Abbett, cricket related or other
- Fundraiser and event participation



2024/2025 PLAYER BUSINESS SPONSOR

A player-driven initiative designed to promote business within our club whilst simultaneously supporting player development and assisting to offset their fees.

Funds raised are aimed toward player development programs and drive engagement between players, business, the community and the Club, encompassing a mutually beneficial approach.

The Club is developing a 'Business Directory' which will list the participating businesses who are sponsors to be circulated to the Club's members, past players and its affiliates.

The Player Business sponsor can be as little as \$600 (excluding GST) and goes a long way supporting your player.

The program is also open to individuals who wish to sponsor a player without Business Directory exposure, donating via the Club's approved Australian Sports Foundation portal.



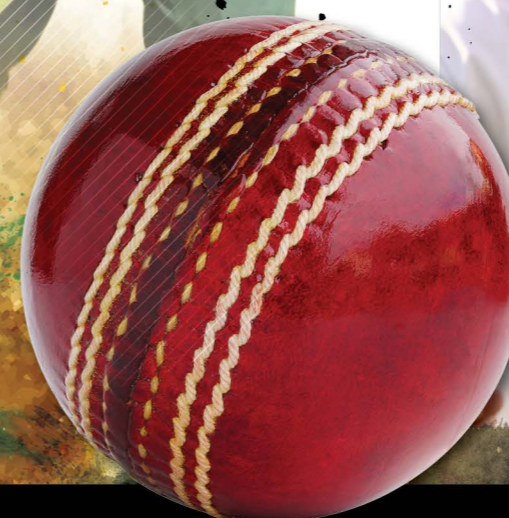
	CENTURY	HALF CENTURY
SCC WEBSITE LOGO DISPLAY	Yes (prominent position)	Yes
BUSINESS DIRECTORY LISTING	Yes (prominent position)	Yes
SOCIAL MEDIA POSTS	Notable player performances	No
INVITES TO SCC BUSINESS NETWORKING EVENTS	Yes	Yes
SPONSORSHIP (EXCL GST)	\$1,200	\$600

2024/2025 BALL SPONSOR

ANOTHER WAY TO HELP THE CLUB FINANCIALLY IS TO BECOME A BALL SPONSOR FOR A ROUND.

With up to 8 balls required each round at a cost of near \$100 per ball, the cost of new balls is not insignificant.

For \$500 (excluding GST) become a ball sponsor for a round and be actively involved with game day and post match formalities in a relaxed atmosphere where you can chat with the players and promote your business via Club social media recognition.



20 SPONSORSHIP 25 PACKAGES

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<p>MAJOR \$10,000 - \$15,000 PER YEAR</p>	<p>GOLD FROM \$5,000 PER YEAR</p>	<p>SILVER FROM \$2,500 PER YEAR</p>	<p>CLUB ONE OFF SPONSOR SCHEMES</p>	<p>CHOOSE ITEMS</p>
<p>EXCLUSIVE SHIRT NAME (REAR)</p> <hr/> <ul style="list-style-type: none"> Signage Website Partner Social Media Monthly Post Business Directory Digital Media Partner Corporate Events Partner 	<p>SHIRT LOGO SPONSOR</p> <hr/> <ul style="list-style-type: none"> Signage Website Partner Social Media Monthly Post Business Directory Logo Digital Media Partner Corporate Events Associate 	<ul style="list-style-type: none"> Signage Website Logo Social Media Monthly Acknowledge Business Directory Digital Media Partner Corporate Events Invite 	<ul style="list-style-type: none"> ROUND SPONSOR \$350 per round A GRADE PLAYER OF ROUND Social Media \$2,000 Per Season JUNIOR PLAYER OF ROUND Social Media \$1,000 Per Season LOWER GRADE PLAYER OF ROUND Social Media Post \$1,000 Per Season PLAYER SPONSOR \$1200 - Season Fees \$600 - Half Fees 	<ul style="list-style-type: none"> EXCLUSIVE SHIRT SPONSOR \$5,000 PA Term 3 Years SHIRT - Logo Sponsor \$3,000 SHORTS - Logo Sponsor \$2,000 SIGNAGE - \$500 Per Sign/Banner SOCIAL MEDIA Monthly \$1,000 Logo Acknowledge \$500 DIGITAL MEDIA Frogbox Season Partner \$3,000 Season Logo \$1,000 Scoreboard Logo \$1,000 CORPORATE EVENTS Partner 2 Tickets, Associate 1 Ticket



GULLS



CONTACT

FOR ALL QUERIES, PLEASE SEE
A SCC COMMITTEE MEMBER
OR CONTACT US BELOW:

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WWW.SCARBOROUGHCC.COM.AU



GRAPHIC DESIGN BY:



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