



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.



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	✓	✓	✓	✓	✓
TERM	1-3 Years	1-3 Years	1-2 Years	1-2 Years	1 Year
ANNUAL INVESTMENT	\$10,000	\$5,000	\$2,000	\$1,000	\$500

*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



VERMONT CRICKET CLUB

THANK YOU

For all club information please contact:

Trent Touhy

M: 0408 291 600

E: president@vermontcricket.com.au

www.vermontcricket.com.au