



## Parkville District CC

## Sponsorship

## Proposal

Attn: **The Manager**

### SPONSORSHIP PROPOSAL

Parkville District Cricket Club (PDCC) is proud to offer your business the opportunity to sponsor our club for the upcoming cricket season. We hope you will find our sponsorship proposal an attractive proposition.

#### Who are we?

PDCC is one of the largest clubs in one of Victoria's leading cricket competitions, the Victorian Turf Cricket Association.

We have been playing cricket in your area for over 70 years. Prior to the formation of PDCC in 1993 we competed as Melbourne Centrals, North Old Boys, and Martyrs Cricket Clubs. Our home is the pavilion and three ovals opposite the Melbourne Zoo in Royal Park. As a club with over 70 members, PDCC is one of the biggest community organisations in Melbourne's inner north

PDCC has a strong community focus. We run a Milo "Have-a-Go" program for local school children and this year we hope to expand the program to cater for children with disabilities. We also intend to introduce a junior team to our club within the next two years. And of course we will be going all out to bring home at least one premiership (for the third year running). All five of our teams made the finals last season!

With your valued support, PDCC is sure to continue its success and expansion.

#### Sponsorship Rewards Available:

<b>Community Calendar</b>	We are pleased to announce that we have introduced a new initiative this year in the form of a community calendar. A mock-up of the calendar is attached to this letter. Our sponsors will be able to place an advertisement on this calendar, with the size of the ad being determined by the level of sponsorship. We have organised the printing and distribution of 1000 year 2003 calendars. The calendars will be available to our sponsors for their own distribution, and our 70 club members will be responsible for distributing the remainder. These calendars will be a year-long advertisement for your business in hundreds of local homes, businesses and University residential colleges.
<b>Sponsors' Board</b>	We will have a larger version of the calendar advertisement prominently displayed in our pavilion during the coming season. The Sponsors' Board will be seen not only by PDCC's members, supporters and guests, but also by the visiting teams that we host each week, giving your advertisement exposure to hundreds of potential customers every week until March 2003.
<b>Training Shirt Logos</b>	Our Community Gold Sponsors will have their logos printed on the back of our training shirts. These shirts will be worn by the players at two training nights each week throughout the season.
<b>Web Site Sponsors' Logos</b>	Our sponsors will have the opportunity to have their company logo displayed on our website - <a href="http://www.parkvillecricket.com">www.parkvillecricket.com</a> . The website receives over 100 hits per week during the season. Your logo can also be linked through to your own web-site.
<b>Super Sponsors' Day (17/11/2002 TBC)</b>	It is tradition at PDCC that we hold a social day every November called 'Super Sunday'. 'Super Sunday' includes a social game of cricket (female participation encouraged), a match sprint, a slips cradle catching challenge, a major cash prize reverse raffle and other non-sporting events. All of our sponsors will be invited to be guests of the club on this huge day. This event is an opportunity for us to thank our sponsors and it provides a great chance for our sponsors to enjoy a relaxing and fun day with our members and friends.
<b>Social Membership</b>	Sponsorship will include two PDCC Social Memberships. As a Social Member you will receive your first drink free whenever you come to the pavilion and entry in a free members raffle each weekend.
<b>Social functions</b>	Our sponsors will receive two complementary tickets to our Trivia Night in early December 2002. Community Gold Sponsors will also receive two complementary tickets to our Presentation Night at the end of the season.

#### What's in it for you?

##### Community awareness and exposure

As a local club, the vast majority of our members live and/or work in your area. Most have ties to the Melbourne University Colleges and work in professional organisations. Through the Milo "Have-a-Go" program, dozens of local school children and their parents come into contact with our club and therefore your business.

##### Cross promotional advertising

Because our community calendar, with your ad on it, will also be distributed by our other sponsors, those businesses will be helping to promote your business. In this way, your business will receive exposure to potential customers that your advertising would not normally reach.

**Community support**

Supporting local clubs, especially those involved in junior sport, is seen in a positive light by most members of our community and will reflect well on your business.

**You become part of a local club**

As a valued sponsor of our club, we show our appreciation by welcoming you into our club as Social Members. This entitles you to a free drink each time you visit our pavilion, free entry in the weekly members raffle and free entry to selected social events throughout the season.

**Sponsorship Levels:**

	Social Club Membership	Social Gold Membership	Community Club Sponsorship	Community Gold Sponsorship
<b>Cost / Sponsorship level</b>	\$10	\$50	\$250	\$550
<b>Community Calendar Advert</b>	-	-	Regular Size Ad (approx business card size)	Large Central Ad (approx double size of regular)
<b>Sponsors Board Advert</b>	-	-	Regular Size Ad	Large Central Ad
<b>Training Shirt Logos</b>	-	-	-	Logo printed on back of shirt (approx 60 shirts)
<b>PDCC Web Site Exposure</b>	-	-	Logo / Ad on sponsors page. Link to sponsors' web-site.	Logo / Ad on PDCC home page. Link to sponsors' web-site.
<b>Super Sponsors' Sunday</b>	-	-	We welcome representatives of your business as special guests of our club	
<b>Social Membership</b>	1 Social Membership	1 Social Membership	2 Social Memberships	2 Social Memberships
<b>Presentation Night / Social Functions</b>	-	Entry to Trivia Night and Presentation Night included in cost of Membership	Free entry for 2 people to Trivia Night	Free entry for 2 to Trivia Night and Presentation Night

**Where to from here?**

In order to meet our printing requirements for the calendar, we need to confirm sponsorship arrangements by Friday 11 October 2002. We aim to secure 20 Community Club Sponsors and 5 Community Gold Sponsors. We intend to limit the number of competing businesses on the Community Calendar. This will maximise the benefits of sponsorship and the usefulness of the calendar. Get in quick to take advantage of this great opportunity to get ahead of your competitors.

PDCC is not limiting our sponsorship to the categories outlined above. All contributions will be gratefully accepted and acknowledged, whether monetary, in kind or a combination.

If you are excited about entering into a partnership with PDCC, you might like to consider becoming our Major Sponsor for season 2002/03. Our Major Sponsor will enjoy benefits including recognition on all club correspondence and prime position on the Community Calendar, Sponsor' Board, Training Shirts and Website. The logo of our Major Sponsor will also feature on our playing shirts, providing that business with exposure in five different locations across Melbourne every weekend for six months.

We encourage you to explore our proposal by contacting Scott Pickering. Scott is a member of our Sponsorship Committee and will be more than pleased to provide additional information or arrange a meeting at your office.

Thank-you for your time and consideration.

Yours sincerely,

Parkville District Cricket Club.

