

STURT DISTRICT CRICKET CLUB

SPONSORSHIP PROSPECTUS

SEASON 2023/2024



STURT D.C.C



SACA



INVITATION

Dear Potential Sponsor/Supporter,

The Sturt District Cricket Club (SDCC) is a leading club in the SA Premier Cricket competition. Presently we field 14 teams in Mens, Womens and Junior Boys with over 225 playing members. We are a semi-professional cricket club and our purpose is to provide the best club and cricketing environment where talented cricketers can thrive, as well as a pathway for our elite players into first class and international cricket.

Our home ground is Price Memorial Oval in Hawthorn, but our zone extends through the Mitcham and Unley Council areas into the Adelaide Hills up to Mount Barker and includes Strathalbyn and Langhorne Creek.

We have recently experienced a very successful season having won 7 premierships and competed in 2 other grand finals. There is a very positive energy around the club generated from our recent successes.

We have been a leader in promoting Women's cricket, 'being one of the few Premier cricket clubs to field 3 teams every weekend last season. We won premierships in the 1st Grade T20, the 2nd Grade one-day and the U18's T20 competitions in season 2022/23.

Our highly successful junior program is underpinned by the Junior Blues Cricket Academy which is a great environment for boys from ages 9 to 13 to learn the basics of the game. We are also introducing a Junior Girls Academy for the upcoming season. These Academies ensure the club has a continuous pipeline of talent moving through the club and into the senior grades. Our community extends to junior parents and their families and a loyal band of past players and supporters. We have won the SACA Junior Club Premiership for the past 3 seasons.

We offer sponsors great potential exposure to promote your business through an association with a highly successful semi professional organisation.

We are a non-profit entity and have a significant volunteer base. Sponsorship is a vital part of our revenue base as it enables us to provide the coaching, programs and facilities that allow us to deliver on our purpose and nurture our players into cricket stars of the future and valued members of our community.

We would cherish the opportunity to partner with you and invite you to become a valued sponsor of our club. Throughout this document, you will find details of our sponsorship offering. We are of course available to discuss tailoring a package that aligns with your requirements.

We thank you for considering our sponsorship options and look forward to forming a mutually beneficial relationship going forward.

Sam Howard
Chair

ABOUT US

Born in the heart of the Sturt District in 1897, the Sturt District Cricket Club has a very proud and distinguished history. The club has played a key role in the development, promotion, and progress of the game in South Australia and has produced several Australian Representatives, including Fred Gould, Clem Hill, Victor Richardson, Len Darling, Wayne Phillips, Shaun Tait, Shelley Nitschke (also current Australian Women's Coach) and Megan Schutt

Current Redbacks: Thomas Kelly, Harry Matthias (Rookie), Carl Arnold (Pathway Academy)

Current Scorpions: Megan Schutt, Annie O'Neil, Emma de Broughe, Josie Dooley

Since its inception, SDCC has achieved premiership success on over 100 occasions, by far the greatest number in SA Premier Cricket competitions. We are extremely proud of this achievement and are striving to add to our tally in season 2023/24



LOCATION



The Sturt District Cricket Club calls the picturesque Price Memorial Oval at Angas Rd, Hawthorn home.

We have worked extremely hard to improve the standard of our playing and practice facilities and in 2020 we completed a major infrastructure upgrade which included new female friendly changerooms, a new grandstand, solar panels and a new maintenance shed.

Club volunteers provided all the project, construction and financial management expertise on a pro bono basis.

WHY STURT CRICKET CLUB

Leading South Australian Cricket Club with a strong brand and proud history

Direct access of your brand to our membership base, supporters and community

Be part of and enjoy our successes in the knowledge you have contributed to that success

We do not pay players and have a large volunteer base so your funds will be well managed and put directly to our purpose of providing the best club and cricketing environment for talented cricketers

Clubs are an essential element of our community. Through our leadership programs and high performance culture we are developing talented sports people to be future in leaders in our community

WHAT WE CAN OFFER



- ◆ Brand exposure through naming rights on playing gear and merchandise
- ◆ Align your brand with our mens, womens or junior squads to suit your purpose
- ◆ Our talented athletes are available to promote your business on an as agreed basis
- ◆ Regular acknowledgement through Social media, communications and our club website
- ◆ Invitations to promote your brand at club events

OFFERINGS AT A GLANCE

PRICES NOT INCLUDING GST

Lead Club Sponsor \$15,000

Lead Womens Sponsor \$10,000

Lead Junior Sponsor \$5,000

Gold Sponsor \$3,000

Player Sponsor \$750

True Blue Membership \$350



OFFERINGS IN DETAIL

LEAD CLUB SPONSOR

\$15,000 + GST

- Club Cap and shirt
- Company logo on all Club Shirts
- Signage at Price Memorial Oval
- Logo on Club email signature and letterhead
- Logo on SDCC Website
- Social Media Advertising
- 1x Direct Marketing Opportunity to membership base (content to be supplied by sponsor)
- Complimentary drink at each First grade home game
- Free Club room hire
- Invitation for two at all Club Events
- Opportunity to talk at Club Events
- Premiership shield maintained at Company premises during off season



OFFERINGS IN DETAIL

LEAD WOMENS SPONSOR

\$10,000 + GST

- Club Cap and shirt
- Company logo on all Women Team Shirts
- Logo on SDCC Website
- Social Media Advertising
- 1x Direct Marketing Opportunity to membership base (content to be supplied by sponsor)
- Complimentary drink at each First grade home game
- Free Club room hire
- Invitation for two at all Club Events
- Opportunity to talk at Club Events
- Premiership shield maintained at Company premises during off season



OFFERINGS IN DETAIL

LEAD JUNIOR SPONSOR

\$5,000 + GST

- Club Cap and shirt
- Company logo on all Junior Teams and Academy Shirts
- Logo on SDCC Website
- Social Media Advertising
- 1x Direct Marketing Opportunity to membership base (content to be supplied by sponsor)
- Complimentary drink at each First grade home game
- Free Club room hire
- Invitation for two at all Club Events
- Opportunity to talk at Club Events
- Premiership shield maintained at Company premises during off season



OFFERINGS IN DETAIL

GOLD SPONSOR

\$3,000 + GST

- Club Cap and shirt
- Logo on SDCC Website
- Social Media Advertising
- 1 Direct Marketing Opportunity to membership base (content to be supplied by sponsor)
- Complimentary drink at each First grade home game
- Free Club room hire
- Invitation for two at all Club Events
- Opportunity to talk at Club Events



OFFERINGS IN DETAIL

PLAYER SPONSOR

\$750 + GST

- Club Cap
- Alignment of brand to a player of choice
- Promotion on Social Media



TRUE BLUE MEMBERSHIP

\$350 + GST

- Special edition Club Cap
- Recognition in the Club's social media
- Invitations to all True Blue events, of which there are typically 3 or 4 throughout the season
- Complimentary drink at the bar at every First Grade home game
- Sponsor Discounts

OFFERINGS IN DETAIL

IN KIND SPONSOR

If you have a product or skill that you think would benefit our club and you would be prepared to provide pro bono, we would be pleased to discuss promotional opportunities.

BESPOKE SPONSOR PACKAGE

If none of the above mentioned packages suit your requirements, we would be please to discuss a package that is tailored to your needs.



CONTACT US

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