



2019-2020 Sponsorship Proposal



www.balwyncricket.com.au

Balwyn Park, Whitehorse Road, Balwyn, 3104
Myrtle Park, Gildan St, North Balwyn, 3104



ABOUT THE CLUB

The Balwyn Saints Cricket Club and Balwyn Blasters Junior Cricket Club are amateur cricket clubs based in Balwyn & North Balwyn in the Eastern suburbs of Melbourne. It is the merger of the St Barnabas Cricket Club and North Balwyn Combined Churches Cricket Club Inc and Season 2019 – 2020 is its foundation season.

The St Barnabas Cricket club was formed in 1921 and its home ground was Myrtle Park, North Balwyn. We have a junior cricket club known as the Balwyn Blasters Junior Cricket Club and this will continue on as normal. The “Blasters” will have five junior teams this season (under 10’s through to under 16’s) and a Woolworths Blast programme (for children under the age of 9).

Previously The Panthers Cricket Club traded as North Balwyn Combined Churches Cricket Club Inc.; this is a result of the merge of many locally based church clubs since 1933.

We are passionate about on-field success, but we are also a largely social, communal club who welcome anyone wanting to be involved in cricket.

Vision

To be the most successful club in the ECA.

Mission

To provide a safe and friendly environment for cricketers, support staff, family, and friends.

To play within the true spirit of the game.

To provide all aspiring cricketers the chance to develop and improve their cricket.

To promote the development of junior players to senior cricketers.

To promote the growth of the club in the local community.

Club Goals

All teams to play finals every year.

To increase our playing numbers every year.

Location

Our home ground is located at the very popular Balwyn Park, Whitehorse Road, in Balwyn itself (Map 46D8). The area is quite an activity hub, home to not just us, but also Balwyn Football Club, Balwyn Park Tennis Club and the 1st Balwyn Scout Group. On any given day, many local people can be found walking or playing with their families on either of the two ovals, playground or upon the vast grassy knolls.



INTRODUCTION TO SPONSORSHIP PACKAGES

The following pages contain the sponsorship options available at The Balwyn Saints Cricket Club for season 2019 -20. All options are flexible and packages can be tailored to meet the individual needs of your business.

The Balwyn Saints Cricket Club and Balwyn Blasters Junior Cricket Club does not sell sponsorship solely as a means to boost club funds. We are keen to develop a long-term relationship with all of our sponsors. We believe that sponsorship is mutually beneficial to both organisations. Sponsorship is an excellent way of promoting community spirit and building a positive community profile.

We believe that sponsorship of a community club is an excellent tool for your business to meet its strategic goals. Our packages offer a cost effective way to not only increase the exposure of your business, but also get the message of your business across to the community. The club's popular social nights are not only an opportunity to meet and get to know your customers, but to meet new people and network with other club sponsors.

We are confident that we have a sponsorship package to suit your business needs. If not, please do not hesitate to contact any of our committee members to discuss tailoring your package.

SUMMARY OF BENEFITS

Package Inclusion	Gold	Black	White
PRICE	\$5,000	\$3,000	\$1,000
Your business logo on the club's senior & junior (subject to suitability) playing shirts	✓	✓	
Your business logo on the club's junior playing shirts (subject to suitability)		✓	
Your logo on the scoreboard, inside the clubrooms or on one of the TV screens on game days and during social functions.	✓	✓	✓
Opportunity to advertise your business to club members, players and sponsors in an open forum and/or electronically via email	✓	✓	✓
Acknowledgement on clubs website with a direct link to your web page	✓	✓	✓
Access to the clubrooms to hold corporate functions or training days with the ability to hold licensed functions	✓		
Social Club Membership	✓	✓	✓
A Balwyn Saints Social Club Shirt and cap	✓	✓	

***Please refer to each package for full details and conditions**



DISCOUNTED SPONSORSHIP

Agree to sponsor the Club for the next three seasons and receive a 10% discount off this price for the following two seasons.

OR

The next two seasons and receive a 5% discount off the price for the following season.

GOLD PACKAGE

\$5,000 per season

A Gold level sponsorship is the top level of sponsorship at The Balwyn Saints Cricket Club and Balwyn Blasters Junior Cricket Club. A Gold Sponsorship entitles the sponsor to many unique opportunities not available to most community sporting clubs.

A Gold Sponsorship entitles your business to:

- ✓Your business' logo on the club's senior and junior (subject to suitability) playing shirts
- ✓Your business' signage will be prominently on display inside the clubrooms or (where available) on one of TV screens on game days and during social functions. Your logo would be on display for all players (home and opposition teams) to see plus any visitors to the club
- ✓Cricket correspondence (letter and email) will identify the business
- ✓A Balwyn Saints and/or Balwyn Blasters Social Club shirt and cap
- ✓Social Club Membership
- ✓Opportunity to advertise your business to club members, players and sponsors in an open forum and/or electronically via email
- ✓Advertising on the Balwyn Saints and Balwyn Blaster Facebook groups
- ✓Major acknowledgement on clubs website with a direct link to your web page
- ✓Access to the clubrooms to hold Corporate functions or training days
- ✓Ability to hold licensed functions within the clubrooms, subject to cricket needs and liquor license, for employees, family or friends
- ✓Invitation to sponsors day
- ✓Invitation to presentation night



BLACK PACKAGE

\$3,000 per season

A Black level sponsorship is the second top level of sponsorship at The Balwyn Saints Cricket Club and Balwyn Blasters Junior Cricket Club. A Black Sponsorship entitles the sponsor to many unique opportunities not available to most community sporting clubs.

A Black Sponsorship entitles your business to:

- ✓Your business' logo on the club's senior or junior (subject to suitability) playing shirts
- ✓Your business' signage will be prominently on display inside the clubrooms or (where available) on one of TV screens on game days and during social functions. Your logo would be on display for all players (home and opposition teams) to see plus any visitors to the club
- ✓Cricket correspondence (letter and email) will identify the business
- ✓A Balwyn Saints and/or Balwyn Blaster Social Club shirt and cap
- ✓Social Club Membership
- ✓Opportunity to advertise your business to club members, players and sponsors in an open forum and/or electronically via email
- ✓Advertising on the Balwyn Saints and Balwyn Blasters Facebook groups
- ✓Major acknowledgement on clubs website with a direct link to your web page
- ✓Invitation to sponsors day
- ✓Invitation to presentation night

WHITE PACKAGE

\$1,000 per season

A White level sponsorship is the third top level of sponsorship at The Balwyn Saints Cricket Club and Balwyn Blasters Junior Cricket Club. A White Sponsorship entitles the sponsor to many unique opportunities not available to most community sporting clubs.

A White Sponsorship entitles your business to:

- ✓Your business' signage will be prominently on display inside the clubrooms on one of TV screens on game days and during social functions. Your logo would be on display for all players (home and opposition teams) to see plus any visitors to the club
- ✓All cricket correspondence (letter and email) will identify the business as the naming rights sponsor of the oval
- ✓Social Club Membership
- ✓Advertising on the Balwyn Saints and Balwyn Blaster Facebook groups
- ✓Major acknowledgement on clubs website with a direct link to your web page
- ✓Invitation to sponsors day



OPEN OPPORTUNITIES

The Balwyn Saints & Balwyn Blaster Junior Cricket Club would also welcome the opportunity to discuss with potential sponsors the provision of various other non-financial means to establish a relationship that is mutually beneficial to both parties, such as:

- Individual player sponsorship
- Sponsorship of a team within our club
- Sponsorship of Honour Boards and updating
- Provision of goods / services to assist the Balwyn Saints and Balwyn Blasters playing group in terms of equipment, resources, etc.
- Provision of goods/services for various Balwyn Saints and Balwyn Blasters capital projects such as practice facilities
- Provision of vouchers to use by the club for best afield at the end of each match
- Open opportunities will be linked in to a White Package, unless stated otherwise.

CONTACTS

Balwyn Saints Cricket Club	Balwyn Blaster Junior Cricket Club
Gavin Collopy – President M: 0488 900 339	Terry Green – President M: 0430 233 158
Matt Knott – Vice President M: 0417 130 085	Luke Wrigley – Vice President E: luke.a.wrigley@icloud.com M: 0478 626 106
Stephen Green – Treasurer E: finance@balwyncricket.com.au M: 0414 560 051	Ant Gale – Treasurer E: antgale@icloud.com M: 0400 346 698
Shiv Shahaney – Secretary E: admin@balwyncricket.com.au M: 0438 670 286	Jaco Wessels - Secretary
Paul Fisher – Cricket Operations E: contact@balwyncricket.com.au M: 0422 316 954	Paul Fisher – Cricket Operations E: contact@balwyncricket.com.au M: 0422 316 954
Paul O’Connell – Head Coach E: okester2004@hotmail.com M: 0408 678 219	Paul O’Connell – Head Coach E: okester2004@hotmail.com M: 0408 678 219



2019/20 SPONSORSHIP APPLICATION

Please hand back, post or scan this form back to:

The Balwyn Saints Cricket Club

PO Box 330

KEW VIC 3101

Email: finance@balwynsaintscc.com.au

✓ Tick	Package	\$ Amount			
	Gold				
	Blue				
	White				
	Open Opportunity				
✓ Duration (Tick)	1 Season	2 Seasons	3 Seasons	Other	

Business Name	
Business Contact	
Business Address	
Postal Address	
Email Address	
Website Address	
Phone Number(s)	
Brief Description of Services – Include your industry, primary services or products	

[We will require a high resolution copy of your logo .bmp or .jpg file](#)

✓ Tick	Payment	Details
	Cash	Pay directly to sponsorship co-ordinator
	Cheque	Payable to Balwyn Saints Cricket Club
	EFT	Use your business name as reference
	Other	Please discuss with sponsorship co-ordinator

FULL NAME:	
SIGNED:	
DATE:	