



Attn: **Owner/Manager**

## **SPONSORSHIP PROPOSAL**

The Burnley CYMS Cricket Club would like to present you with the opportunity of sponsoring our club for the upcoming season.

### **Who are we?**

The Burnley CYMS Cricket Club is one of the oldest and most successful local cricket clubs in the Richmond area. Last season the club celebrated its 80<sup>th</sup> season.

Our home ground and clubrooms are located at the picturesque Kevin Bartlett Reserve on FR Smith Drive just off the Yarra Boulevard.

We currently have five senior men's teams. Our 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> XI's all play Turf Cricket in the Mercantile Cricket Association. While our 4<sup>th</sup> XI and our over 40's Veterans XI play in the Eastern Cricket Association.

We have won 19 premierships in our 80-year history, including twelve since 2006. Five of these were also in the top grade of the Mercantile Cricket Association.

With your valued support, Burnley CYMS can further grow it's already rich history.

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

- **Cross promotional advertising**

We can offer your business advertising on our website, club emails, social media accounts (Facebook, Twitter) fence and room signage, shirt logos etc.

- **Community support**

Supporting local clubs is seen in a positive light by members of the community and will reflect well on your business.

- **Community awareness and exposure**

As a local club, many of our members work and or live in your area which may present you with business opportunities.

*Please see next page for sponsorship packages. If you are interested in sponsoring the club please contact Club Secretary Sean Leydon at [sean\\_leydon@hotmail.com](mailto:sean_leydon@hotmail.com) or 0424 140 112*

PACKAGE →	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Adverts on club TV and highlight videos	YES	YES	YES	NO
Brand on club polo shirts	YES	YES	NO	NO
Brand on club training shirts	YES	NO	NO	NO
Brand on cricket stumps	YES	NO	NO	NO
Brand on team playing shirts	YES	YES	NO	NO
Club social media advertising (Facebook, YouTube, Twitter etc)	YES	YES	YES	YES
Club website advertising	YES	YES	YES	YES
Clubroom signage	YES	YES	YES	NO
Fence signage at Fletcher Oval #2	YES	NO	NO	NO
Fence signage at Loughnan Oval *	YES	NO	NO	NO
Free club polo	YES (x2)	YES (x2)	NO	NO
Function naming rights	YES	NO	NO	NO
Periodic email advertising and logo on all emails	YES	YES	YES	NO
Pre-season handbook advertising	YES	YES	YES	YES
Tickets to social functions	YES	YES	YES	YES
“Tiger Rag” post season book advertising	YES	YES	YES	YES
TERM	3 Years	2 Years	1 Year	1 Year
Annual Investment	\$3,000	\$2,000	\$1,000	\$500

\*Loughnan Oval may not be in use for the 2018/19 season. Subject to change