



ASHBURTON WILLOWS CRICKET CLUB

SPONSORSHIP GUIDE

SUPPORT YOUR LOCAL
CRICKET CLUB IN THE
HEART OF ASHBURTON



ONE CLUB YOUR CLUB

Part of your community



ABOUT US

The Ashburton Willows Cricket Club (AWCC) is a community focused sporting organisation which plays in the Eastern Cricket Association (ECA) in senior and junior grades. Built on a history of long term success, all junior and senior games are played at our two grounds, located closely to the heart of Ashburton: The Ashburton Village.

- Our turf ground is located at Ashburton Park, 339 High Street, Ashburton.
- Our synthetic ground is located at Ferndale Park, 101 Glen Iris Road, Glen Iris.



FROM THE PRESIDENT

The AWCC is a proud sporting club with a long history of success. However just as important to us is making everyone feel welcome and included to play the great game of cricket! Our club is a healthy, safe and family-friendly environment, to the extent of being accredited as a Level Three Good Sports club (the highest accreditation).

With one of the largest junior cricket programs in the area, four senior teams taking the field each Saturday and a large following of past players, the AWCC is all about creating great experiences while connecting to the Ashburton community. With your support, we are able to continue creating timeless memories and hopefully a few grand final wins along the way! Read more on how you can support the mighty AWCC in this sponsorship guide, or don't hesitate to reach out to either one of us for more information.

Tim Murphy
President
P:0402 038 514



STRATEGIC PLAN

AWCC will be a safe and fun environment where any cricketer will be given the best chance to compete and develop. We will strive to win and always play with pride representing our club's remarkable history.



WORKING IN PARTNERSHIP WITH AWCC

Our sponsors are a part of our club as much as our players and supporters are.

Together we create a larger presence in the community by building stronger relationships.

As one of our partners, what can you expect?

- A formal agreement between you and AWCC.
- Official announcement of your sponsorship through our communications channels.
- Promotion of your organisation and its services through our communications channels.
- An annual review of your sponsorship with the opportunity to provide feedback.

What do we expect from you as one of our partners?

- For you to promote AWCC as a valued partner.

At AWCC, sponsorship is all about working together to achieve common goals in a long-standing partnership.



SPONSORSHIP BENEFITS

We have a number of flexible sponsorship packages which can help your business reach audiences in the local Ashburton area.

Gold sponsor - Cost \$8,000 + GST. Your benefits include:

- Dedicated billboard and bus shelter signage for your business, along High Street, Ashburton at a discounted price between January - March 2021 (subject to availability).
- Your logo printed onto the stumps used at every home game.
- Naming rights for the team of your choice (subject to availability)
- Prominent position of the team logo on club website and monthly club newsletter.
- Exclusive naming rights for a single round of cricket.
- Regular opportunities to present at, and exclusive naming rights for a major club social function.

Silver sponsor - Cost \$1,500 + GST. Your benefits include:

- Naming rights for the team of your choice (subject to availability)
- Prominent position of the team logo on club website and monthly club newsletter.
- Exclusive naming rights for a single round of cricket.
- Regular opportunities to present at, and exclusive naming rights for a major club social function.

Team sponsor - Cost \$300 + GST. Your benefits include:

- Sponsor a team of your choice within the club (subject to availability)
- Naming rights for a team for the season in all communications
- Logo on sponsors website page.
- Game day promotion opportunity during a round of cricket.





SPONSORSHIP BENEFITS

Livestream sponsor

Reach our community far and wide by partnering with us to livestream junior and senior games!*



Exclusive livestream sponsor

Cost \$2500 + GST

- Display your logo on screen during live play.
- Live reads of select messaging for your business during breaks in play.
- Commentary box interview segment during live play.

Livestream community partnership

Cost \$750 + GST

- Display your logo on screen during select breaks in play.
- Live reads of select messaging for your business during breaks in play.
- Commentary box interview segment during live play.



*Selected, high-profile games.





SPONSORSHIP BENEFITS

Home ground fence signage

Be seen by our Ashburton community with fence signage at our two home grounds! With temporary and permanent options available, there's plenty of opportunities for season-long signage with 'always on' messaging, or a promotion-based installation for club events or finals campaigns.

AWCC will assist with facilitating council reviews and approval. Sponsor's will be required to provide a mock up or proposed artwork and installation of the signage, once approved by council.

Specifications:

- Size of sign must not exceed five square metres.
- Signage must face into playing field.

Approval of proposed artwork, material and installation method is subject to council review. Proposals must be sent to AWCC for council review at least three weeks prior to planned installation date.

Extensions for signage to remain during the winter sport season can be assessed in by the AWCC and the relevant club upon request.



CLUB TEAMS

Juniors

Woolworth's Junior Blasters (ages 5-7) - Over 70 kids
12 teams spanning across:
Under 10s
Under 12s
Girls XI
Under 14s
Under 16s

Seniors

1st XI - Wright Shield
2nd XI - D Turf
3rd & 4th XI - Limited
Overs Competition
Turf Development Team

SUPPORT NETWORKS

The 1876 Club assist with the long term future of the AWCC. Named after the formation year of the club, the 1876 Club provides an avenue for past and present followers to support the club in a financial and strategic capacity. The 1876 Club is a strong supporter of our sponsors. Both directly through their businesses, and indirectly through their business networks.

The AWCC Past Players Association has been growing in size over recent seasons. With many past players helping the club in a number of ways. Our AWCC Past Players Day is now one of our most successful club functions.

CONTACT US

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0402 038 514

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