

# WESTERN SUBURBS DISTRICT CRICKET CLUB

Sponsorship Partnership  
Brochure 2021/22



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# WELCOME TO WESTERN SUBURBS DISTRICT CRICKET CLUB

**W**elcome to Western Suburbs District Cricket Club (WSDCC). If you are one of the 30,000 cars traveling each day along Oxley rd in Brisbane's wests, you cannot help but notice the picturesque and iconic Graceville Memorial Park with its heritage listed grandstand and white picket fenced ovals.

Since 1924, Graceville Memorial Park has been the home of one of Brisbane's oldest and most successful cricket clubs, the Western Suburbs District Cricket Club "Wests" – the mighty Bulldogs. This year saw wests turn 100 with a Centenary Luncheon taking place on the hallowed turf of Graceville Memorial Park.

**W**ests is a strong and successful club providing the summer sport option for the community of the western suburbs. WSDCC has eight men's teams, two women's teams and two youth teams playing in the Queensland Premier Competitions. We also have a junior playing base of over 400 which feeds into our Wests+Plus Academy program for our developing juniors and a vibrant club community of approximately 1,200 people.

**T**his is a fantastic opportunity for you to partner with this great club and our great sport of cricket. Wests has an established link with the local Quest Newspaper, Local Westside News of whom are great supporters of our club.

Wests is a dynamic, youthful club with a strong sense of history and a desire to contribute to the development of our community and the sport of cricket.

**W**e'd be delighted if you joined us!

Peter Frew  
President WSDCC



## RECENT CLUB AND PLAYER SUCCESS

**W**ests has enjoyed great success in recent years, most notably winning premierships in both our Men's and Women's First Grade sides in consecutive years. In the past 4 years our club has amassed 7 premierships across the grades and in all formats of the game. In addition, the Men's teams have seen the elevation of Wests players to higher honors, including speedster Brendan Doggett to the Sydney Thunder, Queensland Bulls and Australian Test Squad not to mention playing a pivotal role in the most recent Sheffield Shield triumph with the Queensland Bulls. The male program also features batting dynamo Sam Truloff, a former Queensland Bulls cricketer and Peter Burge Medalist and speedster Blake Edwards, a current Bulls contracted player, our male teams regularly features in finals cricket and have claimed a number of premierships over the last decade.

**O**ur Women's team is dominated by representative players including Queensland Fire and Brisbane Heat Champions Courtney Sippel, Meagan Dixon and leading internationals Holly Ferling (Queensland Fire and Melbourne Stars) and Grace Harris (Brisbane Heat and Queensland Fire). Our female program is one of the best in country which is represented by numerous premierships and a constant production of players playing higher honors. An indication of our ongoing strength of our club in women's cricket is the fact that the Premier Cricket Women's' First Grade competition is named after Wests and Australian legend Katherine Raymont and the Second grade competition is named after our most successful past player, Queensland Fire and Australian captain Jodie Fields.

**J**unior cricket is the current and future strength of our club. We provide a fantastic sporting environment for young cricketer's to both develop their game and to develop the strength of purpose that a commitment to a technically demanding sport like cricket provides.



## WHY BECOME A BULLDOGS PARTNER??

# THE CLUB

**We** are an organisation that prides itself on hard work both on and off the field, producing first class cricketers and human beings, along with being positive role models to every member of our club and the local community.

**We** invite you to join our community of bulldogs in what would be a partnership of teamwork, hard work and shared success, alongside shaping our next generation of superstar cricketers and high quality human beings.

**We** are able to provide you and your business with the type of engagement, exposure and entertainment that can only come from a locally based organisation.

- Wests has a large club community with access to over 1000 members
- We are located alongside Oxley rd of which over 30,000 cars pass by daily which creates high traffic business exposure

## MEMBERS, PLAYERS & EX PLAYERS

WSDCC has a playing member base of over 600 players which includes 8 Mens Grades, 2 Women's Grades, Lords Taverners U/16, Paul Pink Shield U15 Female and over 350 Junior Cricketers. We also run the Woolworths Junior Blaster program as an introduction to cricket for our first timers. We have a proud history of producing both Australian and Queensland Representatives with 83 Qld Players and 13 Australian Players across male and female, most notably players such as Carl Rackemann, Craig McDermott, Holly Ferling, Jodie Fields and Grace Harris. We currently have 3 current or former Qld Representatives in our men's 1<sup>st</sup> grade line-up and 4 female players in our women's 1<sup>st</sup> grade team.



# 2021/22 SPONSORSHIP PACKAGES

1x Diamond Sponsor \$11,000 +GST

1x Platinum Sponsor \$7,500 +GST

3x Gold Sponsor \$3,500+GST

8x Silver Sponsor \$1,500+GST

Player Sponsor (Unlimited) \$700 - \$1,500

Please note Packages can be tailored to suit your specific needs.  
Sponsorship can also be of an 'In-Kind' products or services.



**DID YOU KNOW ??**

\*Over 30,000 cars pass our oval along Oxley Rd every day

\*Our club has a social media presence with over 2,500 followers across Instagram and Facebook

\*Graceville Memorial Park is a hub of community activity every day resulting in exposure to thousands of people throughout the summer

\*We are launching Wests TV in 2021/22 alongside our weekly wrap show 'Stumping Friends'

\*All 1<sup>st</sup> Grade Men and Women's Matches are Livestreamed on Youtube which provides an opportunity for advertising

\*We have a picket fence around our entire ground, which allows for sponsor banners and advertising



# DIAMOND PACKAGE

## \$11,000



### WHAT'S INCLUDED

- ✓ 10 seater corporate box for 2 big bash games at the GABBA (excludes food and beverages)
- ✓ Sponsor Logo on front on 1<sup>st</sup> men's cream playing shirts
- ✓ Sponsor logo on men's and women's senior coloured playing shirts
- ✓ Sponsor Logo on all senior and junior training shirts
- ✓ Signage in clear view on all live streamed matches
- ✓ Recognition as the clubs major sponsor at all club functions, club website and social media
- ✓ Large sign at the entrance to Graceville Memorial Park
- ✓ Social media advertising for your business via our social media ie Instagram, Facebook
- ✓ Mention as our major sponsor on our weekly YouTube video
- ✓ Naming rights to our club
- ✓ Rolling advertising 24/7 on our club website
- ✓ Invitation to our annual sponsors day



# PLATINUM PACKAGE

## \$7,500

### WHAT'S INCLUDED

- ✓ 10 seater corporate box for 1 big bash games at the GABBA (excludes food and beverages)
- ✓ Sponsor Logo on back of men's 1<sup>st</sup> grade cream playing shirts
- ✓ Sponsor logo on back of men's and women's senior coloured playing shirts
- ✓ Sponsor Logo on all senior and junior training shirts
- ✓ 3 x Teardrop Banners on Oxley rd on match days (cost of signs to be met by sponsor)
- ✓ Social media advertising for your business via our social media ie Instagram, Facebook
- ✓ Sponsor banner on prime position on our picket fence on match days (cost of sign to be met by sponsor)
- ✓ Mention as our platinum sponsor on our weekly YouTube videos
- ✓ Rolling advertising on our club website 24/7
- ✓ Invitation to our annual sponsors day



# GOLD PACKAGE

## 3x\$3,500

### WHAT'S INCLUDED

- ✓ 1x sponsorship banner on our picket fence on match days and on nets on all training afternoons and evenings (cost of banner to be met by sponsor)

### OR

- ✓ Be known as our Wests+Plus Academy Sponsor on our nets and Academy holiday camps
- ✓ 24 x Social media advertising for your business via our social media ie Instagram, Facebook
- ✓ Mentioned as our batting and bowling 'performance of the round' on our social media
- ✓ Sponsor logo used and tagged in posts via social media when teams are released each round
- ✓ Recognition at all club functions and events as our Gold sponsor
- ✓ Invitation to our annual sponsors day
- ✓ Rolling advertising on our club website 24/7



# SILVER PACKAGE

## 8x\$1,500

### WHAT'S INCLUDED

- ✓ 1x sponsorship banner on our picket fence on match days and on nets on all training afternoons and evenings (cost of banner to be met by sponsor)
- ✓ 12 x Social media posts advertising for your business via our social media ie Instagram, Facebook
- ✓ Sponsor logo used and tagged in posts via social media when teams are released each round
- ✓ Recognition at all club functions and events as our silver sponsor
- ✓ Mentioned alongside our junior player of the round via social media
- ✓ Invitation to our annual sponsors day
- ✓ Rolling advertising on our club website 24/7



# PLAYER SPONSORSHIP

## WHAT'S INCLUDED

- ✓ Sponsor an individual player for the season to the amount of
  - 1<sup>st</sup> Grade Male and Female Player \$1500 (\$650 for player fees & \$850 to the club)
  - Lower Grade Player Male and Female \$1000 (\$650 player fees & \$350 to the club )
- ✓ Player mentions you or your business in every cricket related post throughout the season via their social media
- ✓ Sponsor mentioned when player achieves a milestone ie a century, 5 wickets or other milestones
- ✓ Sponsor mentioned on WSDCC website under player sponsors section with a photo of the player alongside your sponsor logo
- ✓ Sponsor logo is placed alongside player image on team lists each round on WSDCC social media
- ✓ Player to negotiate visiting your business ie café, gym etc (player to post about being at the business or with the sponsor)
- ✓ Potential for player to advertise on their cricket bat with a sticker (cost of sticker to be covered by sponsor)



## COMMUNITY AND CHARITY OBJECTIVES

**W**ests continues to be a strong and successful club providing the summer sport option to the community of the Western Suburbs.

**W**ests has a strong desire to contribute to our community by engaging various organisations and charities. We are currently in discussion with 2 major charities to establish a link with our club to ensure our players have the opportunity to be involved in key community issues which serve as a way in educating both our players and the community.



For any questions or queries about our sponsorship offers or if the club could help you and your business in any way please don't hesitate to contact

Sam Truloff

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