



**Sponsorship Packages**

**Season 2018/2019**

# OUR MISSION STATEMENT

Upper Ferntree Gully has a long and proud history in developing and promoting cricket in a positive environment that is accessible to the whole community.

We are a club that continues to grow and aims to be inclusive and competitive at all levels.

## *About Us*

The Upper Ferntree Gully Cricket Club located off Willow Road, Upper Ferntree Gully is a successful and progressive club, having won in excess of 40 premierships since its establishment.

We are a well-established club, holding a current membership of approximately 250 members comprising Five Senior teams, Two Veterans teams, One Ladies team and Nine Junior sides. We compete in the 1<sup>st</sup> Division of the Ferntree Gully District Cricket Association (Norm Reeves Shield) and the Victorian Women's Cricket Association.

To remain successful as a club we need the generous support of our local business community so we can continue to upgrade our facilities and replace necessary cricket equipment. Please find attached various levels of sponsorship currently available.

If you have any questions, please contact Thomas Roleff (Treasurer) 0406 680 924 or [thomas.roleff@hotmail.com](mailto:thomas.roleff@hotmail.com). Matthew Oliver (Vice President) 0431 160 571 or [oliverturf@gmail.com](mailto:oliverturf@gmail.com).









# History

We are celebrating our 91<sup>st</sup> competitive season in 2017/18.

Since 1927 we have grown and expanded to become a

powerhouse of the Ferntree Gully District Cricket

Association. Our inaugural game was against Ferny Creek

where we won because we scored more runs in one and a

half hours than our opponents. We have come a long way since that frosty day in April, successfully winning 1<sup>st</sup> XI

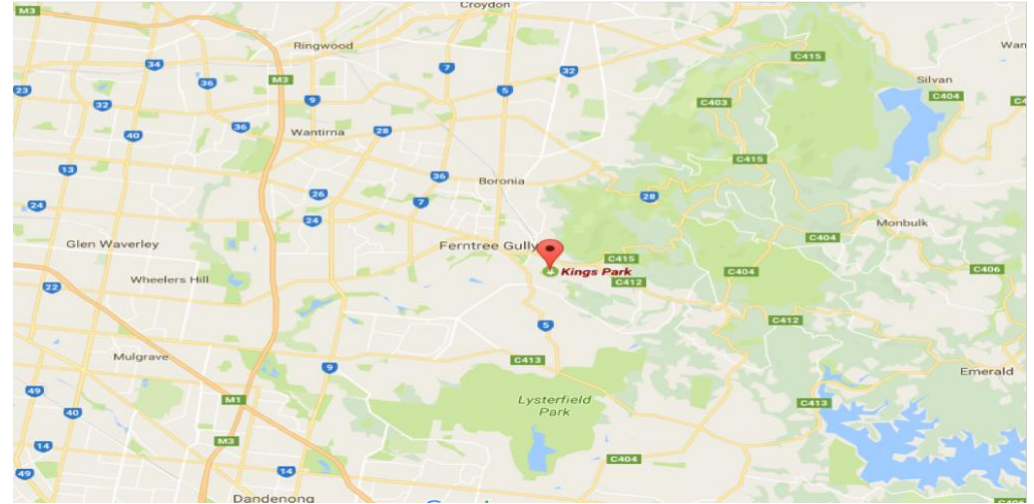
premierships NINE times. 29 times we have been premiers of our divisions in senior cricket and 16 times in our junior

divisions. Our 1<sup>st</sup> XI has played in two of the last three Grand Finals winning in 2015/16 and unfortunately losing the following

year. We have played in 8 senior grand finals and 12 junior grand finals in the past three seasons.

We have always recognised that winning is not paramount and we have focused on providing a safe and welcoming place for the wider community of foothills. Through social functions we have raised money for multiple charities (Breast Cancer Network) and we know help the less fortunate on Christmas Day through our partnership with Steve Barrington by helping provide food and necessities all year round. We understand that as a local sporting club we have a responsibility to assist in the development of the community, that is why we aim to make cricket accessible to everyone.

We had 5 senior sides and 9 junior teams in season 2017/18 and hope to build on this. We also have a junior development program that was sponsored by Ray White Ferntree Gully to build our young cricketers into not only great players but great people of the community.



# **Presidents Message for Season 2018/2019**

After a successful first year Rob Birnie is again leading charge for Upper Ferntree Gully Cricket Club.

Rob has played at the club for 8 years, playing in 3 senior finals (winning one) and won numerous FTGDCA bowling awards.

Rob has also represented the Association in Country week games on multiple occasions.

Rob has featured on the committee for several years and we are pleased to announce him as our President for the year.

Rob has identified that there is a need to provide our sponsors a place where they not only promote their business, but an environment where they can feel a part of the Upper Ferntree Gully Family.

*“Season 2018/2019 will enhance our work of all previous sponsorship packages. We would like to thank all of our current sponsors and inform them that this package aims to reward loyalty. This season will see greater involvement from Upper Ferntree Gully and hopefully from you, the sponsor. After speaking with several current and former sponsors we have identified the need to provide a place where they can meet and socialise with our members, in this day and age there is marketing everywhere and to gain complete benefit of sponsorship we are encouraging our sponsors to come to our functions and events.*

*The committee has two members who have the sole purpose to manage social media and our website. This is an area where we have previously lacked, we can ensure you that going forward we will be the best in the area.*

*We also understand that the package may not suit all of your needs and if you would like to discuss other options please feel free to email our treasurer Thomas Roleff or Vice President Matthew Oliver.”*

# Overview of Packages

	<u>PLATINUM</u>	<u>GOLD</u>	<u>SILVER</u>	<u>BRONZE</u>	<u>ASSOCIATE</u>
<u>Cost</u>	<u>\$10,000</u>	<u>\$5,000</u>	<u>\$2,500</u>	<u>\$1,000</u>	<u>\$500</u>
<u>Social Media</u>	1ST XI Team Sponsor Weekly Post on 3 Forums Promotional Posts	Weekly Post on 3 Forums Promotional Posts	Fortnightly Post on 3 Forums Promotional Posts	Monthly Post on 3 Forums Promotional Posts	Promotional Posts
<u>Website</u>	Homepage Sponsors Page Other pages on the website	Home Page Sponsors Page Other Pages on the website	Home Page Sponsors Page	Sponsors Page Other Pages on the website	Sponsors Page
<u>Around the Rooms</u>	Main Ground Naming Rights  Scoreboard (Match day and Functions) TV (anytime rooms are in use)  Business Cards	Top Ground Naming Rights  Scoreboard (Matchdays and Functions) TV (anytime rooms are in use)	Bottom Oval Naming Rights  TV (anytime rooms are in use)  Business Cards	TV (anytime rooms are in use)  Business Cards	TV (anytime rooms are in use)  Business cards
<u>Functions</u>	All functions free for you and 1 guest (including any food and drink)  1 major function sponsored by your business Thursday Night Meals	All functions free for you and 1 guest (including any food and drink)  1 major function sponsored by your business. Thursday Night Meals	All functions free for you (including beer, wine & food)  1 minor function sponsored by your business Thursday Night Meals	All functions free for you (including beer, wine & food)  Thursday Night Meals	1 free function (beer, wine and soft drink)  Thursday Night Meals
<u>Season Launch</u>	Presentation for your business  Free drinks and meal	Presentation for your business  Free drinks and meal	Presentation for your business  Free beer, wine, soft drink and meal	Presentation for your business  Free beer, wine, soft drink and meal	Presentation for your business  Free beer, wine, soft drink and meal
<u>Presentation Night</u>	2 tickets to Presentation Night.	2 tickets to Presentation Night.	1 ticket to Presentation Night.	-	-
<u>Clothing Supplied</u>	Social Shirt Social Jacket	Social Shirt Social Jacket	Social Shirt Social Jacket	Social Shirt	Social Shirt



# Platinum Sponsorship

## SOCIAL MEDIA

- Your business will be the face of our club, you will be the sole sponsor of the 1<sup>st</sup> XI team with every update plugging your business. Your business will be exposed to over 1,000 views on Facebook and Twitter each week, with the First XI's scoreboard post presented by your business each week.
- We will provide at a minimum a fortnightly post that aims to promote your business (separate to the 1XI post). We will also post any promotions on our social media platforms, including Facebook, Website, Team App and Twitter. We will provide direct links to your business' social media profile and promotions.
- There will be a social calendar with your business card printed on it given to every member and posted online regularly over the season.



## WEBSITE

- As a Platinum sponsor, you will be on several pages of the website. You will be seen on the first click into the website, on the sponsors tab and throughout relevant junior and senior pages. You will sponsor any new updates that are made to the website through the year. We will provide direct links to your business' social media profile and promotions. The social calendar will be on the website.



## **AROUND THE CLUB**

- Your business will be the naming rights sponsor of Kings Park Main Oval.
- Your business will be constantly played on the scoreboard during games, on a Saturday night and any function night that we host. Your business logo will also be played on 2 TV's inside the clubrooms whenever the clubrooms are in use (including Thursday Night Dinners, Game Day and Functions.) We will also place your business cards around the club for any members or visitors to take and make use of.
- Free Standing Picket with Company Logo & Phone Number placed on boundary for all games.

## **FUNCTIONS**

- We encourage you to attend all functions, they will be made completely free to you, all meals and drinks will be included. We will dedicate one large function to your business (Christmas Party & Trivia Night are our biggest functions). That particular function will be presented and hosted by your business. You won't have to lift a finger, we just recognise functions reach out to the wider community, not just our members. Your business will be heavily promoted on this night.

## **GIVE YOUR BUSINESS A PLUG AT OUR SEASON LAUNCH**

- We ask that any new sponsors come to the UFTGCC season launch and familiarise themselves with the members, the facilities and plug their business. This night is free and includes your drinks and meals. We encourage you to present our members with a short presentation on who you are and how your business can help our members.

## **PRESENTATION NIGHT**

- You will be invited along with one guest to our presentation night that is held in April of each year. This night is held at a venue outside of the club and includes a three-course meal.

## **PRICING**

- A Senior Platinum Sponsorship Package is priced at \$10,000 for season 2018/2019. This sponsorship will be valid for the duration of 12 months.

# Gold Sponsorship

## SOCIAL MEDIA

- Your business will feature prominently at our club with social media updates plugging your business.
- Your business will be exposed to over 1,000 views on Facebook and Twitter each week.
- We will provide at a minimum a fortnightly post that aims to promote your business- We will also post any promotions on our social media platforms, including Facebook, Website, Team App and Twitter. We will provide direct links to your business' social media profile and promotions.
- There will be a social calendar with your business card printed on it given to every member and posted online regularly over the season.

## WEBSITE

- As a Gold sponsor, you will be on several pages of the website.
- You will be seen on the first click into the website, on the sponsors tab and throughout relevant junior and senior pages. You will sponsor any new updates that are made to the website through the year.
- We will provide direct links to your business' social media profile and promotions. The social calendar will be on the website.

## AROUND THE CLUB

- Your business will be constantly played on the scoreboard during games, on a Saturday night and any function night that we host. (Left Picture) Your business logo will also be played on 2 TV's inside the clubrooms whenever the clubrooms are in use (including Thursday Night Dinners, Game Day and Functions.) We will also place your business cards around the club for any members or visitors to take and make use of.
- Free Standing Picket with Company Logo & Phone Number placed on boundary for all games (See below photo)





## **FUNCTIONS**

- We encourage you to attend all functions, they will be made completely free to you, all meals and drinks will be included. We will dedicate one large function to your business (Christmas Party & Trivia Night are our biggest functions). That particular function will be presented and hosted by your business. You won't have to lift a finger, we just recognise functions reach out to the wider community, not just our members. Your business will be heavily promoted on this night.

## **GIVE YOUR BUSINESS A PLUG AT OUR SEASON LAUNCH**

- We ask that any new sponsors come to the UFTGCC season launch and familiarise themselves with the members, the facilities and plug their business. This night is free and includes your drinks and meals. We encourage you to present our members with a short presentation on who you are and how your business can help our members.

## **PRESENTATION NIGHT**

- You will be invited along with one guest to our presentation night that is held in April of each year. This night is held at a venue outside of the club and includes a three-course meal.

## **PRICING**

- A Senior Gold Sponsorship Package is priced at \$5,000 for season 2018/2019. This sponsorship will be valid for the duration of 12 months.



# **Silver Sponsorship**

## **SOCIAL MEDIA**

- We will provide at a minimum a fortnightly post that aims to promote your business. We will also post any promotions on our social media platforms, including Facebook, Website, Team App and Twitter.

## **WEBSITE**

- Silver Sponsors will be part of our website, you will be seen on homepage of the website, and on the sponsors tab. We will provide direct links to your business' social media profile and promotions.

## **AROUND THE CLUB**

- Your business logo will also be played on 2 TV's inside the clubrooms whenever the clubrooms are in use (including Thursday Night Dinners).
- Your business cards will be placed around the club for any members or visitors to take and make use of.

## **FUNCTIONS**

- We encourage you to attend all functions, they will be made completely free to you, all meals and drinks (beer and wine only) will be included. Thursday night meals will be available to you on selection nights at no extra cost. We will dedicate one minor function to your business. That particular function will be presented and hosted by your business. You won't have to lift a finger, we just recognise functions reach out to the wider community. Your business will be favourably promoted on this night.

## **GIVE YOUR BUSINESS A PLUG AT OUR SEASON LAUNCH**

- We ask that any new sponsors come to the UFTGCC season launch and familiarise themselves with the members, the facilities and plug their business. This night is free and includes your drink of choice and meals. We encourage you to present our members with a short presentation on who you are and how your business can help our members.

## **PRICING**

- A Silver Sponsorship Package is priced at \$2,500 for season 2018/2019. This sponsorship will be valid for the duration of 12 months.

# Bronze Sponsorship

## SOCIAL MEDIA

- We will provide at a minimum a monthly post that aims to promote your business.
- We will also post any promotions on our social media platforms, including Facebook, Website, Team App and Twitter.

## WEBSITE

- Bronze Sponsors will be part of our website, you will be seen on the sponsors tab. We will provide direct links to your business' social media profile and promotions.

## AROUND THE CLUB

- Your business logo will also be played on 2 TV's inside the clubrooms whenever the clubrooms are in use (including Thursday Night Dinners) Your business cards will be placed around the club for any members or visitors to take and make use of (at your cost)

## FUNCTIONS

- We encourage you to attend all functions, all meals and entry fees will be provided at no cost. Thursday night meals will be available to you on selection nights at no extra cost.

## GIVE YOUR BUSINESS A PLUG AT OUR SEASON LAUNCH

- We ask that any new sponsors come to the UFTGCC season launch and familiarise themselves with the members, the facilities and plug their business. This night is free and includes your drink of choice and meals. We encourage you to present our members with a short presentation on who you are and how your business can help our members.

## PRICING

- A Bronze Sponsorship Package is priced at \$1,000 for season 2018/19. This sponsorship will be valid for the duration of 12 months.





The UFTGCC Facebook Page.



The UFTGCC Social Shirt.

## **Associate Sponsorship**

### **SOCIAL MEDIA**

- We will provide promotional posts that aims to promote any sales your business may be having.
- We will also post any promotions on our social media platforms, including Facebook, Website, Team App and Twitter.

### **WEBSITE**

- As an Associate sponsor, you will feature on the website. We will provide direct links to your business' social media profile and promotions.

### **AROUND THE CLUB**

- Your business logo will also be played on 2 TV's inside the clubrooms whenever the clubrooms are in use (including Thursday Night Dinners) Your business cards will be placed around the club for any members or visitors to take and make use of (at your cost).

### **FUNCTIONS**

- We encourage you to attend all functions, all meals and entry fees will be provided at no cost. Thursday night meals will be available to you on selection nights at no extra cost.



## **GIVE YOUR BUSINESS A PLUG AT OUR SEASON LAUNCH**

- We ask that any new sponsors come to the UFTGCC season launch and familiarise themselves with the members, the facilities and plug their business. This night is free and includes your drink of choice and meals. We encourage you to present our members with a short presentation on who you are and how your business can help our members.

## **PRICING**

- An Associate Sponsorship Package is affordably priced at \$500 for season 2018/2019. This sponsorship will be valid for the duration of 12 months.

## **Other Sponsorships**

- The club uniform is always worn with pride whether it be on or off the field, uniform sponsorships are available for multiple pieces of clothing and provide a great avenue to expose your business. Uniform packages are a long-term investment (3-5 years) and can be discussed with Thomas Roleff or Matthew Oliver directly. Clothing partners start at \$4,000 and vary for on field and off field attire.
- The Upper Ferntree Gully Cricket Club contributes to local business in many different ways, we are always open to discussing different types of sponsorships that you think may benefit you. Loyalty cards, donations toward social functions and equipment sponsorships are all available.
- You may wish to sponsor our new cricket nets and training facility at Kings Park, with ample space for prominent signage to be displayed. Photo below is of the new net facility.



# UFTGCC SPONSORSHIP EXPRESSION OF INTEREST 2018/2019

If you are interested in sponsoring Upper Ferntree Gully CC in Season 2018/19 Please fill in the form below and email it to [thomas.roleff@hotmail.com](mailto:thomas.roleff@hotmail.com) and [oliverturf@gmail.com](mailto:oliverturf@gmail.com) with your business card and/or logo,

## Personal Details

Name.....

Contact Number.....

Association to the club..... (if any)

## Business Details

Business Name.....

Industry.....

Contact Details.....

Business Plug.....

.....

Website Address.....

## Sponsorship Package(s) that interest you (Please Circle)

Platinum      Gold      Silver      Bronze      Associate      Clothing