



GOLDEN SQUARE CRICKET CLUB



PARTNERSHIP BROCHURE

In 2018 the Golden Square Cricket Club became one of only four cricket clubs still active in the BDCA to reach it's 100 year milestone. As it was in 1918 and as it is today, the club is built on the foundations of friendship, loyalty, hard work & family. We believe that when you become a "Bulldog", you are a Bulldog for life.

We are very proud of our history and super excited by our future. Through the hard work of everyone involved, we are thrilled with the position our club is currently in and feel this creates a point of difference within the Bendigo sporting community. When we state "everyone", we mean everyone - from the "Cricket Blasters" starting their cricketing journey to the veterans in the twilight their careers to the hard working committee, to the coaches, support staff, friends & family. Everyone that is involved at Golden Square is considered family.

As a club we are striving for something special. We want to be the envy of the competition on & off the field. It isn't about one grade, age group or gender, we are all in this together. We are Golden Square.

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SEASON 2026/27



PARTNERSHIP GOALS



INCREASE BRAND AWARENESS

Elevate your brand's visibility through consistent messaging and multi-channel platforms like social media, websites, apparel & signage. We strive to position your company as a leader in the industry.



DRIVE CUSTOMER ENGAGEMENT

Engaging content, targeted posts, and interactive campaigns will foster strong relationships with your audience, turning prospects into loyal customers.



BOOST SALES AND CONVERSIONS

Through precise targeting and optimized marketing strategies, we will increase lead generation and conversions, hopefully resulting in a significant impact on sales coming from the GSCC community.

WHY GOLDEN SQUARE CRICKET CLUB?

We pride ourselves on creating an image within the community that is inclusive, inviting and professional. As most businesses would know, supporting a local sporting club is very rewarding but does not always give the best return on investment. At Golden Square we want to give back to those that support us and encourage all members and followers to support local through our partners. The way we do this is by promoting your brand at every opportunity in a professional manner.

The club currently features 175 active participants throughout our senior & junior grades. This is comprised of 4x senior mixed teams, 2x women's teams, 1x junior girls team & 9x junior mixed teams. We hold among the highest number of participants throughout the Bendigo District Cricket Association

We hope you see the benefits of what our club has to offer in the latest edition of GSCC partnership packages. We look forward to working with you in the years to come.



CLUB APPAREL

The club reserves apparel partnership positions for 4 years. This allows piece of mind that you will have maximum exposure for a set period of time. An apparel partnership is a great way to promote your business throughout the entire Golden Square Cricket Club. One Day/T20 playing shirts are worn by the entire senior and junior playing group. Two Day shirts (whites) are worn by all senior players. Club apparel is not limited to just on field uniforms, it also includes training and social wear – we encourage all players, supporters & support staff to wear these items.





CLUB APPAREL

On field



Training/Social



*All samples are last seasons

EST.1918

SEASON 2026/27



SIGNAGE



GROUND SPONSORSHIP

Ground sponsors receive the large sign on top of our cricket nets (Haymes Paint in photo above). This is displayed 12 months of the year on one of the busiest sporting complexes in Bendigo.



GROUND SIGNAGE

Large signage is displayed on the cricket nets (below ground sponsor signage), on concrete container, on cricket shed or above social rooms. This is displayed 12 months of the year on one of the busiest sporting complexes in Bendigo.



FLAG/CORFLUTE SIGNAGE

Tear drop banners & corflute signs are displayed during game days in prime position at all home matches as well as at any function held at the complex. These are a cost effective way to display your business & stand out when there is the most foot traffic at the ground.

PROVIDE US WITH YOUR LOGO AND WE WILL SORT OUT THE REST

When selecting one of our packages that contains signage, just provide us with a high resolution image file and we will organise our signage supplier to get your sign made and installed.



DID YOU KNOW?

All of these digital features that the club provide are given as an added bonus to all club partners for free.

DIGITAL PRESENCE



SOCIAL MEDIA

We pride ourselves on standing out from the crowd. With over 2000 followers on our social media platforms, we have one of the biggest audiences throughout Bendigo sport. Our content has been viewed by over 449k people in the past 12 months. This is because our content is professional and engaging.



WEBSITE & TEAM APP

6626 people have visited our official website in the past 12 months. The website has extensive information for supporters, players and the like. It holds it's very own Stats Hub, that has player & team stats dating back to our establishment in 1918. This feature bring a lot of traffic to our website.



DISPLAY TV'S

In the club rooms we have 2 large TV displays that promote club partners, social events & club information. These TVs have been a feature in our rooms as they stand out from the crowd and give our partners another platform to promote their businesses. The display TVs are on throughout the entire season.



PODCAST & OTHER MEDIA

If you didn't know already, we have our very own Podcast (Dogs Breakfast with Coach & Christo) dedicated to all things Golden Square. We are also dedicated to promoting our club partners in any way possible. This includes on the podcast & other local media organisations (paper, radio & TV).



FROGBOX STREAMING

Can't get to the game? Well, the club has you sorted! Our live streaming allows people to watch from home on the big screen or their phone. This includes live scoring as well as business logos being displayed throughout the match.



DIGITAL SCOREBOARD

The club has a fully functional digital scoreboard that is linked with our club partner logos. These logos are displayed throughout the duration of a match - when a wicket falls, a boundary is hit & at the end of each over.



PARTNERSHIP PACKAGES

We have a range of different packages to suit your business. There is also the option to tailor a package to your business needs as we understand not all packages may work for everyone. Pricing starts for as little as \$400 and are tax deductible.



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SEASON 2026/27



\$5000

PER SEASON ON A 4 YEAR TERM

Payment options available

One off payment or installments throughout the season

PLATINUM

ALL PLATINUM OPTIONS ARE ON A FIXED 4 YEAR TERM



OPTION 1

This option includes Ground Sponsorship, Ground Signage, 1x Team Naming Raffle Spot & the choice of either 1x tier two or 2x tier three options.



OPTION 2

This option includes 1x Team Naming Raffle Spot & the choice of 1x tier one, 1x tier two & 2x Tier three.



OPTION 3

This option includes 1x Team Naming Raffle Spot & the choice of 1x tier one, 2x tier three & signage at the ground (teardrop flag or corflute).

OPTIONS TO CHOOSE FROM

Tier One

One Day/T20 Playing shirt main logo (Front) - limited to one partner
One Day/T20 Playing shirt main logo (Back) - limited to one partner

Tier Two

One Day/T20 & Two Day Playing shirt Breast logo - limited to one partner
One Day/T20 Playing shirt sleeve logo - limited to two partners
Social Apparel Breast logo - limited to two partners
Training Apparel shirt logo (Back) - limited to five partners
Two Day playing shirt sleeve logo - limited to two partners

Tier Three

One Day/T20 playing cap logo - limited to one partner
Wide brim playing cap logo - limited to one partner
Training shorts logo - limited to two partners
Training shirt sleeve logo - limited to two partners
One Day/T20 playing pants pocket logo - limited to one partner
Two Day playing pants pocket logo - limited to one partner

EST.1918

SEASON 2026/27



\$3000
PER SEASON ON A 4 YEAR TERM
Payment options available
One off payment or installments throughout the season

GOLD

ALL GOLD OPTIONS ARE ON A FIXED 4 YEAR TERM



OPTION 1

This option includes signage at the ground (teardrop flag or corflute), 1x Team Naming Raffle Spot & the choice of 1x tier two & 1x tier three option.



OPTION 2

This option includes ground signage (on nets, shed or container), 1x Team Naming Raffle Spot & the choice of 1x tier three option.

OPTIONS TO CHOOSE FROM

Tier One

One Day/T20 Playing shirt main logo (Front) - limited to one partner
One Day/T20 Playing shirt main logo (Back) - limited to one partner

Tier Two

One Day/T20 & Two Day Playing shirt Breast logo - limited to one partner
One Day/T20 Playing shirt sleeve logo - limited to two partners
Social Apparel Breast logo - limited to two partners
Training Apparel shirt logo (Back) - limited to five partners
Two Day playing shirt sleeve logo - limited to two partners

Tier Three

One Day/T20 playing cap logo - limited to one partner
Wide brim playing cap logo - limited to one partner
Training shorts logo - limited to two partners
Training shirt sleeve logo - limited to two partners
One Day/T20 playing pants pocket logo - limited to one partner
Two Day playing pants pocket logo - limited to one partner



\$1500
PER SEASON ON A 4 YEAR TERM
Payment options available
One off payment or installments throughout the season

SILVER

ALL SILVER OPTIONS ARE ON A FIXED 4 YEAR TERM



OPTION 1

This option includes signage at the ground (teardrop flag or corflute) and the choice of 1x tier three option.



OPTION 2

This option includes ground signage (on nets, shed or container).

OPTIONS TO CHOOSE FROM

Tier One

One Day/T20 Playing shirt main logo (Front) - limited to one partner
One Day/T20 Playing shirt main logo (Back) - limited to one partner

Tier Two

One Day/T20 & Two Day Playing shirt Breast logo - limited to one partner
One Day/T20 Playing shirt sleeve logo - limited to two partners
Social Apparel Breast logo - limited to two partners
Training Apparel shirt logo (Back) - limited to five partners
Two Day playing shirt sleeve logo - limited to two partners

Tier Three

One Day/T20 playing cap logo - limited to one partner
Wide brim playing cap logo - limited to one partner
Training shorts logo - limited to two partners
Training shirt sleeve logo - limited to two partners
One Day/T20 playing pants pocket logo - limited to one partner
Two Day playing pants pocket logo - limited to one partner



\$1000

Payment options available
One off payment or installments throughout the season

BRONZE



Includes signage at the ground
(teardrop flag or corflute)

PLAYER SPONSORSHIP

- Your choice of player to sponsor
- Players fees subsidized
- Business logo displayed on digital screens

\$400



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SEASON 2026/27



GOLDEN SQUARE CRICKET CLUB



We would like to thank you for your consideration and look forward to hearing from you and your business about partnership options. If you would like to discuss more or have any questions, please contact our community partnership manager.

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www.goldensquarecricketclub.com.au

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SEASON 2026/27