



SHELBURNE CRICKET CLUB

Sponsorship Packages

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1. THE CLUB

According to Shelburne historian John Rose, a Shelburne Cricket Club was established way back in 1893, but over the years the club faded away. The revival of cricket in the area got underway in 2019 when the current non-profit Shelburne Cricket Club was created and played its inaugural season in 2021. The past two seasons have been very successful. In 2023, the Club is planning to secure another success which will take the Club to the next level. The Club is expanding from three house league teams to four this year. With the success of the women's exhibitions game last season, the Club is also holding a best-of-five women's T15 this year. In addition, the Club will be hosting its first-ever Premier cricket tournament called the Dufferin County Cup. Teams from Dufferin and other different counties will register to play in the premier tournament. This will attract players from different regions and will promote cricket and tourism in Dufferin County, especially Shelburne. To top it off, the SCC will host a competitive soccer tri-series tournament as well as several fund-raising events. SCC season starts from May & ends in October.



Shelburne Cricket Club (SCC) primary objective is to provide the best possible facility, coaching and most importantly, enjoyment for players of all ages, genders and abilities. We are also determined to continue building our growing reputation as a focus point at the heart of community. As of now SCC have four confirm men team (Gladiators, Knights, Warriors and Samurai) and two women teams (Valkyrie and Angels) . The club hosts an annual summer cricket League /series and tournament games that's attract over 100+ peoples to the ground to watch our games (especially our Opening, Finals and Fundraising events)



www.shelburnecricketclub.com



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2. ABOUT SPONSORSHIP

We have tailored a range of sponsorship packages to meet the requirements of any potential partners and have laid out those packages here as clearly and as straightforwardly as possible.

- We have worked to ensure that each package represents the best possible value for money and return on investment for your organization/club, however we are keen to be flexible and would be happy to discuss any specific requirements you may have. There are also several combined packages that are available should more than one offer be of interest.
- It is important to us that any sponsorship agreements are a genuine partnership between your organization and Shelburne Cricket Club. We are committed to working alongside any sponsors to ensure that you gain the exposure to target markets and growth to your profile that your support deserves.
- Not only is sponsorship a tax-deductible way to advertise and promote your organization to a wide audience, but it also helps provide a foothold in the local community by demonstrating your support for a key resource that is widely used and attended by people from across Shelburne, Dufferin and beyond.
- Sponsorship allows us to continue to grow and develop our club and its facilities and we are extremely grateful to all of the organizations who help support us and allow us to maintain and exceed the standards we have set for ourselves.



3. SCC GOLD SPONSOR PACKAGE

The Gold sponsor is the primary partner for Shelburne Cricket Club. Being the lead sponsor provides the maximum amount of advertising, exposure and return on investment for your organization.

Benefits:

- A. Shirts printed bearing your organization's logo to be worn by all SCC (Cricket & Soccer) teams and members in competitive matches and practices.
- B. Prime advertising banner location on the ground for the duration of your sponsorship. (Sign and Banner will be provided the sponsor- SCC outdoor events require outdoor banners and Indoor events require indoor Banners)
- C. Prominent advertising on fixture cards provided to all club members.
- D. Dedicated page on the club's website to promote your business.
- E. Framed team photo with your organization's representatives.
- F. Regular (at least one per month during the season) links / mentions from our social media accounts e.g. Facebook page, Instagram and YouTube.
- G. Two complimentary tickets to our Annual Awards Gala event.
- H. Exposure to visiting cricket teams every season, our resident members.
- I. Exposure to 100+ attendees of our summer/winter seasons in addition to anyone attending various private functions held throughout the year.
- J. Large clearly visible sign on the fence or pavilion (Sign and Banner will be provided the sponsor- SCC outdoor events require outdoor banners and Indoor events require indoor Banners)
- K. Appreciation framed certificate, for display in your business
- L. Invitation to all presentation events

COST:

1 Year - Agreement	2 Years - Agreement	3 years - Agreement
2200 x 1 = 2200 \$	1800 x 2 = 3600 \$	1500 x 3 = 4500 \$





4. SCC SILVER SPONSOR PACKAGE

Being the Silver sponsor provides the good amount of advertising, exposure and return on investment for your organization.

Benefits:

- A. Cricket shirts printed bearing your organization's logo to be worn by all SCC cricket teams and members in competitive matches.
- B. Advertising banner location on the ground for the duration of your sponsorship. (Sign and Banner will be provided the sponsor- SCC outdoor events require outdoor banners and Indoor events require indoor Banners)
- C. Prominent advertising on fixture cards provided to all club members.
- D. Framed team photo with your organization's representatives.
- E. Regular (at least one per month during the season) links / mentions from our social media accounts e.g. Facebook page, Instagram and YouTube.
- F. One complimentary ticket to our Annual Awards Gala event.
- G. Exposure to visiting cricket teams every season, our resident members.
- H. Exposure to 100+ attendees of our summer/winter seasons in addition to anyone attending various private functions held throughout the year.
- I. Visible sign on the fence or pavilion (Sign and Banner will be provided the sponsor- SCC outdoor events require outdoor banners and Indoor events require indoor Banners)
- J. Appreciation certificate, for display in your business
- K. Invitation to all presentation events

COST:

1 Year - Agreement	2 Years - Agreement	3 years - Agreement
1500 x 1 = 1500 \$	1200 x 2 = 2400 \$	1000 x 3 = 3000 \$



5. SCC BRONZE SPONSOR PACKAGE

Being the Bronze sponsor provides the maximum amount of advertising, exposure and return on investment for your organization.

Benefits:

- A. Cricket shirts printed bearing your organization's logo to be worn by one Women and one men SCC cricket teams and members in competitive matches.
- B. Advertising banner location on the ground for the duration of your sponsorship. *(Sign and Banner will be provided the sponsor)*
- C. Regular (at least one per month during the season) links / mentions from our social media accounts e.g. Facebook page, Instagram and YouTube.
- D. One complimentary ticket to our Annual Awards Gala event.
- E. Exposure to visiting cricket teams every season, our resident members.
- F. Exposure to 100+ attendees of our summer seasons in addition to anyone attending various private functions held throughout the year.
- G. Appreciation certificate, for display in your business
- H. Invitation to all presentation events

COST:

1 Year - Agreement	2 Years - Agreement	3 years - Agreement
1000 x 1 = 1000 \$	900 x 2 = 1800 \$	800 x 3 = 2400 \$

6. SCC PLAYER SPONSOR PACKAGE



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Buy sponsoring our club players will assist us to promote our sport, our values, and work with the younger generation to help them develop social and sporting skills

COST:

1 Player	2 Players	3 Players
350 x 1 = 350 \$	310 x 2 = 620 \$	300 x 3 = 900 \$



7. DONATIONS AND FRIENDLY SUPPORT

Your support and contributions will enable us to meet our goals and improve conditions to play and promote cricket and other franchise sports and events in Shelburne. Your generous donation will fund our youth, who without your support would not be able afford to play cricket. As we are a Not-for-Profit Organization, all your donations will be used towards, first and foremost on our youth, equipment and events.





COST:

	DONATION	
	Up to Donor	

8. SCC EVENTS GALLERY



9. SCC SPONSORSHIP AGREEMENT FORM

Date	New Sponsor	Renewal

Business/ Company Name	
Contact Name	
Address	
Email Address	
Contact Number	

GOLD PACKAGE	1 Year Agreement ()	2 Year Agreement ()	3 Year Agreement ()
SILVER PACKAGE	1 Year Agreement ()	2 Year Agreement ()	3 Year Agreement ()
BRONZE PACKAGE	1 Year Agreement ()	2 Year Agreement ()	3 Year Agreement ()
YOUTH PACKAGE	1 Year Agreement ()	2 Year Agreement ()	3 Year Agreement ()

Sponsor Signature	
SCC Executive Signature	
Date	

