



SHELBURNE CRICKET CLUB

Sponsorship Packages

**Prepared
and
submitted by**

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1. THE CLUB

Cricket has deep roots in Shelburne. Historical records from local historian John Rose indicate that a Shelburne Cricket Club existed as early as 1893. While the club became inactive over time, cricket in the region was successfully revived in 2019 with the establishment of the current not-for-profit Shelburne Cricket Club (SCC). SCC played its inaugural season in 2021 and has since experienced consistent growth and success.

Today, SCC has firmly positioned itself as a vibrant community-based sports organization. The club currently fields four confirmed men's teams **Gladiators, Knights, Warriors, and Samurai** and continues to expand participation across genders and age groups. In addition to league cricket, SCC hosts a range of competitive tournaments, including the **Dufferin County Cup, Stars City Cup, and Tyro Tournaments**, attracting players and visitors from across the region.

SCC is also committed to inclusivity and development, proudly organizing women's cricket formats, community tournaments, and annual fundraising events. Beyond cricket, the club hosts a competitive soccer tri-series tournament each year, further strengthening its community presence. The SCC season runs from **May through October**, with marquee events often drawing **100+ spectators** to the grounds.

Our primary objective is to provide quality cricket coaching, and most importantly an enjoyable sporting environment for players of all abilities, genders, and backgrounds. SCC strives to be a focal point of community engagement and a positive representative of Shelburne and Dufferin County.



2. ABOUT SPONSORSHIP

Shelburne Cricket Club offers a range of tailored sponsorship packages designed to provide meaningful exposure, strong community engagement, and excellent return on investment for our partners.

- Each sponsorship package has been structured to deliver maximum value, while remaining flexible to meet the unique needs of your organization.
- We view sponsorship as a **true partnership**, working collaboratively to ensure your brand reaches the right audience and achieves visibility across our events, teams, and digital platforms.
- Sponsorship is a **tax-deductible** way to promote your organization while demonstrating tangible support for grassroots sport and community development.
- Your support directly contributes to the growth of cricket, youth engagement, facility enhancement, and inclusive programming at SCC.

We are grateful to our sponsors and are committed to recognizing and promoting their support throughout the season and beyond.



3. 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 by 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
3000 x 1 = 3000 \$	2500 x 2 = 5000 \$	3000 x 3 = 9000 \$



4. 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
2000 x 1 = 2000 \$	1750 x 2 = \$ 3500	2500 x 3 = 7500 \$

5. 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 \$	1500 x 2 = 3000 \$	2000 x 3 = 6000 \$



6. FRIENDLY SPONSOR PACKAGE

The lead 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 organisation.

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
500 x 1 = 500 \$	400 x 2 = 800 \$	350 x 3 = 1050 \$

