



Weraroa Cricket Club Inc Sponsorship Proposal

2015



- ✓ Weraroa Cricket Club Inc is very proud of its history, with a culture rich in its successes and passion.

Weraroa Sponsorship Package

Table of Contents

- ✓ Message from the President:
- ✓ Introduction:
- ✓ What does your sponsorship mean for the club and its sponsor:
- ✓ Statistics:
- ✓ Sponsorship packages:
- ✓ Gold sponsorship package:
- ✓ Silver sponsorship package:
- ✓ Bronze sponsorship package:
- ✓ Contact Details:



Senior A action shot

Weraroa Sponsorship Package

Dear Prospective Sponsor and Partner,

Hello and welcome to the Weraroa Cricket Club. Firstly, I would like to thank you personally for allowing us the opportunity to present you with our sponsorship proposal.

The Weraroa Cricket Club has designed a number of tiered packages which will give businesses the opportunity to support the club at all levels. Our sponsorship packages have been developed to provide businesses with an excellent return on investment.

Our packages offer our sponsors brand exposure through a variety of mediums including, media, print, signage, membership database, rights and much more.

In return for your investment, the Weraroa Cricket Club can help your business increase your brand awareness and image, gain new customers and develop relationships with existing customers. In doing this, you showcase your devoted involvement in supporting the local Levin cricket community of the Weraroa Cricket Club.

I am confident our dedicated committee, backed with our desire to see cricket continue to grow in Levin; your business will enhance brand and customer awareness. With a strong support base, we would relish the opportunity to work with your business to reach this audience.

If you have any queries regarding any of our sponsorship packages please don't hesitate to contact myself, or one of our committee members who work hard to service the needs to our 4 club teams and their sponsors.

In finishing, I would like to extend my sincere thanks for taking the time to read our sponsorship proposal. We believe this proposal will provide an exciting marketing opportunity for your business and we would relish the opportunity of working in partnership with your business. The Weraroa Cricket Club looks forward to welcoming you to our family.

Gerald De Castro
Club President



Introduction

The Weraroa Cricket Club Inc is a non-profit organization aimed at managing and supporting local cricket. Originally formed in 1919, the Weraroa Cricket Club Inc supports four club teams including one college team offering cricket to all local colleges of the Horowhenua, we also offer Twilight Cricket to 140 social twilight cricket players involving local businesses and other local clubs.

In 2015, the club with the support of the club committee initiated a 3 year strategic business plan for the club. This plan has been designed to ensure cricket in Horowhenua increases its status and continues to grow on all levels. As a part of the Strategic plan this Sponsorship package has been designed to give businesses the opportunity for cost effective promotion and marketing of their business. Cricket is one of the nation's major sports and is an important part of its lifestyle so why not use it to increase your brand awareness.

What does your sponsorship mean?

The Weraroa Cricket Club Inc has established itself as a community based organisation. We endeavor to provide pathways and opportunities for all children and adults in cricket and become active in a great club and helps children and adults become physically active and learn important life skills about teamwork, leadership and discipline, and skill development.

All sponsorship funding is directly invested into the sport and is used to manage and improve cricket at our Levin club. Areas of expenditure include:

- Game development
- Transport to games for player
- Women in Cricket and building a new woman's team.
- Coaching programs / Trainings
- Volunteer management
- Marketing of our club and cricket
- New equipment
- College Cricket
- Maintenance of the Weraroa CC club rooms

Sponsorship and IRD Advantages "Make It Grow Your Business"

Think of local sponsorship as an investment, just like any marketing strategy. One of the greatest advantages to sponsoring a local team is the positive word-of-mouth that it generates for the company. When people in the community see the sponsor supporting their favourite team, they see the sponsor as a friend.

Good Ticks

- ✓ Sponsorship can generate substantial publicity for a relatively small investment. "It's like using the strength, funds and audiences of two organisations to develop your product and build your brand awareness.
- ✓ You can gain the visual awareness of brand.
- ✓ Builds a feel-good factor thanks to its association with the local team.
- ✓ Great for networking opportunities at matches and local games.

Introduction

Tax

- ✓ Sponsorship is when you pay to promote your business in a way that also benefits the persons or organization you are sponsoring. According to Inland Revenue, costs for sponsorship are **deductible** where there is a connection between the expenditure and the business.

In order for Inland Revenue to accept that this 'connection test' exists, you must show that your business is being promoted by incurring the sponsorship expenditure.

Statistics

Members: 220 Including club members and twilight players.

Website hits: 300 per month

- Reputation for success and excellence club membership base.
- Extensive past players & professional network.
- Promotion on our website www.weraroa.com
- Being a part of a club voted a top 3 finalist for the Ellea Sport Best Presented Club 2011 awards run by Sport Manawatu.



Senior A's

Sponsorship Packages

Weraroa Cricket Club Inc has designed a number of tiered packages which will give businesses the opportunity to support the club at all levels. Please see below an overview of the Gold, Silver, Bronze packages and their benefits.



Co- Operative Bank 2012 – 2014 Gold Sponsors

Left: Bruce McLachlan, CEO, Co-operative Bank NZ.

Right: Brett Cole, Weraroa CC General Manager.

Our mission is to become a leading New Zealand Cricket Club and a force within the Horowhenua – Kapiti Cricket Association, by setting new levels of Professionalism in all aspects of the Game, on and off the field.

Weraroa Cricket Club was established 96 years ago, and today the club has clearly become one of the strongest clubs playing under the Horowhenua – Kapiti Association.

Our Club Values:

- To provide all aspiring cricketers a pathway to their cricketing dreams
- To provide the very best facilities, personnel and resources for players, support staff and members
- To enhance all players personal and professional growth
- To enhance a proud, positive club with a great family spirit
- Embrace and drive, change with a club point of difference
- Be adventurous, creative, and open-minded
- Build open and honest relationships with good communication
- Be passionate and determined and humble

Gold Sponsorship Package

The ultimate in corporate sponsorship without the million dollar price tag. The 24 month package is designed with one major sponsor in mind and basically amounts to ownership of the Weraroa Cricket Club in sponsorship terms.

The business who commits to this package will be known as the Club sponsor on all clothing and Club correspondence.

The gold package has been tailored to accommodate businesses desiring an affiliation and exposure with a successful Weraroa Senior A side.

When we receive funding to purchase new uniforms for our lower grade club teams we will also provide a uniform design with your business logo ink screen printed.

The Weraroa Cricket Club is pleased to offer the following components of this sponsorship package.

Components of the Gold Package are:

1. Naming rights to the Weraroa Senior A team for 24 months
2. Your logo being prominently ink screen-printed into our two new Sublimate playing shirts
3. Your business logo will be placed on the front (stomach) of all Senior A Playing Shirts, plus other club teams subject to club funding.
4. Your Company name and logo proudly displayed as the Club major sponsor on all training shirts, and the Club website www.weraroa.com
5. Signage displayed at all matches played on Weraroa Domain for a period of 24 months (signage at sponsors extra expense)
6. Free space available at the Club house for promotional material and displays.
7. A link between your corporate website and www.weraroa.com
8. Use of a Club a club player for any promotional purposes for your Company.
9. Two tickets for your company representative to be guests at the Club end of year presentation.

Sponsorship Packages: 1 Deal Available.

Term: 24 Months

Investment: \$1,000.00 per financial year (Plus GST)

Please note: We are yet to confirm our clubs uniform shirt brand or new uniform design for the 2015-2017 seasons. During the seasons of 2012 -2014 the club worked with the Canterbury Brand.

We are now talking and working with future branding options for our clubs new uniform design. We will involve all future sponsors with their thoughts on the draft designs before the uniform final design is approved and produced.



2015 Weraroa CC Combined College's

Silver Sponsorship Package

The 24 month silver package has been tailored to provide local businesses with a means to advertise in a cost-effective manner with a successful Weraroa Senior A side.

The silver package will offer good exposure across members, spectators and media at minimal costs. In return for your investment you will receive a variety of opportunities to promote and network your business.

And when we receive funding to purchase new uniforms for our lower grade club teams we will also provide a uniform design with your business logo ink screen printed.

Components of the Silver Package are:

1. Being a joint sponsor with one other silver sponsor of the Weraroa Senior A team for 24 months.
2. Your logo being prominently ink screen-printed into our two new Sublimate playing shirts. (White design jersey & Black coloured one day design jersey).
3. Your business logo will be placed on the back of the jersey joint with one other sponsor. (One sponsor being placed above the playing number and the other sponsor being placed below the playing number).
4. Signage displayed at all matches played on Weraroa Domain for a period of 24 months (signage at sponsors extra expense)
5. Free space available at the Club house for promotional material and displays.
6. A link between your corporate website and www.weraroa.com
7. Use of a Club a club player for any promotional purposes for your Company.
8. Two tickets for your company representative to be guests at the Club end of year presentation.

Sponsorship Packages: 2 Deals Available.

Term: 24 Months

Investment: \$500.00 per financial year (Plus GST)

Please note: We are yet to confirm our clubs uniform shirt brand or new uniform design for the 2015-2017 seasons. During the seasons of 2012 -2014 the club worked with the Canterbury Brand.

We are now talking and working with future branding options for our clubs new uniform design. We will involve all future sponsors with their thoughts on the draft designs before the uniform final design is approved and produced.



Weraroa CC Senior A's

Bronze Sponsorship Package

The 24 month Bronze package has been tailored to provide local businesses with a means to advertise in a cost-effective manner with a successful Weraroa Senior A side.

The Bronze package is the deal of all deals, and has been tailored to provide local businesses with a means to advertise in a cost-effective manner with a successful Weraroa Senior A side.

And when we receive funding to purchase new uniforms for our lower grade club teams we will also provide a uniform design with your business logo ink screen printed.

Components of the Bronze Package are:

1. Being a sponsor joint with seven other bronze sponsors of the Weraroa Senior A team for 24 months.
2. Your logo being prominently ink screen printed into our two new Sublimate playing shirts, the White design jersey & Black coloured one day design jersey, your business logo will be placed on the left or right sleeve of the uniform joint with seven other sponsors, four sponsors per sleeve on all Senior A Playing Shirts.
3. Signage displayed at all matches played on Weraroa Domain for a period of 24 months (signage at sponsors extra expense)
4. Free space available at the Club house for promotional material and displays.
5. A link between your corporate website and www.weraroa.com
6. Use of a Club a club player for any promotional purposes for your Company.

Sponsorship Packages: 8 Deals Available.

Term: 24 Months

Investment: \$350.00 per financial year (Plus GST)

Please note: We are yet to confirm our clubs uniform shirt brand or new uniform design for the 2015-2017 seasons. During the seasons of 2012 -2014 the club worked with the Canterbury Brand.

We are now talking and working with future branding options for our clubs new uniform design. We will involve all future sponsors with their thoughts on the draft designs before the uniform final design is approved and produced.



Weraroa Cricket Club Seniors A's

Contact details

Thank you for taking the time to view our sponsorship package. Weraroa Cricket Club is dedicated to marketing their sponsors to ensure optimal benefits for both parties. Weraroa Cricket Club will assist activating your sponsorship in an innovative and creative way. All packages can be tailored to your specific needs. We are also happy to design your own sponsorship package.

We look forward to forming a great business partnership with you.

Please contact us on 0275094743 if you want to know how you can become involved and what we can do for you.

Brett Cole
Club General Manager

Web site: www.weraroa.com



Our Club coach working with a local school



Above: 2012-2014 Weraroa CC Club One Day Shirt (used for 1day cricket)

- **This design is also used for our lower grade teams of the club**



Above: 2012-2014 Weraroa CC Senior A's Uniform (used for 2day cricket)

- **This design was also used for our Combined Colleges team.**