



Affiliated with:

Mid Year Cricket
Association
<http://myca.vic.cricket.com.au>

Cricket Southern Bayside
Association
<http://southernbayside.vic.cricket.com.au>

Mercantile Cricket
Association
<http://www.mca.asn.au>

2016 / 2017 Sponsorship Proposal

www.middleparkcc.com.au
secretary@middleparkcc.com.au

Middle Park Cricket Club

Who we are

Middle Park Cricket Club is located in Albert Park, an active local community sporting club. We have four senior teams and many junior players making it into the senior teams from our junior affiliate club, South Melbourne District.

Founded in 1910, Middle Park Cricket Club has had a strong connection to the local community with a membership base located in the Southern Melbourne and Bayside suburbs. We are proud of our 'all are welcome' policy towards new players, whether young or old we encourage players to take part in the club and enjoy the benefits of sport for the mind and body.

The clubhouse and two grounds are situated on Aughtie Drive in Albert Park, which is a bustling spot for local traffic through the park, along with locals taking advantage of the many park facilities.



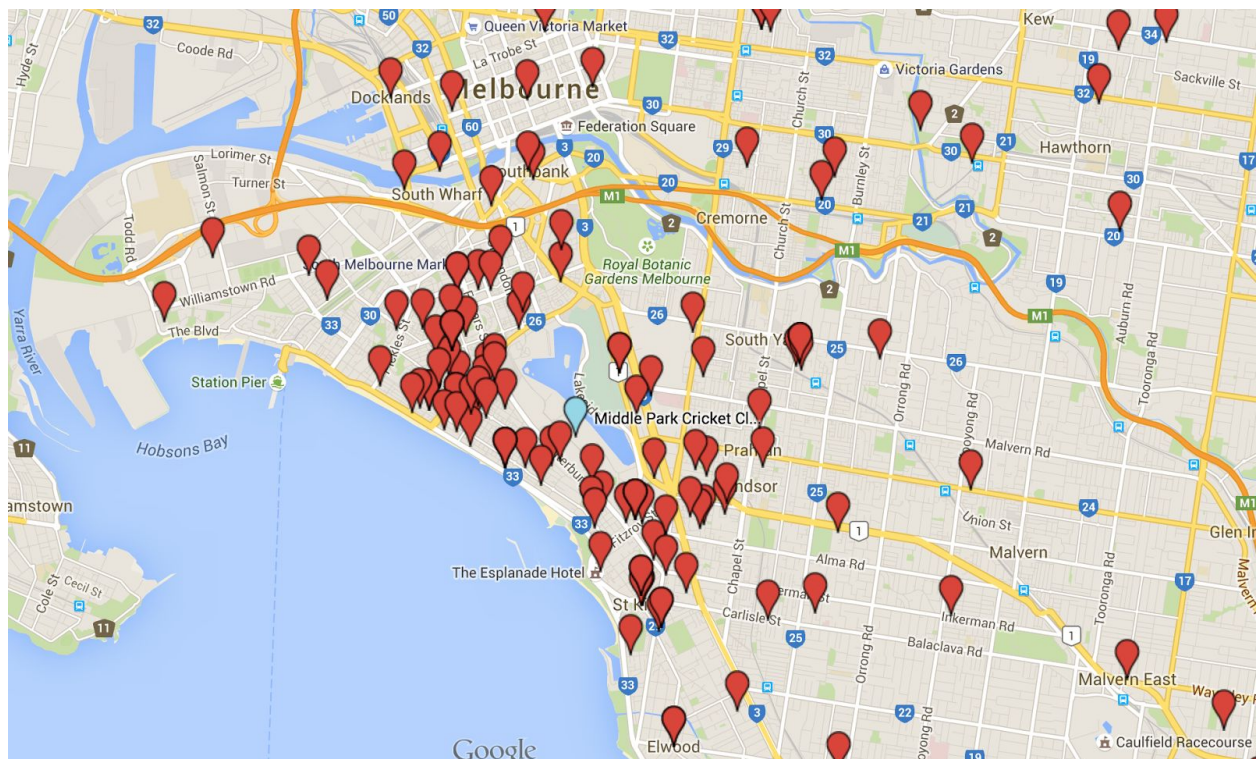
Middle Park Cricket Club

Story

Founded in 1910, Middle Park Cricket Club is entering our 106th year, from our beginning to the present day we are a group of playing and nonplaying members with a passion for cricket and spending time with like minded people. We are currently in a period of rejuvenation, seeing our juniors becoming the driving force in each of our teams and our social events raising much needed funds allowing us to invest in club facilities that benefit all.

Our members

The club is comprised of 80 playing members and more than 100 nonplaying / social members. With a large membership base we have members located all over Melbourne's suburbs, as you can see in the following map, our membership base is primarily located in Port Melbourne, South Melbourne, Albert Park and St Kilda. Our playing members age ranges from 14 to 55, with more than 50% between 25 and 35.



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Success

Last season was the most successful year in the last decade for the club, our 1st XI were promoted only five games into the season due to our boys being so dominant, the South division saw a much more competitive season and resulted in our boys making the semi-final, losing to the eventual winners.



Junior development is a large part of the clubs rejuvenation and we are seeing our younger members performing in all 4 teams. A couple of examples from last season are Patrick Tomlinson's performance of 6 wickets for 16 runs and our youngest senior player, Tyler Stewart's 5 wickets for 12 runs.



Patrick Tomlinson



Tyler Stewart

Middle Park Cricket Club

Projects

We have a number of projects to improve our club, from large scale projects like renovating our practice nets (currently seeking funding) to small projects such as painting the club inside and out, a project the club completed in November 2014.



Each year we try to make tangible improvements to the club, the following is a list of projects and estimated costs we have on our roadmap.

Wicket square renovation	\$3,000
Practice net renovation	\$5,000
Bowling machine	\$5,000
Installation of artificial wicket	\$15,000

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Events

Movie Night in the Park

As a club we are supportive of our members thinking up new ventures for raising funds and increasing our presence in the local community. One such event the club holds is 'Movie Night in the Park', this is an open air cinema night, hosted by the club. The night involved a screening of the family friendly classic 'Inside Out' and was a big success. We also have excellent traction on our website and Facebook page for our next movie screening, which we are planning for early 2017.



Exclusive event sponsorship is available for Movie Night in the Park 2017

Benefits	Cost
<ul style="list-style-type: none">• Logo and advertising section on Movie Night in the Park website and Facebook page www.movienightinthepark.com.au www.facebook.com/MovieNightInThePark (472 likes)• Unlimited tickets for your entire company to Movie Night in the Park 2017 (ticket value \$18 each)• Logo on Middle Park Cricket Club website, Facebook pages and Newsletter linking to sponsor website• Portable signage at event (sponsor to provide)• 12 month membership to Middle Park Cricket Club• 2 x club social shirts	\$2,000

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Barmy Army v Aussie Fanatics

Another event in recent years is the 'Barmy Army v Aussie Fanatics'. The Barmy Army are the huge group of supporters that follow the English cricket team all over the world. When the Ashes is on, the Barmy Army have an event in each of the cities of an Ashes match. Middle Park Cricket Club is the venue and host of the Barmy Army Melbourne event.

December 2013 was the last time the Barmy Army were in Melbourne and the day involved some 500 spectators coming to the club to watch the Barmy Army take on their Australian counterparts the 'Fanatics'. The next Ashes series in Australia is in 2017/18 and the club will be hosting the Barmy Army match in December 2017.



Barmy Army v Aussie Fanatics
Dec. 2013

Middle Park Cricket Club



Sponsorship

As with all community sport clubs, sponsorship plays a pivotal role in the ongoing successful running of the club. We offer a range of sponsorship packages suitable for a wide variety of local businesses. Each sponsor receives promotion of their business to the playing and nonplaying membership base of 180+ people based in the local area.

We have an active membership base who are invested in the success of the club, our sponsors therefore can expect to see direct business from our members as well as indirect business from our advertising and the goodwill spread via word of mouth from our members.

As a modern sport club we also have a strong online presence, we have a very active Facebook group, plus a regular newsletter and website updates. Our sponsors brand information appears on all of our member communications.

Sponsors are also represented on club signage and apparel depending on sponsorship option taken.

Medium	Reach
 /pages/MiddleParkCricketClub/ /groups/MiddleParkCC/	123 likes 150 members
Email Newsletter 	204 subscribers
Website http://www.middleparkcc.com.au/	330 unique visitors per month

Middle Park Cricket Club

Sponsorship options

Package	Description	Benefits	Cost
Gold	Club sponsors: 2 sponsor per year non-competing businesses (e.g. financial & restaurant)	<ul style="list-style-type: none"> Company brand on 3 x 3 meter advertising banner on practice nets facing Aughtie Drive to be displayed on Saturdays and during training sessions on Tuesday & Thursday from 6pm Logo on club polo shirts (worn by players to and from games) Logo on playing shirts (worn by all players during each match) Logo on Middle Park Cricket Club website, Facebook pages and Newsletter linking to sponsor website Signage in social rooms Portable signage at ground on game day (sponsor to provide) Acknowledged at all club functions 12 month membership to Middle Park Cricket Club 2 tickets to one club function with free alcohol/food included Access to club facilities between October and March for private events (as agreed with committee) Invitation to address 2 club functions Selection of club apparel 	\$5000 (per year)
Green	Green Club sponsor up to 6 sponsors per year non-competing businesses (e.g. retail & estate agent)	<ul style="list-style-type: none"> Logo on Middle Park Cricket Club website, Facebook pages and Newsletter linking to sponsor website Portable signage at ground on game day (sponsor to provide) Signage in social rooms Acknowledged at all club functions 12 month membership to Middle Park Cricket Club 2 tickets to one club function with free alcohol/food included Club cap 	\$2,500 (per year)
Player	Player sponsor one sponsor per player	<ul style="list-style-type: none"> Logo on Middle Park Cricket Club website, Facebook pages and Newsletter linking to sponsor website 12 month membership to MPCC 	\$250 - \$500 (per year)
Affiliate	Affiliate your business to Middle Park Cricket Club	<ul style="list-style-type: none"> Logo on Middle Park Cricket Club website, Facebook pages and Newsletter linking to sponsor website Agreed remuneration for Middle Park Cricket Club for affiliate business 	negotiable
Donation	Anything you can	<ul style="list-style-type: none"> Logo on Middle Park CC website, Facebook pages and Newsletter linking to sponsor website 	any amount

Middle Park Cricket Club

Contact

Thank you for your consideration, if you have any questions or would like to discuss a partnership between your company and Middle Park Cricket Club, please let me know.

Daniel



Daniel Holden | Secretary
Middle Park Cricket Club

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Electronic funds transfer:

BSB: 633-000

Account: 15544-0563

Name: Middle Park Cricket Club
(Bendigo Bank)

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