

2015/16

SPONSORSHIP OPPORTUNITIES



**ORMOND CRICKET CLUB
2015/16 SPONSORSHIP PROPOSAL**

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2014/15 CLUB SPONSORS INCLUDE

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Tel: 9576 8211



The logo for OMEGAPHARM, featuring a large, stylized green Greek letter Omega (Ω) followed by the word 'MEGAPHARM' in a bold, green, sans-serif font.



ORMOND CRICKET CLUB
2015/16 SPONSORSHIP PROPOSAL

MESSAGE FROM THE CLUB PRESIDENT

On behalf of the Ormond Cricket Club, I would like to thank you for taking the time to review our Sponsorship Packages for the 2015/16 season.

The 2014/15 season was an incredible year at the club with our senior first XI winning the premiership in the South Eastern section of the Victorian Sub-District Cricket Association. The VSDCA is recognised as the second highest level of cricket in the state behind Premier Cricket.



Ormond Cricket Club has a proud history winning 9 first eleven premierships since joining the VSDCA in 1949. We play at EE Gunn Reserve Ormond, field 4 senior turf teams, an Under 15 representative team who play in the time honoured J. G. Craig Competition (formerly the R.M. Hatch Competition) and host a Milo In2CRICKET development program for boys and girls aged 5 to 8 years. This program then feeds through to our under age junior teams that are affiliated with the South Eastern Cricket Association (SECA) where we fielded 7 junior teams in the 2014/15 season (two under 12 teams, 3 under 14 teams and 2 under 16 teams).



Ormond Cricket Club enjoys fantastic relationships with all of our current sponsors and we proactively encourage all of the nearly 150 households involved with the cricket club to support our sponsors whenever possible through a range of initiatives.

JUNIOR DEVELOPMENT PROGRAM

Our juniors are incredibly strong and we are hoping to increase the number of teams to eight this season while our Milo and T20 Blast numbers continue to grow on the back of our involvement with cricket programs at local schools. A female team is also on the agenda.



We have a pathway in place for the juniors with our senior third XI a development team, designed to nurture the talent and give the players valuable turf wicket experience. The



majority of our seven junior teams played finals in 2014/15 and our under 14A grade team went through the season undefeated and won the premiership.

With a growing list of players including an exciting group of juniors, the club has incredible depth and we plan to add a fifth XI in 2015/16 which will be a club XI offering games to a number of fathers to play with their sons.

We have a rich history and a bright future with an exciting season ahead. Our juniors have access to the best facilities and coaching available in the region and the club has a strong family and community focus. Our vision is to provide a great place to play cricket.

Off field, the club's social functions continue to gain popularity. The Season Launch, Trivia Night, Pink Stumps Day, Parents and Grandparents Lunch, Past Players Lunch, Sponsors Lunch, Christmas Party and Presentation Night have been well attended. We are looking to add a Sportsman's Night next season and our sponsors have extensive signage in the club social rooms and we actively encourage our members and their families to support our sponsors. Your business would feature in the regular club newsletter, advertising, the website, social media and the club handbook.

On the back of a highly successful season in 2014/15 the committee is dedicated to making the club one of the region's leading community cricket clubs. We hope you will find our 150 plus members and their families part of your target market and this document outlines our range of sponsorship packages. I look forward to you joining our 'team' and if you have any questions in relation to sponsorship options please don't hesitate to contact me.

Kind Regards

Brian Ambler

Club President

Sponsorship Co-Ordinator

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**ORMOND CRICKET CLUB
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INTRODUCTION TO SPONSORSHIP OPPORTUNITIES

The following pages contain the sponsorship options available at Ormond Cricket Club for season 2015/16. All options are flexible and packages can be tailored to meet the needs of your individual business.

We strive to add value to our business partners and aim to build a long-term, mutually beneficial relationship with all our sponsors.

Sponsorship is an excellent way of promoting your business and building a positive community profile. Ormond Cricket Club is an active member of the local community in Ormond, McKinnon, Bentleigh, Carnegie, Glenhuntly and South Caulfield. We have links with a number of local primary and secondary schools and our sponsors will benefit from those associations.



Ormond Cricket Club has assisted many local families with access to our club facilities and early development of their children through our Ormond Junior Cricket program. The club's committee and dedicated coaches are committed to ensuring the club prospers for many seasons to come at both senior and junior levels.

We are confident that we have a sponsorship package to suit your business needs. If not, please don't hesitate to contact our Sponsorship Co-ordinator, Brian Ambler or any of our committee members (contact details on Page 24) to discuss how we can tailor a package to fit your business.

Please note that for sponsors who sign on or before September 1, 2015 your business details will be included in our new club handbook that will incorporate the season fixtures, social functions as well as a business services directory. Every senior member of the club and junior parent will receive the handbook that promotes the sponsors and local suppliers. It will become a valuable resource for all the members and their families.

2014/15 CLUB SPONSORS INCLUDE

LINENHOUSE



ORMOND CRICKET CLUB 2015/16 SPONSORSHIP PROPOSAL

SPONSORSHIP BENEFITS

Ormond Cricket Club has a number of unique opportunities for exposure that most cricket clubs do not have:



Significant Signage Exposure at TWO Grounds

Ormond Cricket Club has two grounds at E. E. Gunn Reserve, the main oval and the adjacent ground used by the senior thirds and fourths. In addition, the home ground of the juniors is located at East Caulfield Reserve opposite Monash University (Caulfield Campus).

**SPONSORSHIP
OPPORTUNITIES**

All grounds are exposed to significant levels of foot traffic from local residents while East Caulfield Reserve also has significant foot traffic from university students. In addition, East Caulfield Reserve is situated right on Dandenong Road that is a major arterial road in Melbourne. The volume of passing traffic is massive and the value of signage at the corner of Dudley Street and Dandenong Road opposite Monash University is significant. At E. E. Gunn Reserve the signs on the fence are located in the scoreboard section of the ground or the pavilion area for maximum visibility. Whilst it is impossible to measure exactly how many people would be exposed to your business signage each week, the figure would be substantial.



Player Base

Ormond Cricket Club has a highly diverse player base given we have children aged from 5 to 15 in the junior ranks while our senior players are aged 16 right up to their late 40's. Of course, parents of the junior players range from their 20's to their 60's. A number of grandparents are also regulars at the club.

Sponsorship Loyalty

Ormond Cricket Club has a long record of loyalty to their sponsors. Our sponsors have always been satisfied with the offering and support from the members. Historically our player base has been very loyal to the sponsors and we consistently promote the importance of supporting our sponsors.

Cost Effective

Studies show that online advertising will become the premier segment in the advertising market in the next five years. Our website (<http://ormondcc.vic.cricket.com.au/>) is extremely popular and attracts thousands of visits every year. The extensive advertising through publications including the club handbook, newsletter, scoreboard signage, ground signage and the notice board are all touch points with the members, families and passing traffic.

Club sponsorship may be tax deductible for business owners.



Wide Distribution

Your potential exposure through our new full colour electronic scoreboard, newsletters, flyers, handbook, social media campaigns and website is far and wide across the local community.

- Fence Signage at Grounds
- Clubroom Signage & Screen Advertising
- Promotion in Clubrooms
- Website Promotion
- Promotion on Club Video
- Monthly Database Promotion
- Scoreboard Advertising
- Digital Marketing

**SPONSORSHIP
OPPORTUNITIES**



SPONSORSHIP PACKAGES - TABLE OF BENEFITS

PACKAGE →	PLATINUM	DIAMOND	JUNIOR	GOLD	SILVER	BRONZE
Brand on Team Playing Shirts	✓ Front of Senior Shirts	✓ Rear of Senior Shirts	✓ Rear of Junior Shirts	✓ Rear of Senior Shirts	X	X
Brand on Supporters Premiers Polo Shirt	✓ Rear of Premier Polo Shirt	X	X	X	X	X
Scoreboard Ads	✓	✓	✓	✓	✓	X
Fence Signage at E. E. Gunn Reserve	✓	✓	✓	✓	✓	X
Signs at East Caulfield Reserve	✓	✓	✓	✓	X	X
Club Room Signage	✓	✓ + Bar Area	✓	✓	✓	✓
Logo on Rear of Club Caps	✓	X	X	X	X	X
Advert on Team App	✓	✓	✓	✓	✓	✓
Listing on Website Services Directory	✓	✓	✓	✓	✓	✓
Newsletter Promotion	✓	✓	✓	✓	✓	✓
3 Player Sponsorships	✓	X	X	X	X	X
Tickets to Social Functions	✓ (4)	✓ (4)	✓ (4)	✓ (4)	✓ (2)	X
Ad in Club's Season Handbook	✓ Full Page	✓ ½ Page	✓ ½ Page	✓ ½ Page	✓ ½ Page	✓ 1/4 Page
Promo in Club Video	✓	✓	✓	✓	X	X
Logo on Club Letterhead	✓	✓	✓	✓	✓	X
Logo on Club's Social Card	✓	✓	✓	✓	✓	✓
Function Naming Rights	✓	✓	✓ Pres. Night	✓	X	X
Certificate of Appreciation	✓	✓	✓	✓	✓	✓
Ads on Club TV	✓	✓	✓	✓	✓	✓
Logo on Drink Coasters	X	✓	X	X	X	X
TERM	3 Years	3 Years	3 Years	3 Years	2 Years	1 Year
ANNUAL INVESTMENT	\$4,500	\$3,500	\$3,500	\$3,500	\$2,000	\$1,000

PLATINUM SPONSORSHIP PACKAGE

The PLATINUM sponsorship is our marquis sponsorship package and entitles you to a number of unique opportunities at one of the most prominent community based cricket clubs in South East Melbourne.



Platinum Sponsorship entitles your business to:

1. Your business' logo on the front of the club's senior playing shirts.
The logo will be on all senior player shirts and the club will organise the production of the logos.
2. Your business' logo displayed on the back of the club's premiership supporter polo shirts.
3. Your business' logo on the back of the club's playing caps.
4. Promotion of your logo on the scoreboard at the end of the over. See attached example of last season's Bendigo Bank promotion.
5. Prominent signage on the fence at E. E. Gunn Reserve. The fence signage would expose your business' name, logo and contact details to all members at the cricket club plus foot traffic through the precinct on game days and the various social events held at the E. E. Gunn pavilion on match days.
6. Your business' signage will also be prominently displayed inside our clubrooms at E. E. Gunn Reserve plus on one of TV screens on game days and during social functions. Your logo would be on display for all players (home and opposition teams) to see plus any visitors to the club.
7. Prominent Signage on the fence at the home ground of our juniors, East Caulfield Reserve on Dandenong Road. The signage would expose your business' name, logo and contact details to all players and parents at the matches plus the passing traffic on Dandenong Road next to Monash University
8. Comment in the Club's Match Reports at the conclusion of each round. In addition, mention at player of the match award presentations.
9. Your Business will be featured in the Club's Newsletter (Inside Point) which is emailed to all club members and junior parents. The newsletter details all club related news, results and notice of upcoming social events. A Platinum Sponsorship will entitle you to distribute advertising, promotional or special event information in the club's e-mail newsletter and use of our database. You will be given editorial comment to reinforce your business' message and where possible, the club will encourage its members and parents to use the sponsors



goods and services.

10. Advertising in the Club's Season Handbook which will be distributed in September 2015 to all senior players and the parents of junior players. If you sign on by September 1, 2015 your business' details and advertisement will be displayed in the handbook. As a platinum sponsor you will be entitled to a full page advertisement on the back cover.
11. Your Business' Name and Logo will appear on all outgoing club correspondence on the club's letterhead.
12. Your business' logo will appear on all social club membership cards purchased by club members and juniors parents. (Subject to signing on prior to printing).
13. Tickets to all Ormond Cricket Club Social Functions
Your business will receive four (4) free tickets to all major social functions at Ormond Cricket Club. Details of all social functions will be listed in the club handbook including the Season Launch, Trivia Night, President Sponsor's Lunch and Presentation Night.
14. Naming Rights to a Major Club Function
Your business will be promoted at a major club function nominated by committee.
15. A Certificate of Appreciation
A certificate acknowledging your support of the club will be presented to a representative of your business at the Club Presentation Night at the end of the season.
16. Inclusion in Business Services Directory on the Club's Website.
17. The Ormond Cricket Club has its own Team App that sends all registered players and junior parents notifications regarding upcoming events including junior training sessions, senior matches, social events and news. Your logo will be attached to every notification.
18. The Platinum Sponsor will feature in the club's promotional video for the next 3 years that will be on the website and also played at the Junior and Senior Season Launches.
19. The Platinum Sponsorship package includes three (3) Player Sponsorships.



PLATINUM SPONSORSHIP PACKAGE INVESTMENT: \$4,500 p.a.

Due to the significant cost of producing signage and senior apparel in the first year, Platinum Sponsorship is a 3 year contract.



**ORMOND CRICKET CLUB
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DIAMOND CLUBROOM SPONSORSHIP PACKAGE

The DIAMOND CLUBROOM sponsorship is the newest and most unique form of sponsorship at our cricket club. This package entitles your business to the following:



1. Your business' logo on the back of the club's senior playing shirts. The logo will be on all senior player shirts and the club will organise the production of the logos.
2. Promotion of your logo on the scoreboard at the end of the over. See attached example of last season's Bendigo Bank promotion.
3. While other sponsors will also feature in the clubrooms, your business will have the most prominent signage over the heavy traffic areas including the bar, kitchen, player's rooms and down stairs canteen.
4. Prominent signage on the fence at E. E. Gunn Reserve. The fence signage would expose your business' name, logo and contact details to all members at the cricket club plus foot traffic through the precinct on game days and the various social events held at the E. E. Gunn pavilion on match days.
5. Signage in the clubrooms plus your business' logo would be continuously displayed on one of TV screens upstairs in our clubrooms at the E. E. Gunn Pavillion on match days and at club functions. Your logo would be on display for all players (home and opposition) to see as well as visitors.
6. Prominent Signage on the fence at the home ground of our juniors, East Caulfield Reserve on Dandenong Road. The signage would expose your business' name, logo and contact details to all players and parents at the matches plus the passing traffic on Dandenong Road next to Monash University
7. After each match, the club presents match reports and awards for the player of the match. Sponsors will be promoted during the process.
8. Naming Rights to a major club function at the discretion of the committee.
9. Your Business will be featured in the Club's Newsletter (Inside Point) which is emailed to all club members and junior parents. The newsletter details all club related news, results and notice of upcoming social events. A Gold Sponsorship will entitle you to distribute advertising, promotional or special event information in the club's e-mail newsletter and use of our database. You will be given editorial comment to reinforce your business' message and where possible, the club will encourage its members and parents to use the sponsors goods and services.



10. Advertising in the Club's Season Handbook, which will be distributed to all senior players and the parents of junior players in September 2015. If you sign on by September 1, 2015 your business' details and advertisement will be displayed in the handbook. As a Gold sponsor you will be entitled to a half page advertisement.
11. Your Business Logo on the Club Letterhead and emails. Your business logo will appear on all outgoing club correspondence on the club's letterhead.
12. Your business' logo will appear on all social club membership cards purchased by club members and juniors parents. (Subject to signing on prior to printing).
13. Tickets to all Ormond Cricket Club Social Functions
Your business will receive (4) free tickets to all major Ormond Cricket Club social functions. Details of all social functions will be listed in the club handbook including the Season Launch, Trivia Night, President Sponsor's Lunch and Presentation Night.
14. A certificate acknowledging your support for the club will be presented to a representative of your business at the Club Presentation Night at the end of the season.
15. Inclusion in Business Services Directory on the Club's Website.
16. The Ormond Cricket Club has its own Team App that sends all registered players and parents notifications regarding upcoming events including junior training, senior matches, social events and news. Your logo will be attached to every notification.
17. You will be entitled to place your logo and contact details on the drink coasters at the Ormond Cricket Club's pavillion.
18. Promotion of your business in the club video.



CLUBROOM SPONSORSHIP PACKAGE INVESTMENT: \$3,500 p.a.

Due to the significant cost of producing signage in the first year, Clubroom Sponsorship is a 3 year contract.



**ORMOND CRICKET CLUB
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GOLD SPONSORSHIP PACKAGE

A GOLD level sponsorship entitles the sponsor to many unique opportunities not available to most community sporting clubs.

A Gold sponsorship entitles your business to:

1. Your business' logo on the back of the club's senior playing shirts. The club will organise the production of the logos.
2. Promotion of your logo on the scoreboard at the end of the over. See attached example of last season's Bendigo Bank promotion.
3. Prominent Signage on the fence at E. E. Gunn Reserve. The fence signage would expose your business' name, logo and contact details to all members at the cricket club and by all foot traffic through the precinct on game days and the various social events held at the E. E. Gunn pavilion.
4. Signage in the clubrooms plus your business' logo would be continuously displayed on one of TV screens upstairs in our clubrooms at the E. E. Gunn Pavillion on match days and at club functions. Your logo would be on display for all players (home and opposition) to see as well as visitors.
5. Prominent Signage on the fence at the home ground of our juniors, East Caulfield Reserve on Dandenong Road. The fence signage would expose your business' name, logo and contact details to all members at the cricket and the passing traffic on Dandenong Road next to Monash University
6. Comment in the Club's Match Reports at the conclusion of each match for results awards for the player of the match. Sponsors will be promoted during the process.
7. Naming Rights to a major club function based on discussions with the committee, will carry your business name and will be promoted as such.
8. Your Business Featured in the Club's Newsletter which is sent to all club members, including all junior parents, detailing all club related news, results, notice of upcoming social events. The Sponsorship will entitle you to distribute advertising, promotional or special event information in the club's e-mail newsletter and use of our database. You will be given editorial comment to enforce your business' message. Where possible, the club will encourage its members and parents to use the goods and services of sponsors.
9. Advertising in the Club's Season Handbook, which will be distributed to all senior players and the parents of junior players in September 2015. If you sign on by September 1, 2015 your business' details and advertisement will be displayed in the handbook. As a gold sponsor you will be entitled to a half page advertisement.



10. Your Business' Name and Logo on Club Letterhead and emails. Your business' name and logo will appear on all outgoing club correspondence on the club's letterhead.
11. Your business' logo will appear on all social club membership cards purchased by club members and juniors parents. (Subject to signing on prior to printing).
12. Tickets to all Ormond Cricket Club Social Functions - Your business will be sent (4) free tickets to all major Ormond Cricket Club social functions. Details of all social functions will be available in the handbook including the season launch, Trivia Night, President Sponsor's Lunch and Presentation Night.
11. A certificate acknowledging your support for the club will be presented to a representative of your business at the Club Presentation Night at the end of the season.
13. Inclusion in Business Services Directory on the Club's Website
14. The Ormond Cricket Club has its own Team App that sends all registered players and parents notifications regarding upcoming events including junior training, senior matches, social events and news. Your logo will be attached to every notification.
15. Promotion in Club Video



GOLD SPONSORSHIP PACKAGE INVESTMENT: \$3,500 p.a.

Due to the significant cost of producing signage and club apparel in the first year, Gold Sponsorship is a 3 year contract.



JUNIOR DEVELOPMENT PARTNER SPONSORSHIP

Junior Development Sponsorship entitles the sponsor to a range of unique opportunities:



1. Your business' logo on the club's junior playing shirts. Wearing shirts bearing your business' logo will become compulsory for all junior members of the club and will be supplied to the juniors upon payment of their subscription fees for the season. The club will organise the production of the logos.
2. Prominent Signage on the fence at E. E. Gunn Reserve plus the home ground of our juniors, East Caulfield Reserve on Dandenong Road. The fence signage would expose your business' name, logo and contact details to all members at the cricket and the passing traffic on Dandenong Road next to Monash University
3. Signage in the clubrooms plus your business' logo would be continuously displayed on one of TV screens upstairs in our clubrooms at the E. E. Gunn Pavillion on match days and at club functions. Your logo would be on display for all players (home and opposition) to see as well as visitors.
4. Promotion of your logo on the scoreboard at the end of the over. See attached example of last season's Bendigo Bank promotion.
5. Your Business will feature in the Club's Newsletter which is sent to all club members, including all junior parents, detailing all club related news, results, notice of upcoming social events. A Junior Sponsorship will entitle you to distribute advertising, promotional or special event information in the club's e-mail newsletter and use of our database. You will be given editorial comment to enforce your business' message. Where possible, the club will encourage its members and parents to use the goods and services of sponsors.
6. Advertising in the Club's Season Handbook which will be distributed to all senior players and the parents of junior players in September 2015. If you sign on by September 1, 2015 your business' details and advertisement will be displayed in the handbook. As the Junior Development Sponsor you will be entitled to a half page advertisement in the handbook.
7. Your business' name and logo will appear on all outgoing club correspondence on the club's letterhead.
8. Your business' name, logo and contact details will appear on all social club membership cards purchased by club members and juniors parents. (Subject to signing on prior to printing).



9. Tickets to all Ormond Cricket Club Social Functions
Your business will be sent (4) free tickets to all major Ormond Cricket Club social functions. Details of all social functions will be available in the handbook including the Season Launch, Trivia Night, President Sponsor's Lunch and Presentation Night.
10. Naming Rights to the Junior Presentation Night.
11. A Certificate of Appreciation acknowledging your support for the club will be presented to a representative of your business at the club Presentation night at the end of the season.
12. Inclusion in Business Services Directory on the Club's Website.
13. Inclusion of a half page Advertisement in Business Services Directory in the Club Handbook.
14. The Ormond Cricket Club has its own Team App that sends all registered players and parents notifications regarding upcoming events including junior training, senior matches, social events and news. Your logo will be attached to every notification.
15. Promotion in Club Video



JUNIOR DEVELOPMENT SPONSORSHIP INVESTMENT: \$3,500 p.a.

Due to the significant cost of producing signage and junior apparel in the first year, Junior Development Sponsorship is a 3 year contract.



SILVER SPONSORSHIP PACKAGE

A Silver sponsorship entitles your business to:

1. Prominent signage on the fence at E. E. Gunn Reserve. The fence signage would expose your business' name, logo and contact details to all members at the cricket club plus foot traffic through the precinct on game days and the various social events held at the E. E. Gunn pavilion on match days.
2. Clubroom signage plus your business' logo will be continuously displayed on one of TV screens upstairs in the E.E. Gunn clubrooms on match days and at club functions. Your logo would be on display for all players (home and opposition) to see as well as visitors.
3. Promotion of your logo on the scoreboard at the end of the over. See attached example of last season's Bendigo Bank promotion.
4. Your Business will be featured in the Club's Newsletter (Inside Point) which is emailed to all club members and junior parents. The newsletter details all club related news, results and notice of upcoming social events. Silver Sponsorship will entitle you to distribute advertising, promotional or special event information in the club's e-mail newsletter and use of our database. You will be given editorial comment to reinforce your business' message and where possible, the club will encourage its members and parents to use the sponsors goods and services.
5. Advertising in the Club's Season Handbook which will be distributed in September 2015 to all senior players and the parents of junior players. If you sign on by September 1, 2015 your business' details and advertisement will be displayed in the handbook. As a silver sponsor you will be entitled to a quarter page advertisement in the handbook.
6. Your Business' Name and Logo will appear on all outgoing club correspondence on the club's letterhead.
7. Your business' name and details will appear on all social club membership cards purchased by club members and juniors parents. (Subject to signing on prior to printing).
8. Tickets to all Ormond Cricket Club Social Functions
Your business will receive two (2) free tickets to all major social functions at Ormond Cricket Club. Details of all social functions will be listed in the club handbook including the Season Launch, Trivia Night, President Sponsor's Lunch and Presentation Night.



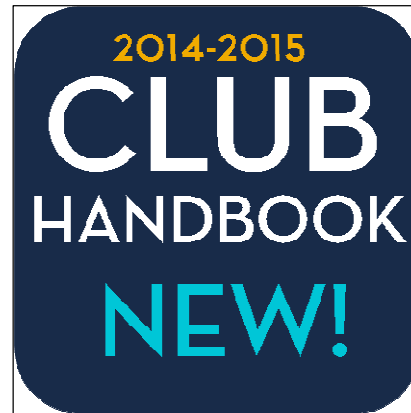
9. A Certificate of Appreciation

A certificate acknowledging your support of the club will be presented to a representative of your business at the Club Presentation Night at the end of the season.

10. Inclusion in Business Services Directory on the Club's Website.

11. The Ormond Cricket Club has its own Team App that sends all registered players and junior parents notifications regarding upcoming events including junior training sessions, senior matches, social events and news. Your logo will be attached to every notification.

12. Inclusion of a 1/2 page Advertisement in Business Services Directory in the Club Handbook



SILVER SPONSORSHIP INVESTMENT: \$2,000 p.a.

Due to the significant cost of producing signage in the first year, Silver Sponsorships are a 2 year contract.



BRONZE SPONSORSHIP

A BRONZE level sponsorship is the fourth tier of sponsorship at Ormond Cricket Club for Season 2015/16 and entitles your business to:

1. Signage on the fence at E. E. Gunn Reserve. The fence signage would expose your business' name, logo and contact details to all members at the cricket club plus foot traffic through the precinct on game days and the various social events held at the E. E. Gunn pavilion on match days.
2. Clubroom signage plus your business' logo will also be prominently displayed inside our clubrooms at E. E. Gunn Reserve on one of TV screens on game days and during social functions. Your logo would be on display for all players (home and opposition teams) to see plus any visitors to the club.
3. Your Business will be featured in the Club's Newsletter (Inside Point) which is emailed to all club members and junior parents. The newsletter details all club related news, results and notice of upcoming social events. Whenever possible the club will encourage its members and parents to use the sponsors goods and services.
4. Advertising in the Club's Season Handbook which will be distributed in September 2015 to all senior players and the parents of junior players. If you sign on by September 1, 2015 your business' details and advertisement will be displayed in the handbook. As a Bronze sponsor you will be entitled to a quarter page advertisement in the booklet.
5. Your business' name and details will appear on all social club membership cards purchased by club members and juniors parents. (Subject to signing on prior to printing).
6. A Certificate of Appreciation acknowledging your support of the club will be presented to a representative of your business at the Club Presentation Night at the end of the season.
7. Inclusion in Business Services Directory on the Club's Website.
8. The Ormond Cricket Club has its own Team App that sends all registered players and junior parents notifications regarding upcoming events including junior training sessions, senior matches, social events and news. Your logo will be attached to every notification.
9. Inclusion of a ¼ page Advertisement in Business Services Directory in the Club



BRONZE SPONSORSHIP INVESTMENT: \$1,000 p.a.



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OTHER SPONSORSHIP OPPORTUNITIES

In addition to the previous packages, the club offers a number of alternative sponsorship options:

PLAYER SPONSORSHIP

Ormond Cricket Club has a strong senior base of around 150 players including juniors and seniors.

A Player Sponsorship entitles your business name to be included on a photograph of a player that is hung in the social club rooms.



The cost of player sponsorship is \$100 per player

MATCH DAY SPONSOR

- Mounted 1st XI match ball presented to the sponsor
- Business Promotion on the Club's website during that round
- Your business' logo will be continuously displayed on one of TV screens upstairs in the E.E. Gunn clubrooms on match day for all players (home and opposition) to see as well as visitors. This will be from the date of the match to the end of the season
- Complimentary drinks and lunch (if on for that match) plus post-match drinks

The cost of this sponsorship opportunity is \$300



THE FUTURE - THE STRATEGIC PLAN FOR 2015-2018

The Ormond Cricket Club is run by volunteers who for many years have laboured hard to bring opportunity, friendship, a sense of community and high quality facilities to the club members.

To remain a strong and successful club with a commitment to 'continual improvement'

The strategic plan is a blueprint for the club's future direction and an integral part of the club's annual planning process. It allows us to assess what is working, what isn't working and what still needs working on. It is designed to highlight the challenges we face, the objectives, the necessary action required and allocate responsibility for implementation. The strategic plan is typically looking at the club's three to five year horizon and is linked to budget and affordability issues. Of course, the financial aspects of the club are closely related to the success or otherwise of our sponsorship programs, fundraising efforts, grants and player and member subscriptions.

In 2015 we finalised the club's strategic plan and made it available to all members and the public via our website <http://ormondcc.vic.cricket.com.au/>

Ormond Cricket Club Strategic Plan 2015-2017

1.0 To further integrate juniors into the body of the Ormond Cricket Club using a variety of means to ensure that we give ourselves the best opportunity of retention as they leave the under-age competition

Objective	Strategy	Actions	Responsibility	When
To continue to integrate the juniors with the seniors to establish a more unified club.	<p>1.1 Continue to build juniors through a grass roots approach via the Milo In2Cricket Program and T20 Blast Program</p> <p>1.2 Develop and retain the 16-20 year olds so that when they leave the junior competition they want to transition into the senior ranks of the club.</p>	<ul style="list-style-type: none"> • Appoint a T-20 Blast co-ordinator • Appoint a Milo In2Cricket Co-ordinator • Recruit Under 14 Players to assist at the Milo Programs • Add Promotional Website Content targeting 5-8 year olds • 1:1 structured coaching sessions using the bowling machine to improve skills • Continue with the Senior 3rd XI as the club Development XI • Conduct a verbal survey to establish needs • Invite to join social committee • Social activities • Roster of Senior players to attend junior training 		

GROUND LOCATION

E. E. Gunn Reserve - Dorothy St, Ormond Vic. 3204
(Clubrooms and Home Ground of the Senior Teams)






ORMOND CRICKET CLUB
2015/16 SPONSORSHIP PROPOSAL

CLUB INFORMATION

CLUB PREMIERSHIPS



Senior Premierships		Junior Premierships		
		Under 16	Under 14A	Under 12
1947/48 1 st XI	1949/50 6 th XI	1951/52	1968/69	1968/69
1948/49 1 st XI	1950/51 5 th XI	1954/55	1969/70	2003/04
1957/58 1 st XI	1951/52 4 th XI	1956/57	2000/01	2011/12 (A)
1958/59 1 st XI	1954/55 2 nd XI	1959/60	2005/06	
1965/66 1 st XI	1957/58 3 rd XI	1961/62	2011/12	
1967/68 1 st XI	1961/62 4 th XI	1962/63	2014/15 (A)	
1968/69 1 st XI	1961/62 6 th XI	1963/64		
1970/71 1 st XI	1971/72 5 th XI	1965/66		
1971/72 1 st XI	1984/85 4 th XI	1971/72		
1974/75 1 st XI	1996/97 5 th XI	1974/75		
2014/15 1 st XI		1975/76		

OFFICE BEARERS: 2014/2015

POSITION	HELD BY	CONTACT
President	Brian Ambler	brian@pointretailconsulting.com.au
Secretary	Mat Cousins	mat_hilda@optusnet.com.au
Treasurer	Liam Mulcahy	liam_mulcahy75@hotmail.com
Coach	Dale Christie	dale@wangansports.com.au
Patron	John Craig	jgcraig@optusnet.com.au
Junior Coordinator	Pat Camm	pat@pjcammm.com.au
MyCricket Coordinator	Sean Clark	sclark2@crayola.com
Sponsorship Coordinator	Brian Ambler	brian@pointretailconsulting.com.au
Recruiting Coordinator	Ross Singleton	vonrosssingleton@gmail.com
Craig Shield Coach	Michael Cove	michaeljcove@yahoo.com.au
Club Historian	Geoff Cowen	gcowen2@bigpond.com
Assist. Craig Shield Coach	Will Robertshaw	wrrobertshaw@optusnet.com.au
In2Cricket Coordinator	Alistair Gordon	gordapsa@bigpond.com



2015/16 SPONSORSHIP APPLICATION

Please Tick ✓	SPONSORSHIP PACKAGE	\$
	PLATINUM	4500
	CLUBROOM	3500
	JUNIOR DEVELOPMENT	3500
	GOLD	3500
	SILVER	2000
	BRONZE	1000
	OTHER – Please Nominate	



Business Name	
Business Address	
Postal Address	
Primary Contact	
Phone Number(s)	
Email Address	
Website Address	

Requirements	High Resolution Copy of Your Logo .bmp or .jpg file
Brief Description of Services (Include your Industry, Primary Services or Products)	

PAYMENT DETAILS	✓	METHOD
CHEQUE		Payable to Ormond Cricket Club
CASH		Pay Direct to Sponsorship Co-ordinator
EFT		Ormond Cricket Club Inc. BSB 633-000 Account Number 140623562 (please include your business name in the transfer)

CONTACT INFORMATION

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President & Sponsorship Co-Ordinator
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Ph: (03) 9521 0325



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