

LATROBE CRICKET CLUB INC

2008/09 Major Sponsors:



SPONSORSHIP INVITATION



2009 / 10

Committed to cricket and our community

Latrobe Cricket Club – An Overview:

- Latrobe Cricket Club was established in 1950 and has participated in Cricket North West (the premier cricket competition in our region) rosters continuously for 50 years.
- We provide cricket and social opportunities for males and females from the age of five through running an IN2 Cricket Centre for children aged 5-8 and Primary School Roster for children aged 9-12. We also field two high school teams, Under-14, Under-16, Sunday League, 2nd and 1st Grade teams. Last season we had over 120 registered players, and this season we are on track for over 150.
- As “The Family Club” we strongly encourage and support family involvement, with many parents, grandparents, siblings, cousins, aunts and uncles fulfilling key on and off-field roles. You may have seen an article highlighting this in The Advocate on December 13 last year. We make a point of not turning any prospective player away and believe that the supportive structure of our club has social benefits beyond simply improving cricket skills.
- Club members range in age from 5-75, and we have in excess of 1000 people involved with our club in some capacity. Members live in such diverse areas as Burnie, Devonport, Spreyton, Latrobe, Shearwater, Port Sorell, Railton, Sassafras, Moriarty and surrounding districts.
- In the last five seasons we have had at least one of our teams make the Grand Final, collecting four Premierships along the way. We are successful club on-field.
- Off-field we have strived to heighten the awareness and community involvement of our club. Last year we held the first annual President’s XI v Latrobe Twenty/20 match, sponsored by Goodstone Group in 2008/09. The match featured AFL players Nathan Brown and Matthew Richardson, along with many current and former Cricket North West players. It was a great event, with the club providing a free cricket coaching clinic and lunch (with thanks to TASFRESH) for kids along the coast on the day, and raising funds for the Cancer Council. The event received extensive coverage in The Advocate and The Examiner, and was featured on Southern Cross News. We are aiming for a bigger and better event this year.
- Our club has a sister-club relationship with Frimley Cricket Club in England and has exchanged players on a regular basis. This has been a hugely positive experience and visitors to our club from Frimley have commented on how welcoming Latrobe Cricket Club was.
- Last season we had 26 Corporate and Player Sponsors in what was a great season for the club, with three of our four teams represented in finals. The assistance of our sponsors allowed for us to hold the successful President’s XI match, purchase training equipment and uniforms for our players, and increase the comfort of our club rooms for members and guests. We delivered sponsorship benefits above those offered by our club previously and are setting the bar higher for this season.

Benefits of Latrobe Cricket Club Sponsorship:

1. Latrobe Cricket Club has the greatest online presence of any sporting club in Tasmania, with six online ventures in operation. We have an official website providing the most up-to-date and rich information of any club, along with MySpace, Facebook, and Twitter pages, coupled with a Blog and weekly E-Newsletter. I invite you to check out each of these sites, where you'll find online recognition of last season's sponsors. *Your business receives exposure in 6 different sites on the internet for the price of one sponsorship package! It can also improve the search engine ranking of your site as well!*
2. The ability to market to our members directly via our E-Newsletter, websites and SMS service.
3. An invitation to the club's Season Launch on Saturday October 10, 2009 (promoted in the media), where you will present your sponsored player(s) with a warm-up shirt and playing hat both bearing your company logo. You will have a photo taken with your sponsored player(s) and this photo will be framed and displayed in your business and Latrobe Cricket Club. At the launch we will be promoting your business and allowing you to freely distribute advertising material, discounts and vouchers to those present.
4. Recognition as a preferred business for our players and members. We would direct them to utilise your services as often as possible. You could possibly offer a small discount to club members frequenting your business.
5. Partnership with Latrobe Cricket Club in staging the Annual President's XI v Latrobe Twenty/20 match. You will receive access to high-profile AFL players participating in the match at an exclusive sports forum the night before the match, and have the opportunity for a member of your business play in the match. You will also be free to distribute advertising material and place additional signage at Latrobe Recreation Ground on the day.
6. The opportunity to reach over 1000 potential new clients through brand association and cross-promotion online, within our club and wider community, along with print and television media.
7. Community involvement and positive reinforcement of your brand through association with "The Family Club".
8. Latrobe Cricket Club is committed to continually adding value to the packages we make available to sponsors. As a community and family-oriented club we strive to treat everyone who joins our club in any capacity as a family member. We are loyal, hardworking and committed to excellence in our community.

Take a look at just one of our many methods of providing exposure to our sponsors!



2008/09 Player Sponsor Photo – as seen on LCC websites

MAJOR LCC SPONSORS:



DEMON SPONSORS:



RED & BLUE SPONSORS:



2008/09 Corporate Sponsors – as seen on LCC websites.

We invite you to turn the page and examine our sponsorship packages, and hope you elect to join us at “The Family Club”. Please read on!

SPONSORSHIP PACKAGES AVAILABLE

A. Major LCC Sponsorship - \$1000

- Naming rights to a club team, IN2 Cricket centre or junior cricket roster (assigned to a major sponsor randomly).
- Large banner advertisement on two LCC website pages, plus banners on Twitter, MySpace, Facebook, LCC Blog and in each addition of our weekly E-Newsletter.
- Announcements/updates from your business distributed to club members through SMS, email, websites and in our club rooms.
- Sponsorship of four (4) players, with your logo on their playing cap, warm-up shirt and player photo on our websites.
- Prominent signage in our clubrooms.
- Invitation to our Season Launch on Saturday October 10, where your business will be promoted to members and the media. You will present a t-shirt and hat bearing your logo to your sponsored player(s), with your photo taken with them for display in your business and in our club rooms. You will also be free to distribute advertising material, vouchers and discount cards to members on the night.
- Exclusive access, along with club members, to a sports forum on the eve of the President's XI v Latrobe Twenty/20 match, featuring high-profile AFL players (last season it was Nathan Brown and Matthew Richardson).
- Have one (1) member of your business play in the President's XI v Latrobe Twenty/20 match.
- Your logo on Latrobe Cricket Club's letterhead, used for all correspondence.
- The opportunity to increase business through offering discounts to LCC members as a preferred partner of our club. In return we will direct our members to utilise sponsor businesses as a priority.

B. Demon Sponsorship - \$500

- Medium banner advertisement on two LCC website pages, plus banners on Twitter, MySpace, Facebook, LCC Blog and in each addition of our weekly E-Newsletter.
- Announcements/updates from your business distributed to club members through SMS, email, websites and in our club rooms.
- Sponsorship of three (3) players, with your logo on their playing cap, warm-up shirt and player photo on our websites.
- Prominent signage in our clubrooms.
- Invitation to our Season Launch on Saturday October 10, where your business will be promoted to members and the media. You will present a t-shirt and hat bearing your logo to your sponsored player(s), with your photo taken with them for display in your business and in our club rooms. You will also be free to distribute advertising material, vouchers and discount cards to members on the night.
- Exclusive access, along with club members, to a sports forum on the eve of the President's XI v Latrobe Twenty/20 match, featuring high-profile AFL players (last season it was Nathan Brown and Matthew Richardson).
- Receive three tickets in the draw for a chance to have one (1) member of your business play in the President's XI v Latrobe Twenty/20 match.
- The opportunity to increase business through offering discounts to LCC members as a preferred partner of our club. In return we will direct our members to utilise sponsor businesses as a priority.

C. Red & Blue Sponsorship - \$250

- Small banner advertisement on two LCC website pages, plus banners on Twitter, MySpace, Facebook, LCC Blog and in each addition of our weekly E-Newsletter.
- Announcements/updates from your business distributed to club members through SMS, email, websites and in our club rooms.
- Sponsorship of two (2) players, with your logo on their playing cap, warm-up shirt and player photo on our websites.
- Prominent signage in our clubrooms.
- Invitation to our Season Launch on Saturday October 10, where your business will be promoted to members and the media. You will present a t-shirt and hat bearing your logo to your sponsored player(s), with your photo taken with them for display in your business and in our club rooms. You will also be free to distribute advertising material, vouchers and discount cards to members on the night.
- Exclusive access, along with club members, to a sports forum on the eve of the President's XI v Latrobe Twenty/20 match, featuring high-profile AFL players (last season it was Nathan Brown and Matthew Richardson).
- Receive two tickets in the draw for a chance to have one (1) member of your business play in the President's XI v Latrobe Twenty/20 match.
- The opportunity to increase business through offering discounts to LCC members as a preferred partner of our club. In return we will direct our members to utilise sponsor businesses as a priority.

D. Player Sponsorship - \$150

- Announcements/updates from your business distributed to club members through SMS, email, websites and in our club rooms.
- Sponsorship of one (1) player, with your logo on their playing cap, warm-up shirt and player photo on our websites.
- Invitation to our Season Launch on Saturday October 10, where your business will be promoted to members and the media. You will present a t-shirt and hat bearing your logo to your sponsored player, with your photo taken with them for display in your business and in our club rooms. You will also be free to distribute advertising material, vouchers and discount cards to members on the night.
- Exclusive access, along with club members, to a sports forum on the eve of the President's XI v Latrobe Twenty/20 match, featuring high-profile AFL players (last season it was Nathan Brown and Matthew Richardson).
- Receive one ticket in the draw for a chance to have one (1) member of your business play in the President's XI v Latrobe Twenty/20 match.
- The opportunity to increase business through offering discounts to LCC members as a preferred partner of our club. In return we will direct our members to utilise sponsor businesses as a priority.

E. Products/Services/Vouchers – Donation

- If you are unable to provide cash sponsorship, all donations, offers of services, vouchers and discount offers will be gratefully received and used to market your business to our members.
- You will receive text recognition in our LCC websites and weekly E-Newsletter and be identified as a partner of Latrobe Cricket Club.

All sponsorship packages are tax deductible.

Sponsorship Form

Company/Individual Name: _____

Nature of Business: _____

Address: _____

Contact Person: _____

Phone: _____

Email: _____

Website: _____

Sponsorship Package (please tick)

- LCC Major Sponsorship
- Demon Sponsorship
- Red & Blue Sponsorship
- Player Sponsorship
- Products/Services/Vouchers (attach descriptions, vouchers or discount cards to this form)

Payment Methods

Direct Deposit – please include your business name as the reference, and post your form to the club.

Account Name: Latrobe Cricket Club

BSB: 807-009

Account Number: 51127834

Cheque – made payable to “Latrobe Cricket Club” and posted along with this sponsorship form to:

Latrobe Cricket Club
P.O Box 96
Latrobe TAS
7307

A tax receipt will be forwarded to you once your payment has been processed.

For additional details or queries please contact:

Nathan Dennis (Secretary)

Email: latrobedemons@gmail.com

**WE THANK YOU FOR YOUR SUPPORT.
A CLUB MEMBER WILL CONTACT YOU SHORTLY TO DISCUSS PROMOTION OF YOUR BUSINESS.**