



Carlton Cricket Club
Sponsorship
Packages
2023/24

Welcome to the Carlton Cricket Club (CCC)

Thank you for viewing the Carlton Cricket Club sponsorship packages for season 2023/24.

CCC is a Victorian Premier Cricket Club which formed in 1864. Since the club's formation we have developed a culture that is inclusive and supportive of the entire cricket program. CCC is driven to developing female and male cricketers for the next step in their careers on and off the field. The on-field performance is backed by Four (4) Womens teams and Five (5) Mens teams, who all play a key role in that development. Our off-field culture is backed by several volunteers, a strong supporter base and a committee ensuring our strategic position can support the cricket program.

CCC is located within Princes Park, a community park, where we play Saturday and Sunday cricket throughout the summer including Tuesday, Wednesday and Thursday training.

Sponsorship at the Carlton Cricket Club

CCC is a proud club which is continually developing its strategic direction. A key to that direction is teaming up with families, businesses and organisations across our regional and metropolitan communities via sponsorship. By putting in place sponsorship packages, it allows CCC to use our 30k+ supporter base to market businesses, organisations throughout those communities.

A key to that has been the development of sponsorship packages including:

- Player Sponsors
- Minor Sponsors
- Major Sponsors
- Principal Sponsors

CCC is flexible with all our sponsors and will tailor packages based on the sponsor's needs.



CCC Women and Mens First Grade Grand Final Teams

Player Sponsorship

This package is to sponsor a player from the Womens or Mens program. It provides a business or supporter with an opportunity to market their business and build a relationship with a player as they perform throughout the year. The sponsorship cost will cover the players playing fee (approx. \$250), CCC polo and cap, with the remainder used by the club to enhance the playing and training environment.

Inclusions:

- Your business logo prominently showcased in the CCC club rooms.
- Your business logo showcased on the new CCC website.
- 1 x social media post* thanking all our player sponsors.
- Social media posts if your player marks a milestone or notable performance
 - CCC polo and cap

*Social media posts include Twitter, Facebook & Instagram

Our expectations are for the player to re-share or mention sponsors throughout the season including when a milestone is reached.

Sponsorship Cost

\$500 (Season October 2023 - April 2024)



Gemma Boyd (69*) and Charli McLennan (153*) leave the field after record partnership of 146* in Premier 2s

Minor Sponsorship

This sponsorship package includes your business logo prominently showcased below weekly results, with the opportunity to be the Team of the Week or Player of the Week sponsor, dependent on package availability.

Inclusions:

- Your business logo showcased on the new CCC website.
- Per round social media post* with results and/or Team of the Week, Player of the Week
- 2 x free invitations to Carlton's Annual Presentation Dinner
 - CCC polo and cap

*Social media posts include Twitter, Facebook & Instagram

Sponsorship Cost

\$3,500 (October 2023 - April 2024 - Approx. 20 rounds)



The image shows a social media post for Round 5 Women's Results. It features a dark blue background with a light blue vertical stripe on the left. The text is white and red. At the top right is the Carlton Cricket Club logo. The results are listed for three matches: 1st XI vs Dandenong, 2nd XI vs Essendon, and 3rd XI vs Essendon. Each match result includes the score and individual player scores.

ROUND 5 WOMEN'S RESULTS

1ST XI VS DANDENONG

Carlton 10/171(48.2) Def Dandenong 10/167 (41.4)
Hansika 47 Green 3/29
Reid 40 Vandort 2/36

2ND XI VS ESSENDON

Carlton 6/111 (19) Def Dandenong 3/110 (20)
Moyle 41 Groves 1/8
Boyd 19

3RD XI VS ESSENDON

Essendon 3/71 (12) Def Carlton 3/71 (20)
Thambi 30 Negi 2/14

Example of our current social media posts for each week's results

Major Sponsorship

This sponsorship package includes your logo being front and centre on our live streaming service, digital score board and social media posts, having the potential to reach 30k+ people for the year based on our current streaming/social media data. Also, it provides the opportunity for your business to be viewed on the scoreboard by the Carlton community as they utilise Princes Park facilities.

Inclusions:

- Your business logo on the CCC live streaming service of games
- Your business logo on CCC digital score board for each game
 - Your business logo showcased on the new CCC website
- Your business logo erected outside the club rooms on game day
 - Per round social media post* with results
- 2 x free invitations to Carlton's Annual Presentation Dinner
 - CCC polo and cap

*Social media posts include Twitter, Facebook & Instagram

Sponsorship Cost

\$7,500 (October 2023 - April 2024 - Approx 20 rounds)



Evan Gulbis during the 2021/22 Premier Cricket season

Principal Sponsorship

This sponsorship package is a three-year deal which locks away our partnership into the future. It provides Your business with all CCCs sponsorship platforms including clothing, live streaming service, social media and club house signage. CCC have social, training and playing clothing, so this sponsorship would be extremely prominent during games but also around the community.

Inclusions:

- Your business logo on all CCC social, training and player clothing
- Your business logo on the CCC live streaming service of games
- Your business logo on CCC digital score board for each game
 - Your business logo showcased on the new CCC website
- Your business logo erected outside the club rooms on game day.
 - Per round social media post* with results
- 2 x free invitations to Carlton's Annual Presentation Dinner
 - CCC polo and cap

*Social media posts include Twitter, Facebook & Instagram

Sponsorship Cost

\$15,000 per year (3-year deal only so clothes don't change each year)



Harrison Smyth at the 2021/22 Premier Cricket Grand Final



Key Contacts

Head of Sponsorship

David Hawking
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President

Neville Box
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Secretary

Mark Morris
0403 196 722

CCC email

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Club Website : [Carlton Cricket Club | Victorian Premier Cricket | 387 Royal Parade, Parkville VIC 3052, Australia,](#)

Frog box streaming services : <https://www.playhq.com/cricket-australia/org/carlton-cricket-club/bd3dbc9e>

Games can be viewed : <https://matchcentre.premier.cricketvictoria.com.au/matches/>