

RICHMOND CRICKET CLUB

The Premier Cricket Club in the City of Monash

SPONSORSHIP PROPOSAL

SEASON 2021 – 2022



ABOUT OUR CLUB

- 165 years of sporting excellence
- Produced 14 International representatives
- More than 90 first Class representatives
- Sam Morris 1882 1st Australian player of non-local origin
- Foundation member of Victorian District/Premier Cricket competition in 1906/07



AUSTRALIAN REPRESENTATIVES

- John Hodges (1877)
- Tom Kendall (1877)
- Sam Morris (1885)
- Dave Smith (1912)
- Leo O'Brien (1932–36)
- Ernie McCormick (1935–38)
- Bill Johnston (1947–55)
- Doug Ring (1948–53)
- Graham Yallop (1976–84)
- Jim Higgs (1978–81)
- Paul Reiffel (1992–98)
- Cameron White (2008-2016)
- Daniel Christian (2014)



CURRENT VICTORIAN & BIG BASH LEAGUE REPRESENTATIVES

- Jake Fraser – McGurk / Melbourne Renegades
- Wil Parker / Hobart Hurricanes
- Mitchell Perry / Melbourne Renegades
- Dan Christian / Sydney Sixers

STATS

Jack Ryder Medallist - Victorian Premier Cricket Player of the Season.

- Paul Collingwood 2000 - 2001
- Scott Edwards 2020-2021

Premierships

1st XI Premiers: 6 (1946/47, 1976/77, 1982/83, 1989/90, 1999/2000, 2011/12) (White Ball Premiers 2014/15)

2nd XI Premiers: 12 1914/15, 1926/27, 1931/32, 1937/38, 1946/47, 1950/51, 1959/60, 1979/80, 1985/86, 1987/88, 1988/89, 1989/90, 2014/15

3rd XI Premiers: 6 1952/53, 1971/72, 1988/89, 1998/99, 2006/07, 2020/21

4th XI Premiers: 1 2016/17

PURPOSE & VALUES

Purpose

We strive for excellence by building a culture based on

- Honesty
- Integrity
- Consistency
- Passion

Values

TEAM

We are all part of the Tiger family

RESPECT

Everyone has a voice

PASSIONATE

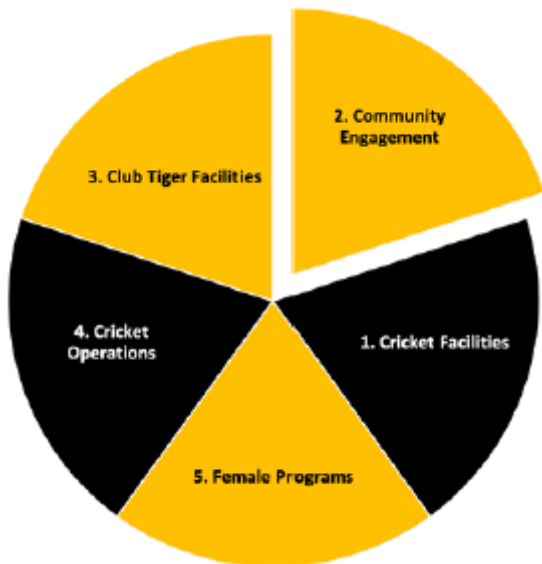
We put our best foot forward in everything we do

COMMITMENT

Our journey is ongoing —
We will never be satisfied!



STRATEGIC PILLARS



STAKEHOLDERS



KEY FOCUS AREAS

Community Engagement

- Establish a Community Engagement Plan which includes a community development and inclusion program which focuses on providing active and healthy support to the local community
- RCC will run a School Cup at Central Reserve, provide cricket clinics in primary schools in City of Monash (Waverley area) and provide coaching / development support to the girls cricket programs.
- Engage existing sporting neighbours at Central Reserve.

Female Engagement & Development

Establish a Female Cricket Academy:

- Initially support Community Cricket and the Tigers Indoor Program with a view to it maturing to enter a 1st and 2nd XI team in Victorian Premier Cricket
- Explore a suitable future playing venue e.g. Waverley Park
- Grow Women's Indoor Cricket Program

Club Tiger & Facilities

- Work with the City of Monash and Cricket Victoria on a new Central Reserve Master Plan
- Transform Central Reserve into "Tigerland", the home of the Richmond Cricket Club and display heritage museum items, dating to 1854, in an appropriate building on site at Central Reserve.
- Develop a Social Club and Women's Coterie Group, ensuring women become part of the heart and soul of the Club.
- Attract sponsorship and revenue streams; develop the Richmond brand in the City of Monash

Cricket Operations

- Implement the best coaching and development programs for players and coaches
- Continue development of the Male Academy and develop a Female Academy
- Recruit the best young talent and targeted recruitment of senior players
- Provision of Player Welfare and Development support and access to support services

Cricket Facilities

- Propose a new training facility
- Work with the City of Monash to investigate the best use of the South Oval, and to ensure the best playing/training surfaces are available.



SPONSORSHIP BENEFITS

Partnership with one of Victoria's most prestigious sporting clubs

- Exposure through the clubs new state of the art website and social media platforms.
- Expose your business to the cricket clubs network across the Monash community
- Expose your business to the wider Cricket Victoria and Victorian Premier Cricket competitions
- Branding opportunities around the club and home games on match days and at club functions
- FrogBox streaming to integrate your business logos onto our stream. It's a great way to promote your brand on our streams.
- There are FOUR sponsor locations available on our stream

INSTAGRAM

@Richmondccvic

RCC 1100+ followers

RCC Players - in excess of 50,000 combined followers

TWITTER

@RichmondCC1854

RCC 3700+ followers

FACEBOOK

/richmondcricketclubvic

RCC 2300+ followers



MAJOR SPONSOR

- Exclusive & Official Sponsor of Richmond Cricket Club Academy Program
- Leverage social media profiles of our Victorian players to expose your business to wider community
- Utilize social reach of Premier Crickets youngest and most dynamic playing list
- Prominent positioning on active RCC Social platforms
- Recognition as 'Major Sponsor' on www.richmondcc.com.au
- Your Business logo advertising during games via FrogBox Streaming
- Expose your brand to all levels of Victorian Cricket
 - o Premier Clubs and their supporters
 - o Premier Cricket
 - o Cricket Victoria
 - o Victorian players
- Advertise directly to RCC database
- Recognition as 'Major Sponsor' on boards in clubrooms
- Recognition as 'Major Sponsor' on matchday scoreboard
- Recognition as 'Major Sponsor' on matchday around Central Reserve
- Invitation to all major club functions for 2 people to attend (free of charge)
- Two (2) x tickets to the Richmond Cricket Club 'Presentation Night'
- Two (2) x tickets to the Richmond Cricket Club 'Season Launch'
- Two (2) x Free tickets in our major raffle
- Two (2) x RCC Clothing packs

COST = By Arrangement



PLATINUM SPONSOR

- Leverage social media profiles of our Victorian players to expose your business to wider community
- Utilize social reach of Premier Crickets youngest and most dynamic playing list
- Recognition as 'Platinum Sponsor' on www.richmondcc.com.au and social platforms
- Your Business logo advertising during games via FrogBox Streaming
- Expose your brand to all levels of Victorian Cricket
 - o Premier Clubs and their supporters
 - o Premier Cricket community
 - o Cricket Victoria community
 - o Victorian players
- Recognition as 'Platinum Sponsor' on boards in clubrooms
- Recognition as 'Platinum Sponsor' on matchday scoreboard
- Recognition as 'Platinum Sponsor' on matchday around Central Reserve
- Invitation to all major club functions for 2 people to attend (free of charge)
- One (1) x RCC Clothing pack
- Two (2) x tickets to the Richmond Cricket Club 'Presentation Night'
- Two (2) x tickets to the Richmond Cricket Club 'Season Launch'

COST= \$5000.00

GOLD SPONSOR

- Leverage social media profiles of our
- Victorian players to expose your business to wider community
- Recognition as 'Gold Sponsor' on homepage of www.richmondcc.com.au and social platforms
- Utilize social reach of Premier Crickets youngest and most dynamic playing list
- Expose your brand to all levels of Victorian Cricket
 - o Premier Clubs and their supporters
 - o Premier Cricket community
 - o Cricket Victoria community
 - o Victorian players
- Recognition as 'Gold Sponsor' on boards in clubrooms
- Recognition as 'Gold Sponsor' on match day scoreboard
- Recognition as 'Gold Sponsor' on match day around Central Reserve
- Invitation to all major club functions for 2 people to attend (free of charge)
- Two (2) x tickets to the Richmond Cricket Club 'Presentation Night'
- Two (2) x tickets to the Richmond Cricket Club 'Season Launch'
- One (1) x RCC Club Polo shirt
- COST= \$3000.00



SILVER SPONSOR

- Leverage social media profiles of our Victorian players to expose your business to wider community
- Recognition as 'Silver Sponsor' on homepage of www.richmondcc.com.au and other social platforms
- Utilize social reach of Premier Crickets young-est and most dynamic playing list
- Expose your brand to all levels of Victorian cricket
 - o Premier Clubs and their supporters
 - o Premier Cricket community
 - o Cricket Victoria community
 - o Victorian players
- Recognition as 'Silver Sponsor' on boards in clubrooms
- Recognition as 'Silver Sponsor' on match day scoreboard
- Recognition as 'Silver Sponsor' on match day around Central Reserve
- Invitation to all major club functions for 2 people to attend (free of charge)
- Two (2) x tickets to the Richmond Cricket Club 'Presentation Night'
- Two (2) x tickets to the Richmond Cricket Club 'Season Launch'
- One (1) x RCC Club Cap

COST= \$1000.00

PLAYER SPONSOR

YELLOW - \$100

- Recognition of 'Player Sponsorship' on Club web-site
- Recognition of 'Player Sponsorship' under players photo on TV display in clubrooms

BLACK - \$200

- All of the above Yellow benefits plus
- Free Club polo shirt, cap and social membership

TIGER - \$400

- All of the above Yellow and Black benefits plus
- Two (2) x Tickets to major draw
- Two (2) x tickets to the Richmond Cricket Club 'Presentation Night'



IN KIND SPONSORSHIP – To be negotiated.

Please note that Richmond Cricket Club is flexible and open to any and all types of IN KIND SPONSORSHIP and will endeavour to offer options for all interested parties.

Donation

If you would like to donate to **Richmond Cricket Club** but are unable to commit to any of the sponsorship categories listed in this proposal please feel free to contact the club and discuss ways in which you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal please contact:

**Chris De Figueiredo: Board Member / Sponsorship & Marketing
Richmond Cricket Club
0432 262 334**



SPONSORSHIP ACCEPTANCE FORM

SPONSORSHIP CATEGORIES

- MAJOR SPONSOR
- PLATINUM SPONSOR
- GOLD SPONSOR PACKAGE
- SILVER SPONSOR PACKAGE
- PLAYER SPONSOR PACKAGE (YELLOW BLACK TIGER)
- IN KIND SPONSORSHIP
- PRIVATE DONATION

I commit to provide sponsorship of the **Richmond Cricket Club** 2021 – 2022 Season in the following sponsorship category:

Sponsorship Category: _____

Sponsorship Value: \$ _____

Organisation / Business Name: _____

Signature: _____ Date: ____ / ____ / ____

Contact Name: _____ Position Title: _____

Address: _____

Tel: () _____ Fax: () _____

E-mail: _____

Please note: Payment is requested within 2 weeks of acceptance.

Electronic Funds Transfer:

Richmond Cricket Club

Bank: Bendigo Bank

BSB: 633 000

Account Number: 14553 5662

Richmond Cricket Club Committee & Contacts

President	Peter Gigliotti
Vice President	Paul Gilchrist
Admin Manager	Scott Riddle
Treasurer	Charlotte Fraser-McGurk
General Committee	Rod Kimmitt Katrina Sleeman Dave Williams Ross Gregory Chris De Figueiredo Nyree Parker

Sponsorship Enquiries: Chris De Figueiredo

admin@richmondcc.com.au

General Enquiries: Scott Riddle

admin@richmondcc.com.au

Account Enquiries: Charlotte Fraser-McGurk

accounts@richmondcc.com.au

