



1854

**RICHMOND CRICKET CLUB**  
**THE PREMIER CRICKET CLUB IN THE**  
**CITY OF MONASH**  
**SPONSORSHIP PROPOSAL SEASON 2022 – 2023**

# ABOUT OUR CLUB



**1854**

- **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



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- 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 & INTERNATIONAL REPRESENTATIVES**



**1854**

- **SCOTT EDWARDS - NETHERLANDS**
- **JAKE FRASER – MCGURK / MELBOURNE RENEGADES**
- **WIL PARKER / HOBART HURRICANES**
- **MITCHELL PERRY / MELBOURNE RENEGADES**
- **DAN CHRISTIAN / SYDNEY SIXERS**



# STATS



1854

## JACK RYDER MEDALIST

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



1854

## PURPOSE

**WE STRIVE FOR EXCELLENCE BY BUILDING A CULTURE**

**BASED ON**

**HONESTY**

**INTEGRITY**

**CONSISTENCY**

**PASSION**

# PURPOSE & VALUES



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## 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**

# KEY FOCUS AREAS



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## 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**
- **ENGAGE EXISTING SPORTING NEIGHBOURS AT CENTRAL RESERVE.**



# KEY FOCUS AREAS



1854

## FEMALE ENGAGEMENT & DEVELOPMENT

- **ESTABLISH A FEMALE CRICKET ACADEMY  
TO ENTER A 1ST AND 2ND XI TEAM IN  
VICTORIAN PREMIER CRICKET**

# KEY FOCUS AREAS



1854

## CLUB TIGER & FACILITIES

- WORK WITH THE CITY OF MONASH AND CRICKET VICTORIA TO DEVELOP CENTRAL RESERVE TRAINING & PLAYING FACILITIES.
- 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

# KEY FOCUS AREAS



1854

## 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

# KEY FOCUS AREAS



1854

## 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**
- **LIVE 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**



# SOCIAL CHANNELS



1854

## INSTAGRAM

@RICHMONDCCVIC

RCC 1500+ FOLLOWERS

RCC PLAYERS - IN EXCESS OF 50,000 COMBINED FOLLOWERS

## TWITTER

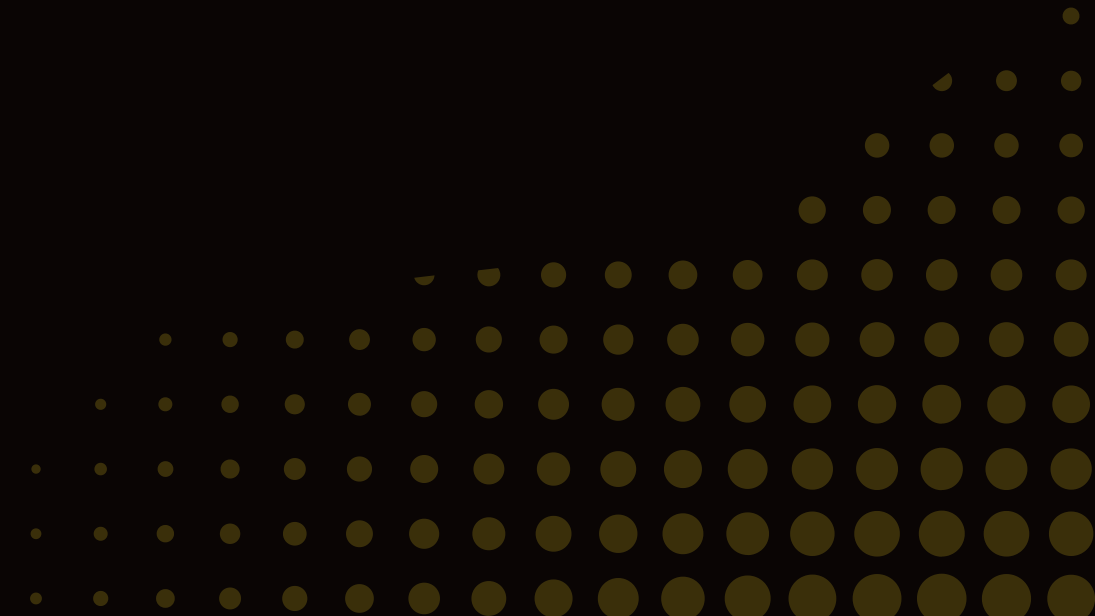
@RICHMONDCC1854

RCC 3700+ FOLLOWERS

## FACEBOOK

/RICHMONDCRICKETCLUBVIC

RCC 2300+ LIKES



# 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](http://WWW.RICHMONDCC.COM.AU)**
- **YOUR BUSINESS LOGO ADVERTISING DURING GAMES VIA LIVE STREAMING**
- **EXPOSE YOUR BRAND TO ALL LEVELS OF VICTORIAN CRICKET**
  - **PREMIER CLUBS AND THEIR SUPPORTERS**
  - **PREMIER CRICKET**
  - **CRICKET VICTORIA**
  - **VICTORIAN PLAYERS**

# MAJOR SPONSOR



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- **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 = 10,000.00**

# PLATINUM SPONSOR



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- **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](http://WWW.RICHMONDCC.COM.AU) AND SOCIAL PLATFORMS**
- **YOUR BUSINESS LOGO ADVERTISING DURING GAMES VIA LIVE STREAMING**
- **EXPOSE YOUR BRAND TO ALL LEVELS OF VICTORIAN CRICKET**
  - **PREMIER CLUBS AND THEIR SUPPORTERS**
  - **PREMIER CRICKET COMMUNITY**
  - **CRICKET VICTORIA COMMUNITY**
  - **VICTORIAN PLAYERS**

# PLATINUM SPONSOR



- 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



1854

- **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](http://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**
  - **PREMIER CLUBS AND THEIR SUPPORTERS**
  - **PREMIER CRICKET COMMUNITY**
  - **CRICKET VICTORIA COMMUNITY**
  - **VICTORIAN PLAYERS**

# GOLD SPONSOR



1854

- 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



1854

- **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](http://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**
  - **PREMIER CRICKET COMMUNITY**
  - **CRICKET VICTORIA COMMUNITY**
  - **VICTORIAN PLAYERS**

# SILVER SPONSOR



1854

- 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**



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**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



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**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**

# COMMITTEE & CONTACTS



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## PRESIDENT

PETER GIGLIOTTI

## VICE PRESIDENT

PAUL GILCHRIST

## ADMIN MANAGER

SCOTT RIDDLE

## TREASURER

CHARLOTTE FRASER-MCGURK

## GENERAL COMMITTEE

KATRINA SLEEMAN

DAVE WILLIAMS

ROSS GREGORY

CHRIS DE FIGUEIREDO

NYREE PARKER

# COMMITTEE & CONTACTS



1854

## SPONSORSHIP ENQUIRIES:

**CHRIS DE FIGUEIREDO**  
**ADMIN@RICHMONDCC.COM.AU**

## GENERAL ENQUIRIES:

**SCOTT RIDDLE**  
**ADMIN@RICHMONDCC.COM.AU**

## ACCOUNT ENQUIRIES:

**CHARLOTTE FRASER-MCGURK**  
**ADMIN@RICHMONDCC.COM.AU**