

2024/25 SEASON



SYDENHAM HILLSIDE  
CRICKET CLUB







# INTRODUCTION

The Sydenham Hillside Storm is a progressive & inclusive community club that aims to provide cricketing opportunities for participants of all ages, abilities, and gender.

We are proud to be an active member of the local community – not just in Sydenham and Hillside, but also across Taylors Lakes, Taylors Hill, Watervale, Caroline Springs, Burnside, Fraser Rise, and Plumpton – with our sponsors benefitting from that association and reputation.

We are renowned as one of the best-run clubs in the Melton Shire and are continuously striving to be a source of pride to our local community.

We have recently celebrated our 25th anniversary season and the club's dedicated committee is committed to ensuring the club prospers for many seasons to come. This year we are excited to be fielding 16 Youth teams, 7 Men's and 2 Ladies teams as well as running our successful Woolworths Blast program.

We also have a strong online presence, including a very active Facebook following (over 1K Followers), plus regular email advertising through our database reaching over 2000 people in the community.

**We hope that our sponsorship packages will suit your business needs, and we look forward to welcoming you to our Storm Family for the 2024 season and beyond!**





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Maximising the ability of our Sponsors to extract real value from their association with the Storm is our primary sponsorship goal and we're delighted to present our packages to you.

Our aim is always to build a great relationship with our sponsors, giving them maximum exposure and commercial benefit in the local community. With numbers growing in our junior ranks our club has incredible depth as well as a decorated history.

So join us for The Storm's exciting future!

*Bob Kunesevic*

President  
Sydenham Hillside Cricket Club



# SPONSORSHIP PACKAGES OVERVIEW

## MAJOR SPONSOR (\$10,000)

- Exclusivity
- Naming Rights (T20, One Dayers)
- Ground & Clubroom Signage

## PLATINUM SPONSOR (\$7,700)

- Playing Shirt Advertising
- Ground & Clubroom Signage
- 7/11 Advertising Opportunities

## GOLD SPONSOR (\$4,400)

- Priority Access to Functions
- Dedicated EDM
- Club Website and Social Media Advertising

## SILVER SPONSOR (\$2,200)

- Ground & Clubroom Signage
- Personal Introduction to Members

## ASSOCIATE SPONSOR (\$1,000)

- Ground & Clubroom Signage
- Club Website and Social Media Advertising



## BENEFITS FOR YOUR BUSINESS

- ❑ Immerse yourself in a local community club  
Engage over 500 players and supporters from the local community
- ❑ Create a campaign to drive new business  
Your brand seen in local community-based traditional and social media
- ❑ Tell the community you are supporting a local community club

Full Inventory List Overleaf



# SPONSORSHIP PACKAGES INVENTORY LIST



INVENTORY	MAJOR	PLATINUM	GOLDER	SILVER	ASSOCIATE
Function Rights (Hospitality Partners only)	y	y	y	y	
Exclusivity	y	y	y	y	
Naming Rights (T20, One Dayers)	y				
Digital Marketing	5	3	2	1	
Club Social Polo	y	y	y	y	y
Food/Drink Voucher	y	y	y		
Personal Introduction to members	y	y	y	y	
Ground Signage	2	2	1	1	1
Clubroom signage	y	y	y	y	y
Playing Shirt Advertising	y	y			
Advertising on the club website & Social Media	y	y	y	y	y
Advertising on weekly match reports	y	y	y		
Priority Access to Club Functions	y	y	y		
Club Gift	y	y	y	y	
Dedicated EDM	5	3	2	1	
Opportunity to advertise at 7/11 stores in select North-West locations	y	y			

\*Inventory list for packages is not exhausted



THANK YOU