



AVONDALE HEIGHTS CRICKET CLUB

PARTNERSHIP PROPOSAL 26/27

Promote Your Business

Hello and congratulations on taking the first step to partner with Avondale Heights Cricket Club!

Our Sponsorship Program is designed to help your business grow while supporting a much-loved local club. If you're looking to connect with local families, build positive brand awareness, and be part of the energy and spirit of community sport, you're in the right place.

We're committed to creating a sponsorship package that works for your business goals. This document outlines the benefits available to you as a valued partner.

By sponsoring AHCC, you're not just supporting a club—you're making a real impact in the lives of young players, their families, and our broader community.

Thanks for considering this opportunity. We'd love to have you on board—let's hit some runs together!

Warm regards,

Dean Campbell

President

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The Story So Far

The Avondale Heights Cricket Club (AHCC) is a vibrant, community-focused club located in Melbourne's north-west. With a proud tradition of nurturing a love of cricket across all ages and skill levels, AHCC is more than just a sporting organisation — we're a family.

From first-time juniors to experienced senior players, AHCC provides a welcoming, inclusive and supportive environment where everyone can enjoy the game, build their skills, and create lifelong friendships.

Our home at Canning Reserve, nestled on the banks of the Maribyrnong River, is a hub of local sport and community life. Driven by passionate volunteers, dedicated coaches, and a strong focus on player wellbeing and development, AHCC plays a key role in fostering values of teamwork, respect, and community spirit.

We proudly field junior and senior teams across both synthetic and turf competitions, ensuring players of all skill levels have the opportunity to participate and grow. We actively support female participation and run the Woolworths Cricket Blast program, giving children a fun and safe introduction to the game.



Promote yourself to:

200+

MEMBERS
& FAMILY

200+

SOCIAL MEDIA
FOLLOWERS

9

TEAMS

Sponsorship Packages



\$1,000 Annual Investment

Silver Partner

BENEFIT

INCLUSION

Branded Apparel

- Your logo featured on the official AHCC club stubby holder
- Company logo on new senior and/or junior training tops (commitment and payment required by the 15th August)

AHCC Partnership Benefits

- Opportunity to distribute vouchers, offers or promotional materials to all members and families
- 1 x long-sleeve club top

Media Promotion

- Business promotion across AHCC's social media platforms including Facebook, Instagram, WhatsApp groups, and our new website

Signage

- Company signage (600mm x 450mm) displayed at the new cricket nets, facing the ground
- Additional signage (600mm x 450mm) at the front of the clubhouse or within clubrooms — displayed year-round (12 months, not just summer)

Sponsorship Packages



\$2,500 Annual Investment

Gold Partner

BENEFIT	INCLUSION
Branded Apparel	• Your logo featured on the official AHCC club stubby holder • Company logo featured on new senior and/or junior playing shirts and training tops (commitment and payment required by the 15th August)
AHCC Partnership Benefits	• Opportunity to distribute vouchers, offers or promotional materials • 2 tickets to any club function, including food and drinks • 2 x long-sleeve club tops • A custom-branded cricket bat presented in appreciation of your sponsorship • Exclusive Happy Hour (3–4 PM) on selected senior game days (minimum of two, either turf at Canning Reserve or synthetic at Doyle Street), with complimentary drinks and finger food for sponsors.
Media Promotion	• Business promotion across AHCC's social media platforms including Facebook, Instagram, WhatsApp groups, and our new website
Signage	• Company signage (600mm x 450mm) displayed at the new cricket nets, facing the ground • Additional signage (600mm x 450mm) at the front of the clubhouse or within clubrooms – displayed year-round (12 months, not just summer/cricket season) • Senior game day advertising on the main electronic scoreboard at Canning Reserve during play (approx. 12:30 PM – 6:00 PM) • Portable banner signage at Doyle Street Reserve displayed during junior and senior matches – banners placed along the boundary or fence. Boundary signage will remain for 6 months.
Optional Add-on	• \$500 add-on (\$3,000 package) for large fence signage (1200mm x 900mm) at Canning St reserve permanently for 12 months of contract. October 1st onwards

Sponsorship Packages



\$5,000+ Annual Investment

Platinum Partner

BENEFIT	INCLUSION
Branded Apparel	• Your logo featured on the official AHCC club stubby holder • Company logo featured on new senior and/or junior playing kit (commitment and payment required by 1st September)
AHCC Partnership Benefits	• 1 Platinum Sponsorship available • Opportunity to distribute • 2 tickets to any club match • 2 x long-sleeved polo shirts • A cup
Media Promotion	• Your logo featured on all media platforms including Facebook, Twitter, YouTube, and our new website
Signage	• Large banner (600mm x 450mm) displayed at the new cricket nets, facing the ground • Large banner (600mm x 450mm) at the front of the clubhouse or within clubrooms – displayed year-round (12 months, not just summer/cricket season) • Portable banner signage at Doyle Street Reserve displayed during junior and senior matches – banners placed along the boundary or fence. Boundary signage will remain for 6 months. • Permanent advertising on the main electronic scoreboard roller door at Canning Reserve

Example Signage

Boundary Signage



Cricket Net Signage (600X450MM PANELS)



Platinum Sponsor Signage



Secure A Win Now

Our players, families, and existing sponsors are excited about the opportunity to welcome new partners who share our commitment to building a strong local community.

Let's create something great together — on and off the field!

All prices exclude GST.

To secure your partnership with Avondale Heights Cricket Club, please contact:

Dean Campbell

President

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chee_quee73@hotmail.com

