



60 YEARS

EST. 1964

PARA HILLS

CRICKET CLUB

SPONSORSHIP PROPOSAL

2023/24

www.phcc.tidyhq.com | parahillscs.secretary@gmail.com



Our Club FAST STATS

41%

TOTAL - 87
16% FEMALE | 84% MALE

SENIORS 18+

59%

TOTAL - 125
8% FEMALE | 92% MALE

JUNIORS
6 - 17YR

40%

BORN OVERSEAS OR
PARENTS BORN
OVERSEAS

CULTURE &
DIVERSITY

2,864

FACEBOOK FOLLOWERS
MONTHLY AVERAGES:
• REACH - 7,340
• ENGAGEMENT - 8,950

SOCIAL MEDIA
FOLLOWING

1,448

TOTAL VIEWS OF
LIVESTREAMED GAMES IN
OUR FIRST SEASON

LIVE STREAM
VIEWS

Our HISTORY

Cricket arrived in the newly developing area of Para Hills in 1964, and Para Hills Cricket Club competed in the hard-wicket competition of Para Districts (now the Para Districts Cricket Association).

In the early 70s, after successfully winning the PDCA Division 1 competition, we moved to the Adelaide Turf Cricket Association (ATCA). Since the club's admission into ATCA the club has 20 Senior Premierships to its name. The most recent Senior Premiership was in the 2020/21 Season for the Club's A Grade (A1) side which saw the club end a 20 year A grade drought and win its first ever A1 flag. Season 2021/22 and 2022/23 saw our A1 side narrowly miss out on another A1 Premiership finishing runners up in each respective season, while our juniors continued to excel with our U16s winning back to back flags, while our U17s continue to make finals.

The club has a strong focus on continuing to build its presence and strive to be the biggest club in the North/North Eastern suburbs, this has seen a 20% growth in membership in the last 12 months. This is particularly due to the introduction of a dedicated junior girls pathway and an Inclusive League team which our neighbouring clubs aren't offering. This has now provided an opportunity for everyone to play cricket in a safe environment and established a pathway for everyone to participate from their first ball to their last.

To this day we maintain strong affiliation standards with SACA and work collaboratively in providing a safe environment for all of our members. In 2023, the club was recognised by SACA as the **Community Club of the Year** for exceptional governance, providing opportunities for all to participate through various initiatives and programs and strategic planning for long term sustainability.



Why SPONSOR?

Your sponsorship will help the club achieve projects identified in our Strategic Plan as well as maintaining our core service of affordable fees, access to quality equipment, access to coaching and training facilities, provisions of quality playing surfaces and providing opportunities for all to participate in cricket.

Your business will be positively impacted by the following opportunities:

- Opportunity to be a partner of the **2023 SACA Club of the Year**
- Opportunity to engage with almost **3,000 active social media followers**
- Opportunity to be a partner in the club's milestone **60th Season**
- Opportunity to promote your business through the following platforms
 - Social Media (Facebook & Instagram)
 - Livestreamed Games via YouTube and MyCricket
 - Website - phcc.tidyhq.com
 - Signage at facility
 - Merchandise (*conditions apply*)
 - Direct publication through member database (*conditions apply*)
- Opportunity to promote your business within the **largest cricket Association in Australia** with one of the most prominent Adelaide Turf Cricket Clubs in Adelaide's North



Major SPONSOR

\$5,000
3 YEAR TERM

Key Benefits

- Branding on playing tops and polo
- Naming rights to livestream
- Prominent internal & external signage
- Branding on club communications and email signature
- Exclusive partner with security of no conflict partners
- + much more



Gold SPONSOR

\$2,500
2 YEAR TERM

Key Benefits

- Naming rights to 1 of 2 ovals
- Branding on T20 Playing/Training Top
- Prominent internal & external signage
- Branding on club communications and email signature
- Livestream advertising
- + much more



Black SPONSOR

\$1,000
1 YEAR TERM

Key Benefits

- Digital Advertising
- Livestream advertising
- Internal & External Signage
- Naming rights to a team of your choice or club allocation
- Invitation to Sponsors Day
- Complementary club cap



Diamond SPONSOR

\$250
1 YEAR TERM

Key Benefits

- Logo on 60th Anniversary Wall
- Branding on 60th Anniversary marketing material
- Digital advertising
- Internal Signage
- Invitation to Sponsors Day



Sponsor

BENEFITS AT A GLANCE

FEATURES	MAJOR SPONSOR	GOLD SPONSOR	BLACK SPONSOR	DIAMOND SPONSOR
	\$5,000 <i>3 Year Term</i>	\$2,500 <i>2 Year Term</i>	\$1,000 <i>1 Year Term</i>	\$250 <i>1 Year Term</i>
Internal & External Signage	●	●	●	● <i>Internal only</i>
Oval Naming Rights (2 available)	●	●	●	●
Livestream Advertising	● <i>Naming Rights</i>	●	●	●
Branding on playing shirts	●	● <i>T20 only</i>	●	●
Branding on Club Polo	●	●	●	●
Digital Advertising	●	●	●	●
Invitation to Sponsors Day	●	●	●	●
Right to distribute advertising in club	●	●	●	●
Branding on club communications	●	●	●	●
Complementary Cap	●	●	●	●
VIP Tickets to Functions & Events	●	●	●	●
Logo on 60th Anniversary Sponsor Wall	●	●	●	●
Naming rights to a team of your choice	●	●	●	●

Player SPONSORS



JUNIOR

- Digital Advertising
- Sponsor is tagged when player is mentioned on social media
- Framed photo with logo of sponsored player
- Invite to sponsors Day
- Logo on 60th Anniversary Wall

\$350



SENIOR MEN

- Digital Advertising
- Sponsor is tagged when player is mentioned on social media
- Framed photo with logo of sponsored player
- Invite to sponsors Day
- Logo on 60th Anniversary Wall

\$500



SENIOR WOMEN

- Digital Advertising
- Sponsor is tagged when player is mentioned on social media
- Framed photo with logo of sponsored player in clubroom
- Invite to sponsors Day
- Logo on 60th Anniversary Wall

\$500



MISSION

"TO PROVIDE A HOME FOR CRICKET IN PARA HILLS THAT FOSTERS SUCCESS, ENJOYMENT, AND A SENSE OF FAMILY"

VISION

"BY 2026, PARA HILLS CC IS A CLUB THAT IS BUILDING: BUILDING OUR FACILITIES, BUILDING OUR PEOPLE AND CULTURE, AND BUILDING OUR ON-FIELD FUTURE"



MEET THE TEAM

Meet the faces of Para Hills Cricket Club who are the clubs key contacts for all sponsorships and partnerships!

As per our recently endorsed Strategic Plan, an identified priority of our club is to actively promote, service and foster strong relationships with our commercial partners and potential partners.

Our aim is to create an appealing range of sponsorship packages to be able to create mutually beneficial partnerships. If you would like to discuss any sponsorship packages or a tailored sponsorship package please contact parahillscscc.secretary@gmail.com so we can discuss the start of a potential long term partnership.



TYSON ROLING

President



SHANE MARTIN

Cricket Director
Sponsorship Coordinator



MICHAEL CARR

Treasurer



Senior Mens,
Womens &
Juniors

HOME OF THE HORNETS



CLUB SPONSORSHIP FORM

Yes! I would like to provide a monetary sponsorship to the club

I can't provide a monetary sponsorship, but can provide in-kind support with vouchers or donations (please specify below)

PLEASE CHECK APPROPRIATE SPONSORSHIP(S):

MAJOR SPONSOR
(3 YEARS)

\$5,000+

SENIOR PLAYER SPONSOR

\$500

GOLD SPONSOR

\$2,500

JUNIOR PLAYER SPONSOR

\$350

BLACK SPONSOR

\$1,000

DONATION OF GOODS
FOR RAFFLES & PRIZES

TBC

CELEBRATION SPONSOR

\$250

TAILORED PACKAGE
(NEGOTIATION)

TBC

ORGANISATION INFORMATION

ORGANISATION: _____

CONTACT NAME: _____

PHONE: _____ EMAIL: _____

RETURN COMPLETED FORM TO:

parahillscs.secretary@gmail.com with a hi-res company logo