

Sponsorship Prospectus 2024



WARATAH CRICKET CLUB





MESSAGE FROM THE CLUB PRESIDENT

On behalf of the Waratah Cricket Club Incorporated, I would like to thank you for taking the time to review our Sponsorship Prospectus for the 2024 season.

As the President of the Waratah Warriors, I have the honour and privilege of representing a founding club of the Darwin & District Cricket Competition. Established in 1957, we are a club with a long and proud history. To be part of the club is also to be part of the Waratah community.

The Waratah Warriors promotes a family atmosphere and actively promotes the participation of family in our senior, junior and women's cricket activities.

In recent times, the Club has returned to its rightful place as a powerhouse of the Darwin & District Cricket Competition (DDCC) and has won many Premier Grade Men and Women Premierships.

Four season ago, we realised we could not rely on our long history to fend off the challenges associated with operating an amateur sporting club in a market with a declining population base. As a result, we welcomed members of the Ceylon Warriors Sports Club (CWSC) into the Waratah Cricket Club family.

The partnership with CWSC has resulted in a significant injection of new players to our club and ensured healthy competition for spots in our senior teams. It was a pivotal factor in the Club returning as a competitive force in the DDCC.

Whilst not yet finalised, Waratah Warriors expects to field around 12 teams across the Club. We now have many players and supporters but without our sponsors we simply do not exist. In return, we market our club on and off the field with exemplary conduct and behaviour and we wear our club attire with pride. We do our best to give back to our sponsors, when they give to us.

I again take this opportunity to thank you for your time in considering our prospectus and on behalf of the club we hope to be able to market you as our sponsor should you accept our offer of sponsorship.

GO TAHS!!!

Sam Sellaheva

President

Waratah Cricket Club Incorporated



JUNIOR DEVELOPMENT

In 2024 Waratah Warriors will field around 5 Junior teams in Under 9's, Under 12's, Under 15's and Under 18's. In 2023, several junior players from Waratah represented the Northern Territory Team in national competitions.

Under guidance from Junior Coordinator & NT Representative Coach, Chris McCormick, we place a special emphasis on developing our junior cricketers to become our senior cricketers of the future.





WOMEN'S CRICKET

Waratah has set the benchmark in the women's competition and have won 3 out of the last 4 Women's Premierhips. Having won 3 consecutive Premierhips in the three years prior, our Women's Team was the Runners Up in 2023.

We are a Club that actively support the participation of women in cricket of all ages and abilities. And there are numerous non-playing roles (committee members, scorers, umpires, coach etc) that have been filled by women to help drive the club forward.

From an elite perspective, Waratahs have had former Australian, South Australian, Victorian and ACT representative players play for the club. Players such as Julie Page (née Woerner), Melissa Campbell and Monet Hunter.

Waratahs proudly nurtured Julie from junior cricket right through to seniors, playing in all possible grades (both men and women). 2024 will see the Waratah women's cricket team continue to play under lights on a Friday night. And women are always welcomed to join any of the junior or senior male teams within the club.





SENIOR CRICKET

Whilst not yet confirmed, Waratah Warriors will likely field around 6 Senior Men's teams in the Darwin and Districts Cricket Competition. Our Premier Grade side has enjoyed considerable success in recent times including being the Premiers in the T20 competition and Runners Up in the One Day competition last year.

Last year the Premier Grade side captained by Isaac Conway comprised several current and former first-class cricketers including Jason Sangha (NSW, Sydney Thunder), Ryan Hackney (NSW), Jack Wood (Brisbane Heat) and Param Uppal (ex NSW).

In 2023, Waratah's Ryan Hackney won the coveted *Ralph Wiese Medal* awarded to the Premier Grade Cricketer of the Year.

2024 promises to be another successful season for the Club in Senior Men's Cricket.





INTRODUCTION TO SPONSORSHIP OPPORTUNITIES

Our sponsorship options are flexible and our packages can be tailored to meet the needs of your business. As a club we will always strive to add value to your business and aim to build a long-term, mutually beneficial relationship.

Sponsorship of a local sporting club is an excellent way of promoting your business to build a positive community profile.

We are confident that we have a sponsorship package to suit your business needs. If not, please contact us to discuss how we can tailor a package to fit your needs.

SPONSORSHIP BENEFITS

Our home ground is Gardens Oval in the picturesque Darwin suburb of the Gardens. We are located across the road from Mindil Beach and close to Darwin City and the suburbs of Fannie Bay and Parap.

Our cricket grounds are exposed to significant levels of foot traffic from local residents and our oval is often used by our own teams, charity groups, touring sides and the peak body.





SPONSORSHIP PACKAGES

PATRON'S CLUB SPONSORSHIP

Mr Michael Martin OAM is our Club Patron.

This includes the following:

- Invitations to selected days play at Garden's Oval (minimum of 3 days) to watch the game and enjoy complimentary drinks and BBQ
- Invitations to attend all major fundraising events including Patron's Club lunch, social and club functions throughout the playing season
- Waratah Warriors polo and cap

INVESTMENT: \$280

PREMIER GRADE PLAYER SPONSORSHIP

This includes the following:

- Photograph of the player with your business name and logo and presented to you for display at your business
- Invitations to attend all major fundraising, social and club functions throughout the playing season
- Two Facebook posts on club Facebook page with links to business

INVESTMENT: \$500

TEAM SPONSORSHIP

- Sponsor will have naming rights for the team (except for Premier Grade) e.g. Waratah B Grade "Sponsor Name" and the team name will appear in the Darwin and District Cricket Competition fixture throughout the season
- Invitations to attend all major fundraising, social and club functions throughout the playing season
- 1 Official club merchandise pack including cap and polo shirt
- Two Facebook posts on club Facebook page with links to business

INVESTMENT: \$1,500



SMALL OVAL SIGNAGE

- 3.5m oval signage at Gardens Oval (includes Cricket and Football Season)
- Logo placed on Club's playing shirt sleeve
- Logo placed on Club's training shirt
- Advertising on webpage including link to your business
- Two facebook posts on club facebook page with links to business
- 1 Membership to Patron's Club
- 1 Official club merchandise pack including cap and polo shirt
- Invitation and two free tickets to our annual Patron's Luncheon
- Updates and invites to all club social events

INVESTMENT: \$3,000 PER SEASON (MIN. TWO-SEASON COMMITMENT REQ'D)

MAJOR SPONSOR

- 6.0m oval signage at Gardens Oval (includes Cricket and Football Season)
- Logo placed on Club's playing shirt
- Logo placed on Club's training shirt
- Advertising on webpage including link to your business
- Three Facebook posts on club Facebook page with links to business
- 1 Membership to Patron's Club
- 2 Official club merchandise packs including cap and polo shirt
- Invitation and two free tickets to our annual Patron's Luncheon
- Updates and invites to all club social events

INVESTMENT: \$5,000* PER SEASON FOR LOGO ON BACK OF PLAYING SHIRT

\$6,000* PER SEASON FOR LOGO ON FRONT OF PLAYING SHIRT

***MINIMUM TWO-SEASON COMMITMENT**

