

ADELAIDE CRICKET CLUB

Sponsorship Opportunities 2022/23

Join the team & help write our history

Become part of the team

You're invited to become part of our team.

By joining our Team through a corporate sponsorship, you not only receive a number of business benefits that will help to promote your business, you also become part of our proud heritage.

Being a sponsor of Adelaide Cricket Club is more than just a sign on the fence or a thank you at a presentation night. The Adelaide Cricket Club is run as a business. The Club is managed by a hand selected Board of Directors who understand the current business environment and the challenges in linking the business dollar to a sporting club's sponsorship need. The day to day operations is carried out by our hard working Management Committee.

We will work with your business to deliver returns on your sponsorship investment. We are experienced in working with our club partners to expand on the sponsorship benefits to provide you with either a structured or bespoke sponsorship offering that is a win / win for all parties.

We will take the time to understand your business needs. We will formulate a plan that adds to your marketing activities and create brand awareness within our club.

Between our current playing lists, 'Tri-Colours' our past players incorporated body or through our other business partners, we have a range of target audiences that your business could reap the benefits of, through partnering with the Adelaide Cricket Club.

Season 2022/23 is significant with proposed changes by SACA to the Men's Competition in season 2023/24 and approval of our 1st Grade Women's License. Adelaide Cricket Club's Board of Management, Management Committee, coaches, supporters, members and co-sponsors all welcome you to be a part of our club and look forward to celebrating the successes of the future together.

We are Adelaide!

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The Adelaide Cricket Club is one of Australia's most established cricket clubs, competing in SACA's Premier Cricket competition.

The club is well known for nurturing and developing young players, from primary school juniors to senior players who have gone on to wear the baggy green.

In our 117-year history, the Buffalos as we are known have provided a pathway to first class cricket success, with players such as Jason Gillespie, Clarrie Grimmett, K.G. Cunningham, Lee- Anne Hunter, Karen Rolton and current day stars Josh and Ben Pongelley all starting their careers with our iconic club.



Sponsorship Benefits Matrix

 ADELAIDE CRICKET CLUB B U F F A L O S		Platinum	Gold	Silver	Team	Player	201 Club
Branding	Logo on Club Sponsor Board	Red	Red	Red	Red		
	Logo on Club Website and other social media platforms	Red	Red	Red	Red	Red	
	Logo on Senior Playing Attire & Club Polo *(conditions apply)	Red					
	Logo on Junior Playing Attire *(conditions apply)		Red				
	Present Trophy at Annual Presentation Dinner	Red	Red				
	Promoted at Match Day Presentations	Red	Red	Red	Red		
	Exclusive Match Day Signage at Glandore	Red					
	Logo on Practice Shirt *(conditions apply)	Red	Red	Red	Red		
	Product Promotion to Club Membership	Red	Red	Red			
	Social Media Posts	Red	Red	Red			
Hospitality	Invitation to Annual Sponsor Event	Red	Red	Red	Red	Red	
	2 Tickets to Annual Club Presentation Dinner	Red	Red	Red			
	2 Tickets to Bradman & Rolton Medal Dinner	Red	Red				
	Use of Clubrooms for Private Functions	Red	Red	Red			
	201 Club Prize Draw						Red
Merchandise	Club Polo	Red	Red				
	Club Supporters Cap	Red	Red	Red	Red	Red	
	Photo of Sponsored Player	Red	Red	Red	Red	Red	
Player	Player Subscription Covered					Red	
	Name on Club Sponsor Board					Red	

Platinum Partner - \$6,600 (inc GST)

- An exclusive investment in the club, your logo on the following:
 - Club Sponsors Board in the club rooms at Glandore Oval
 - ACC Website and acknowledgement on other social media platforms
 - Senior playing attire (two-day, one day and T20 games) and Club Polo Shirt *(conditions apply)
 - Practice Shirt *(conditions apply)
- Exclusive signage at all home games at Glandore Oval
- Invitation to Club Sponsors Day – Twenty20 game at Glandore Oval
- Club Polo & Supporters Cap
- Two tickets to annual Presentation Dinner and the opportunity to present trophies
- Two tickets to the Bradman Medal Dinner
- Use of club rooms for your corporate or private function by arrangement during cricket season
- Access to Adelaide Cricket Club database *(conditions apply)



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Gold Sponsor - \$5,500 (inc GST)

- An investment in the future of cricket, allocated to only one business annually •
- Your logo on the following:
 - Club Sponsors Board in the club rooms at Glandore Oval
 - ACC Website and acknowledgement on other social media platforms
 - Junior playing attire *(conditions apply)
 - Practice Shirt *(conditions apply)
 - Invitation to Annual Sponsors Day – Twenty20 game at Glandore Oval
- Club Polo & Supporters Cap
- Two tickets to annual Presentation Dinner and the opportunity to present trophies
- Two tickets to the Bradman Medal Dinner
- Use of club rooms for your corporate or private function by arrangement during cricket season
- Facebook posts on club's Facebook page
- Access to Adelaide Cricket Club member database *(conditions apply)



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Silver Sponsor - \$2,200 (inc GST)

- Increase your business branding visibility.
- Your logo on the following:
 - Club Sponsors Board in the club rooms at Glandore Oval
 - ACC Website and acknowledgement on other social media platforms
 - Practice Shirt *(conditions apply)
- Invitation to annual Sponsors Day – Twenty20 game at Glandore Oval
- Two tickets to annual Presentation Dinner and the opportunity to present trophies
- Use of club rooms for your corporate or private function by arrangement during cricket season
- Club Supporters Cap
- Facebook posts on club's Facebook
- Access to Adelaide Cricket Club member database *(conditions apply)



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Team Sponsor - \$1,100 (inc GST) per Team

- Your logo on the following:
 - Club Sponsors Board in the club rooms at Glandore Oval
 - ACC Website and acknowledgement on other social media platforms
 - Practice Shirt *(conditions apply)
- Invitation to annual Sponsors Day – Twilight Twenty20 game at Glandore Oval
- Club Supporters Cap
- Your company name read out at Match Day Presentations at the conclusion of each game
- Includes the opportunity to Sponsor one of our 4 Senior Male, 2 Female & 4 Junior Male SACA Premier Grade teams or our West End One Day & T20 Cup, Ray Sutton Shield U18 Male, U18 Female, and Veteran Over 50's Male Teams



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Player Sponsor - \$770 (inc GST)

- Your logo on ACC Website
- Invitation to annual Sponsors Day – Twilight Twenty20 game at Glandore Oval
- Your name on our Club Sponsor's board in the club rooms at Glandore Oval
- Club Supporters Cap
- A photo of your sponsored player in the club rooms at Glandore Oval
- Includes Players Subscription



Player Donation – Fully Tax Deductible

Designed for mums, dads, grandparents, siblings, friends and family who are looking for a way to support a player. These donations are fully tax deductible approved by the ATO through the Australian Sports Foundation (ASF) and include:

- Payment of nominated player's subscriptions plus a contribution to Adelaide Cricket Club, prices are inclusive of GST
 - Senior mens player donation - \$615
 - Junior or female player donation - \$525
 - Veteran player donation - \$260

(Refer to your tax professional for advice if this donation is right for you)

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201 Club Memberships

The 201 Club was introduced to honour the magnificent achievement of Club Hall of Fame and Life Member, Jason Gillespie's 201 not out made as night watchman in his final test match for Australia against Bangladesh in April 2006. The 201 Club serves as the Adelaide Cricket Club's Major Fundraising initiative for Season 2022/23 and each of the 3 tiers of membership qualify members for inclusion in our Cash draws held throughout the season. The 201 club payment excludes GST.

Gold member - \$250

- Two free entries into cash prize draw held after completion of every 1st Grade Premier game
- Two free entries into major draw at Adelaide Cricket Club annual Presentation night
- Exclusive 201 Club Gold Member 2022/23 Merchandise
- \$20 Drink Voucher
- Invitation to special events throughout the year
- Free Clubroom hire *(conditions apply)
- Promotion of your business on ACC social media platforms

Silver Member - \$150

- One free entry into cash prize draws held after completion of every 1st Grade Premier game
- One free entry into major draw at Adelaide Cricket Club annual Presentation night
- \$20 Drink Voucher
- Invitation to special events throughout the year
- Access to regular updates and social media platforms

Bronze Member - \$100

- One free entry into cash prize draws held after completion of every 1st Grade Premier game
- One free entry into major draw at Adelaide Cricket Club annual Presentation night
- Exclusive Invitation to 201 Club Member Wine Tasting event
- Invitation to special events throughout the year
- Access to regular updates and social media platforms



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Other Sponsorship Options

We understand the need to be flexible in today's challenging business environment.

If you would like to consider partnering with the Adelaide Cricket Club, but do not feel that these standard packages meet your needs, please do not hesitate to contact our sponsorship coordinators who can assist you to tailor a package to suit your business needs.

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