



CASEY-SOUTH MELBOURNE CRICKET CLUB

PARTNERSHIP PROPOSAL

SEASON 2022/23



MESSAGE FROM **THE PRESIDENT**

Thank you for the opportunity to present the benefits available from a strategic partnership with the Casey South Melbourne Cricket Club in 2022/23.

C-SMCC competes in the Victorian Premier Cricket Association, which is the highest level of club cricket in the state and the direct pathway to domestic and international honours.

This presentation contains valuable information about the Casey South Melbourne Cricket Club and the multitude of assets at our disposal to offer to potential partners through sponsorship.

At the Swans, we understand that success is a process, and is built through the culmination of on and off field excellence and stability. As such, we are looking to establish mutually beneficial relationships with community focused organisations that want to be a part of our club community, and ultimately help us meet our goals.

Over the last few seasons our committee, club staff and playing group have worked tirelessly to develop a culture that allows us to get the best out of each other. We feel that this process has allowed us to create an environment that is representative of the club's history, and the league that we are competing in.

From a marketing and branding perspective, our assets are second to none. Our ability to engage and interact with our member base, as well as our extended swans family, will allow us to effectively promote your business and create the strong brand association that signifies a high quality partnership.

The 2022/23 season is shaping up to be a monumental stage in our clubs journey, with facility developments now underway, we will look to solidify our position as the Premier Cricketing Club within the region.

If you are at all interested in learning more about our partnership packages, or are looking for a completely bespoke arrangement, please do not hesitate to get in touch. Continued growth comes with the desire to improve, and we would love to share our journey towards success with you and your organisation, while we help you to meet business objectives of your own.



President



A RICH HISTORY

The South Melbourne Cricket Club was founded in 1862, and was an integral aspect of community life in the region for 144 years. In 2005, the club relocated to the City of Casey, playing and training out of the premier sporting facility known as Casey Fields, while identifying as the Casey South Melbourne Cricket Club (C-SMCC).

Over the years, the club has placed immense focus on high performance and development, which has seen a number of players take the next step in their cricketing journey, including the following:

48

Players have worn the red & white and played international cricket.

8

Of these players have been listed amongst Wisden's 'International Cricketer of the Year'.

9

Australian International Test Captains, more than any other club in Australia!

A PROMISING FUTURE

Vision, strategic planning and commitment are the key elements to the success of the Casey South Melbourne Cricket Club in the coming seasons.

Our Vision

To be a high performing Premier Cricket Club, through team success and providing a pathway for greater individual honors

Over the last 10 years the club has been extremely competitive, featuring in the 1st XI top four on two separate occasions, while reaching the semi finals three times. Our lower grades, with a focus on development, have played finals in multiple seasons, but more importantly have seen a tremendous amount of individual growth seeing a number of players climb the ranks to feature in the first and second elevens.

Last season was our most successful of recent times, with the First XI making it all the way through to the Grand Final. Whilst we were defeated, this was an enormous step forward for the playing group, and we look forward to seeing what's to come in 2022/23.

In recent times, we have also played a pivotal part in the development of first class cricketers Jayde Herrick and Clive Rose, as well as our 48th player for Australia Matthew Wade.

WHY PARTNER WITH US?

The simple answer is, because we have a lot to offer! The core of our sponsorship ideology is that we want to create mutually beneficial relationships with businesses who will fit seamlessly into the club culture.

Our unique history, community standing and marketability ensures that we have a range of assets to offer within a partnership, in areas that will be of great benefit to your business. These asset areas include, but are not limited to:



Community Involvement

We pride ourselves on our ability to effectively interact with the community. This opens up a multitude of promotional opportunities, particularly for our partners who are wanting specifically to target the local demographic.



Collaboration

Our Partnerships focus on mutual benefit, and the way to achieve this is to work together. We are open to discussion surrounding activations or any other collaborative concepts your business would like to explore!



Lead Generation

Let us use our reach and community standing to help generate and nurture leads, hopefully creating tangible business opportunities.



Brand Exposure

Once our brands are aligned, we can put in place strategies to get your brand the exposure it deserves.



Brand Alignment

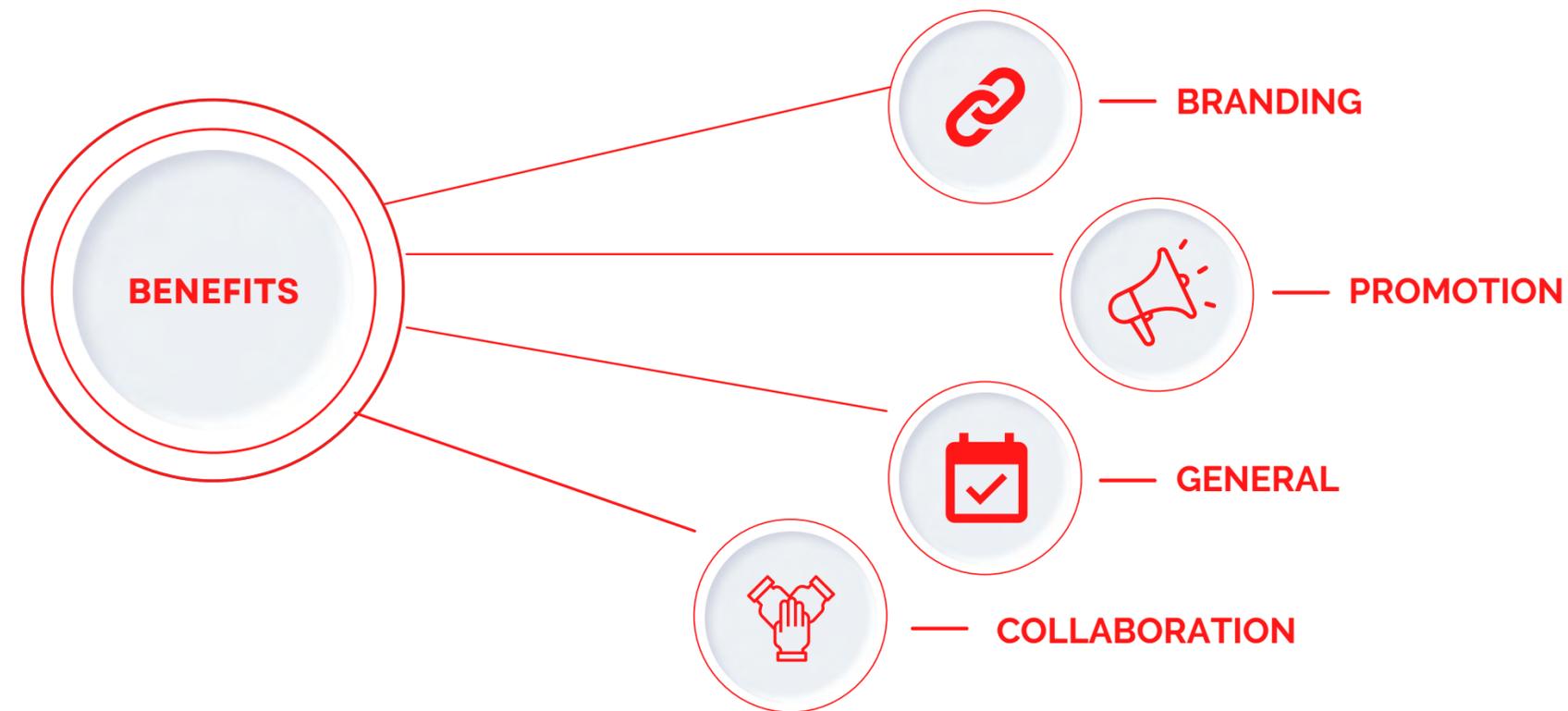
Two is always better than one! Imagine what opportunities arise from working with a club steeped in history to create positive brand association within the region.



BENEFITS TO YOUR BUSINESS

Establishing a partnership with the Casey South Melbourne Cricket Club will create a multitude of opportunities to promote your business, or your product, to our network. The benefits that we can offer potential partners are split over a number of different asset areas, ensuring that our partnership offering is diverse and appealing to a wide variety of business types.

Whatever you are looking for in a partnership with our organisation, we can deliver it.



BRANDING

- Ground signage (available on both Oval 4 & Oval 5)
- Apparel branding (on field & off field options)
- Branded media content (social Media, EDM, website)
- Electronic scoreboard signage
- 1st XI live stream branding
- Naming rights (as available)

PROMOTION

- Social media promotion (Instagram, Facebook, Twitter)
- EDM promotion (via membership database)
- Opportunity for digital activation
- Website promotion
- Opportunity to distribute marketing material to member base
- Promotion at events and functions

GENERAL

- Hospitality opportunities (match day functions etc)
- Invitation to club events and sponsor luncheons
- Tickets to boxing day test and other events when applicable
- Presentation night ticket(s)
- Brand awareness within the CSMCC community

COLLABORATION

- Opportunity to collaborate throughout the 2022/23 season for promotional activations (event based or digital)
- Your marketing material made available to all members and supporters

OUR DIGITAL ASSETS

Creating and maintaining a digital presence has become increasingly important for sporting organisations, to ensure that we can effectively promote partners and sponsors within the community.

Our Social Media presence increased in season 2021/22, with the club achieving record levels of aggregate reach across all three of our social media platforms.

In 2022/23, we have plans to continue to build our social media reach, and use this increased reach to create outcomes for our partners, such as creating strong brand association within our audience and the local community.

In the later stages of last season we introduced video content in the form of 1st XI Round Highlights. This content performed extremely well and we will look to utilise this insight in our planning for 2022/23, which will create another premium digital branding opportunity for our partners.

As well as increased effort in the social media space, we will also be launching a new website in the 2022/23 season, which will be used to promote partners and club news to our extensive network of past players, supporters and community members.



SOCIAL MEDIA

Three regularly updated social media channels that promote and engage with our following all year round. Follow us to stay updated!



NEW WEBSITE

Our brand new website features a user-friendly interface, providing our partners with great access to our members and website visitors.



EDM DATABASE

Our EDM Database is growing each year, and includes a variety of contact segments that we can use to promote your business/products.

DIGITAL REACH

FROM OCTOBER 2021 TO SEPTEMBER 2022



482,451

AGGREGATE REACH

3,043

FOLLOWERS



185,217

AGGREGATE REACH

1,136

FOLLOWERS

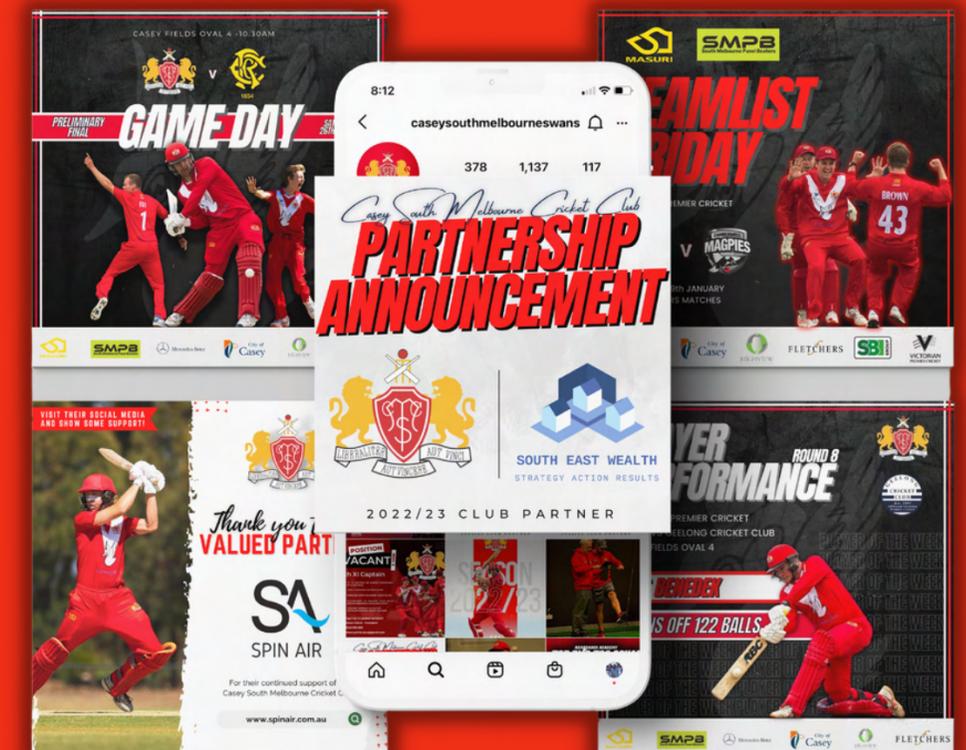


335,965

AGGREGATE REACH

2,036

FOLLOWERS



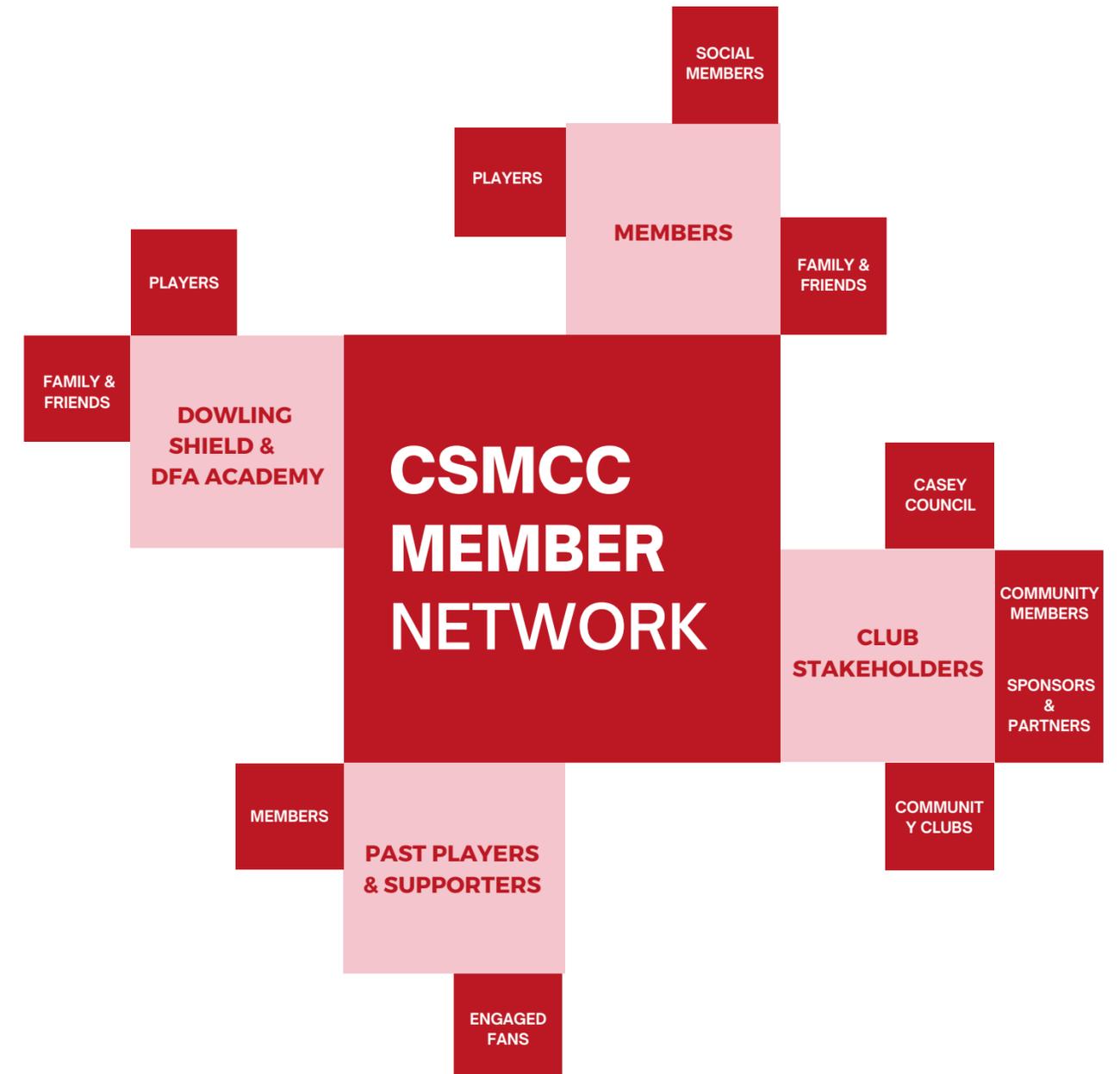
OUR NETWORK OF MEMBERS

What makes the Casey South Melbourne Cricket Club unique is its incredible base of engaged members. Our member base is far reaching, accessible, and growing.

Promotional each can be quantified in a number of ways, but most of all in the ability for a club to access their member base to engage and create tangible advertising opportunities.

The greatest asset within our member base is the varying demographic, that allows us to promote sponsors to a multitude of market segments. These segments include different localities, nationalities, occupations, ages and interests. This varied member demographic has the potential to create immense value for potential partners, proving them with the opportunity to promote their business, service or product to a multiple markets via the one partnership.

Our members are at the core of all we do, and we are grateful to have established a loyal, supportive and engaged member base over a significant period of time. Partnering with us will give you tremendous access to this member base, and will allow us to establish strong brand association, which could create some great outcomes down the road.



250+ DIRECT MEMBERS



Our network of direct members gives us great promotional access to players, supporters, past players and pathway/academy participants.

EXTENDED REACH



Our promotional methods allow us to utilise our member base to expand our marketing capabilities, ensuring that our messaging reaches further than direct members and travels into the community.

VARIED DEMOGRAPHIC



The varied demographic of our member base will allow you to potentially promote your business to different market segments. We have a range of nationalities, cultural backgrounds, locations, and more!

LIVE STREAMING OPPORTUNITIES

In Season 2022/23 we will be exploring innovation in the realm of live streaming, in order to continue creating value for our partners, members and supporters, providing an outlet to watch the game live with commentary and alternate views.

The live streaming of cricket has become an innovative space over the last few seasons and we are excited to take the first few steps into professionalising the existing streaming structure with the addition of sponsor promotion and live commentary, which will be a first for the Premier Cricket Competition.

Adding this commercial aspect to our live stream will create significant opportunities to promote our partners, and will offer access to cricket fans and mutual supporters from around the country, as opposed to just our own supporters.

OPPORTUNITIES AVAILABLE

- Promotional banner to appear at any stage throughout the match. This can be in the form of a square logo positioned in the top right corner of the livestream or via a custom banner that covers the length of the screen.
- Logo promotion at all breaks of the match including drinks, tea and conclusion of innings.
- Audio promotion by our professional commentator, coinciding with images displayed via the live stream. This can be in the form of a script or short message provided by the partners.
- Sponsored match moments - for example, company name and logo displayed whenever there is a boundary or wicket (limited opportunities) .



THE NUMBERS

1,000+

VIEWS PER MATCH
VIA FACEBOOK (AVG)

1,500+

VIEWS PER MATCH
VIA YOUTUBE (AVG)

2,500+

PROJECTED VIEWS
PER MATCH IN 2022/23

20,000+

AGGREGATE VIEWS FOR THE
2021/22 PREMIER CRICKET
GRAND FINAL
(WHICH WE COMPETED IN)



THE DAMIEN FLEMING ACADEMY

A prime example of our immense focus on development is our Damien Fleming Academy. The Academy sees talented junior players from our region enter the premier club environment to get a taste of what is required at the next level.

The Academy looks at improving skills and cricketing prowess through extensive coaching and is an extremely positive way for the club to not only identify top grade talent, but to engage with players from community clubs.

The Academy extends our network base, and comes with marketable opportunities that will allow your brand to advertise to a wider demographic. Members and families of the academy come from far and wide for the opportunity to utilise the extremely high quality coaches that facilitate the program, which will provide you the opportunity to potentially promote your business, service or product to a wider and more diverse audience.

The cornerstone of the Damien Fleming Academy is the extremely well qualified and experienced coaching staff that facilitate the program. Our coaches provide the participants the best possible opportunity to develop their skills, with the possibility of transitioning to represent the club in the Premier Cricket Competition.

An extension of the Damien Fleming Academy is also the Dowling Shield Program, which has been revived by Cricket Victoria after a number of years of absence. Our Dowling Shield program provides the DFA participants the opportunity to compete against the best young talent from around the state, in a tournament style format.

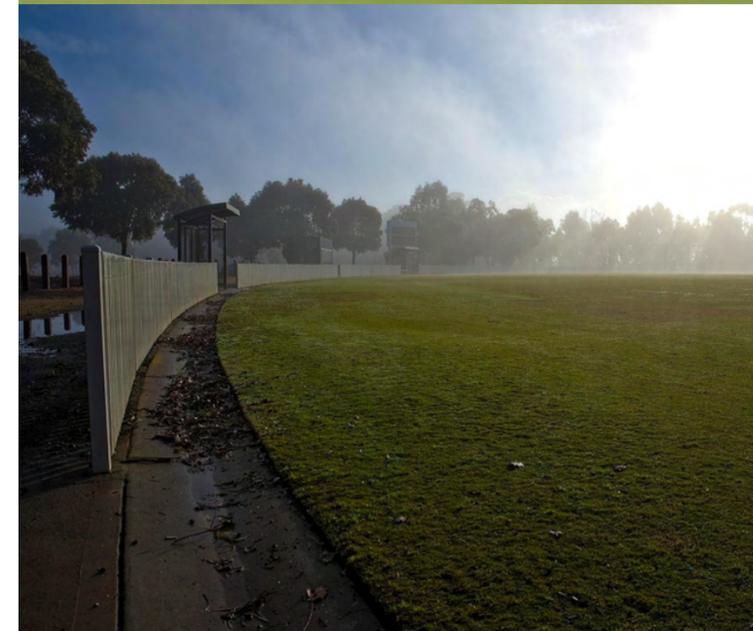
A UNIQUE ASSET IN **CASEY FIELDS**

The City of Casey is a rapidly growing catchment, and at the very heart of this growth area is our home Casey Fields. Casey Fields is a world class sporting facility, that caters for a wide variety of demographics, making It an extremely unique asset.

Casey Fields is home to a number of different sporting codes that see's hundreds of thousands of participants utilise the facilities each year. What makes Casey Fields the most unique is its ability to hold large scale events that can see 10's of thousands patrons enter through the gates on a single day. The 88 Hectare facility is spacious, and provides us with the opportunity to promote our sponsors to a broader, but still engaged, community network.

As well as being Victoria's premier sporting facility, Casey Fields is also an extremely popular recreational destination for families and community groups. The complex also sees thousands of families visit the area for barbeques, picnics, and most recently the Sikh games which drew a crowd of over 100,000 spectators plus 3,000 athletes.

Casey Fields offers a very unique and substantial advertising opportunity for any size business, whether local, state or national. Ground signage space is available on both ovals 4 and 5.



OUR NEIGHBOURS

AT CASEY FIELDS



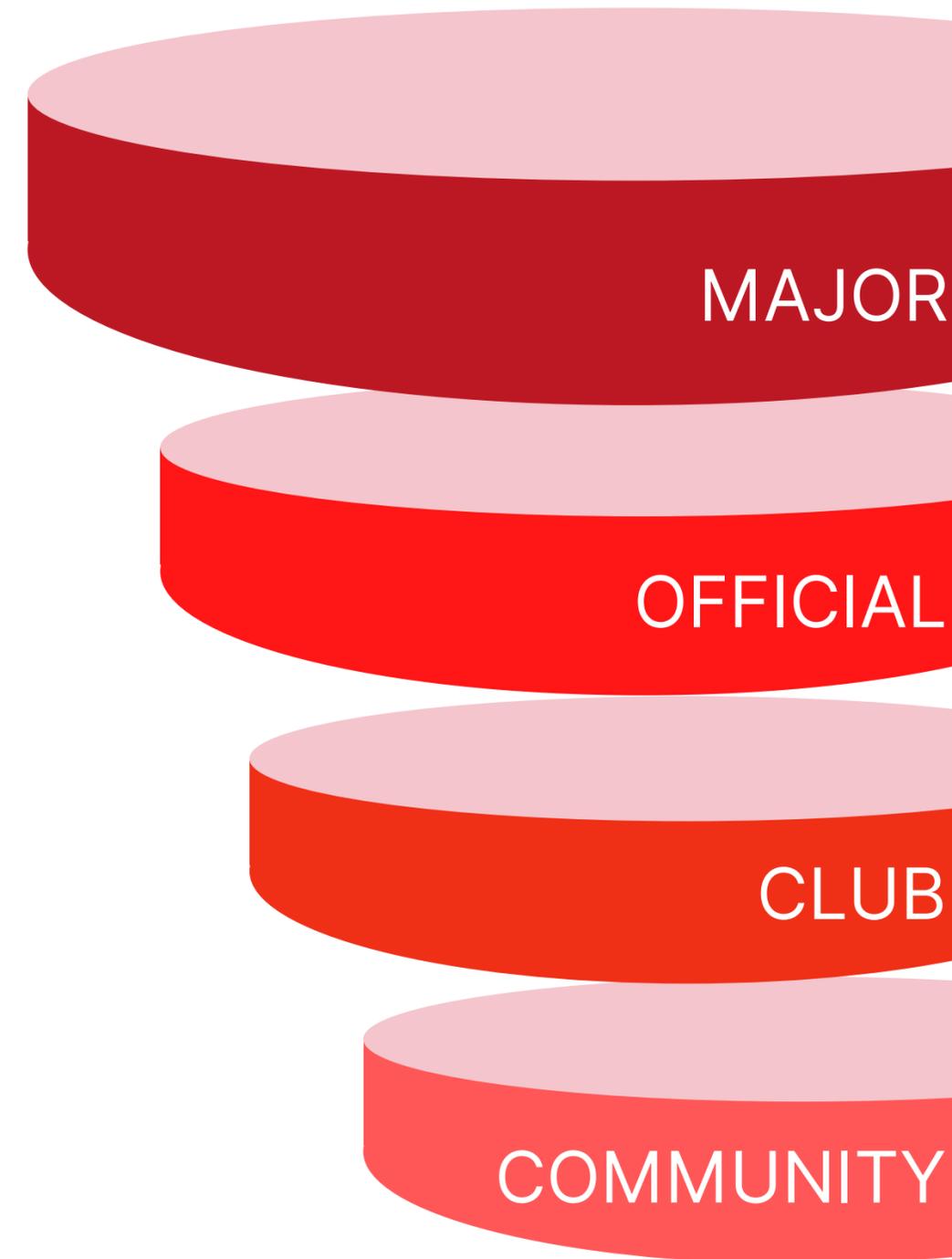
PACKAGE STRUCTURE

We have a number of partnership packages available that suit all business type and size. The benefits that we can provide a partner can be tailored to suit the specific needs of the business, and we are extremely adaptable when formulating packages to ensure that we create as much return on investment as possible.

Our package structure revolves around four main package categories, which are to be used as a guide when selecting the correct option for your business.

As listed on the following page, our preference is to analyse the needs of your business along with the assets that you are interested in, to create a bespoke arrangement that is mutually beneficial and representative of what we are both looking for in a partnership.

\$10-15,000	MAJOR PARTNERSHIP Main assets including apparel branding, premium exposure, naming rights etc	OFFICIAL PARTNERSHIP 2nd tier assets including secondary apparel branding, exposure opportunities etc	\$7-10,000
\$3-7,000	CLUB PARTNERSHIP Affordable package perfectly suited to medium sized businesses looking to promote themselves within the region	COMMUNITY PARTNERSHIP Basic level assets providing great value for community based organisations looking to access promotional channels	\$0-3,000



BESPOKE PACKAGES

We strongly believe that a partnership should be mutually beneficial. We have designed a number of packages that represent our marketable opportunities, to give a guide on what we can offer your business in a partnership.

We believe that the best way to establish a strong partnership is to explore a bespoke, completely tailored arrangement. We would love the opportunity to meet to discuss your business, and current operational goals, where we can then tailor a package to suit your specific needs and ensure that our relationship is rewarding.

By discussing your business needs further, we will be able to gain a clear and concise understanding of how we can create a mutually beneficial relationship that will allow us both to meet our organisational objectives. We want our partnerships to be sustainable, and prosperous for both of us.

If you are at all interested in partnering with our club, please get in touch so that we can discuss our assets, and how we can work together to create value for your business with a tailored package.



PLAYER SPONSORSHIP

Player sponsorship is a pivotal component of our partnership program, playing an extremely important role in our ability to provide and facilitate professional amenities for our playing group.

We have a number of packages available, suited to all different kinds of businesses. In season 2022/23, our player sponsors will receive the following benefits:

PLATINUM PLAYER SPONSORSHIP - \$1000

- Ground and matchday signage
- Invitation to club events and sponsor luncheons
- Social media promotion
- Website banner
- Brand awareness within the CSMCC community
- Lucky number weekly draws with a chance to win \$7000 annually

GOLD PLAYER SPONSORSHIP - \$750

- Invitation to club events and sponsor luncheons
- Social media promotion
- Website banner
- Brand awareness within the CSMCC community
- Lucky number weekly draws with a chance to win \$7000 annually

SILVER PLAYER SPONSORSHIP - \$500

- Invitation to club events and sponsor luncheons
- Social media promotion
- Website banner
- Brand awareness within the CSMCC community



OUR CONTACT INFORMATION

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