



SPONSORSHIP PROPOSAL

2022/23 SEASON



WHO WE ARE

ABOUT US

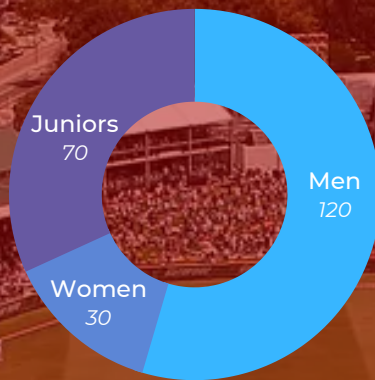
The Applecross Cricket Club is one of the leading community sporting clubs in Western Australia. Situated in the beautiful suburb of Ardross, the ACC currently runs 8 Senior Teams as well as 6 Junior teams. These are made up of 120 Men, 30 Womens and 60+ Juniors. We are a club who put family and community first and are lucky enough to play at Shirley Strickland Reserve, site of a new \$6.2m redevelopment and Bert Jeffrey Park, a scenic local reserve with a brand new pavilion recently completed at the start of 2022

SUCCESS IS WHAT WE DO

In our 45 year history, we have enjoyed a lot of on-field success winning three Club Championships, 30 Premierships, three back-to-back Spirit of Cricket Awards in 2020, 2021, and 2022 and four Women's Premierships in the last five years since the foundation of the Womens community competition. We work hard to bring success on the pitch which, in turn, brings success off the pitch



OUR CLUB

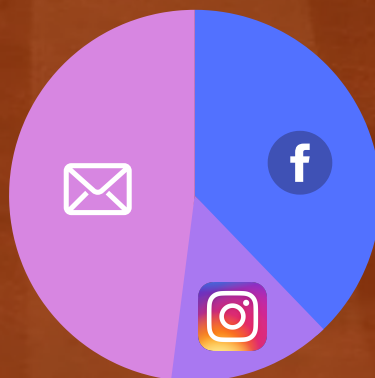


A Family Club

With the establishment of Womens Cricket in 2018 and the merger with Ardross Junior Cricket Club in 2021, the ACC prides itself on inclusion, diversity and a family friendly atmosphere

A Bright Future

With a brand new clubroom being completed in 2022 and our membership of the Shirley Strickland Reserve Sporting Association we stand to have a much greater reach into the community for the foreseeable future with the prospect of more social members than ever before and a better facility attracting more playing members



A Social Effect

Social Media and communications have been key to the ACC's success in the past five years. With more followers on social media than any other community sporting club in WA the ACC is able to help put your business in touch with more people

POINT OF DIFFERENCE

Womens Cricket

Women's Cricket in WA has grown more than any other sport over the last three years and we are so proud to be one of the leaders in Community Cricket. Our Women's team has been successful on the field and contributed hugely off it too

Junior Cricket

Junior Cricket not only secures the future for the club but also opens up new opportunities for potential sponsors. The age range of the club now goes from as young as 6 years old all the way through to Grandparents in their 70's. Sponsoring the ACC opens doors for your business to Men and Women of all ages

Integrated Cricket

The ACC was selected by the WACA in 2021 to be one the first A Grade sides in the Integrated Cricket League and the club enjoyed an incredibly successful season both on and off the field. The Integrated Cricket program offers a great way for the ACC to be more welcoming of people with Disability to the club



WHAT WE OFFER

NEW FACILITIES

In 2022, the ACC will have brand new facilities at both Shirley Strickland and Bert Jeffrey Reserve. These facilities offer a unique opportunity for sponsors to reach more people in the local community who will be using the new building.

We can offer signage in the new clubrooms to new sponsors which will be seen by all the people using the oval on a regular basis and by those visiting the new buildings for functions or to have a drink at the new club bar.

As a sponsor, the ACC will give you the chance to reach new potential customers and will work with you to bring your company new business.

DIVERSE MEMBERSHIP

With Senior and Junior teams at the ACC, sponsors will have access to Men and Women of all ages. Your business will be able to reach a wide range of people from kids still at school, through young professionals and all the way to growing families.



SOCIAL MEDIA EXPERTISE

The ACC prides itself on its social media strategy. With one of the biggest Facebook followings of any community sporting club in WA and with a well maintained social presence, we strive to continuously use social media to our advantage.

Through our partnership with KlubPro, we are able to promote our sponsors more than 20 times per week on social media posts. The reach and engagement from these posts alone is worth thousands of dollars to potential sponsors but also ensures that you are targeting a very specific audience. We make a promise to improve awareness of our sponsors to the ACC members and followers.





QUEST FOR GROWTH

We are always looking for ways to grow and improve our club. We want to grow with our sponsors and are happy to take on board any suggestions to give your business the best possible return on investment.

The ACC family is a growing one and will continue to be into the future. We hope to bring on new sponsors to join us on this journey.



SOCIAL MEDIA

	Platform	Followers	Reach (Weekly)	Engagement (Weekly)	Comparative Spend (Annual)
	Facebook	1,270	9,000	1,600	\$4,000
	Instagram	502	800	300	\$1,900
	Website	–	250	–	\$750
	Direct Email	1,500	1,500	150	\$2,500

Numbers correct as of 29 June 2022

Averages based on 2021/22 season

Comparative Spend based on Facebook Advertising spend to get the same results

Reach - the number of people who saw any content from your Page or about your Page

Engagement - any action someone takes on your Facebook Page or one of your posts (Like/Comment/Share etc)



PACKAGES

Gold Sponsor

- MAJOR Sponsor the ACC
- Regular promotion on ACC Social Media posts
- Logo on ACC Playing and T20 Shirts
- Links on ACC Website
- Prominent signage on display at ACC Home Grounds
- Exclusive naming rights to 1st XI - Team referred to as "The [Sponsor] 1st XI"
- Free Entry for 4 to all ACC Events
- ACC Card
- \$5,000+

Silver Sponsor

- Rotated Promotion on ACC Social Media Posts
- Link on ACC Website
- Free Entry for 2 to all ACC Events
- Logos on ACC Clothing
- Signage at Shirley Strickland
- \$2,500+

Bronze Sponsor

- Rotated Promotion on ACC Social Media Posts
- Link on ACC Website
- Free Entry for 1 to all ACC Events
- Signage at Shirley Strickland
- \$1,000+

Thank you for supporting your local
sporting club and community

