



EKCC SPONSORSHIP PACKAGES

BE THE HEART OF YOUR COMMUNITY CLUB

SPONSORING THE EAST KEILOR CRICKET CLUB ALLOWS YOU THE UNIQUE OPPORTUNITY TO GIVE BACK TO A LOCAL GRASSROOTS CRICKET CLUB THAT PROVIDES SPORT, FITNESS, LEADERSHIP, COMMUNITY AND PERSONAL DEVELOPMENT TO ITS MEMBERS. IT ALSO PROVIDES THE OPPORTUNITY TO NETWORK WITH OTHER BUSINESSES AND LIKE-MINDED PEOPLE WHO VALUE OUR COMMUNITY SPIRIT.



PROMOTION

EKCC is committed to advertising and promoting your brand through mediums such as boundary signs and pop up banners, club social media, website, Team Stack app, club events and match day social activities.

PACKAGES

EKCC has a range of sponsorship packages to suit every marketing budget and we have the capability to tailor any sponsorship package to address your business needs. We can cross promote your goods and services.

COMMUNITY

Get your brand recognised in the local community as a preferred business. Sponsorship of a local sports club is one way to reach new potential customers and create valuable goodwill within your community/network.

The origins of the East Keilor Cricket Club can be traced back to 1966/67, when a senior and junior team took to the field in the Essendon & Broadmeadows District Cricket Association (EBDCA), playing their inaugural season at Quinn Grove Reserve. The EBDCA quickly expanded to incorporate the Keilor region and become the Essendon Broadmeadows Keilor Cricket Association, then the North West Cricket Association.

The Club moved to our present home ground, Overland Reserve, for the 1967/68 season. Our Juniors (non-turf teams) now compete in the North West Metropolitan Cricket Association (NWMCA), while our Seniors play in the Victorian Turf Cricket Association (VTCA).

Season 2021-22 saw the opening of a council-built multi-storey, state-of-the-art pavilion to cater to our growing community and, importantly, increase access for women's and girls' teams. The space includes four unisex change rooms and an internal lift and is environmentally friendly, with solar panels, energy-efficient appliances and water harvesting features. The upper floor hosts a commercial kitchen, amenities and social rooms with outdoor terraced areas overlooking our ovals and cricket nets.

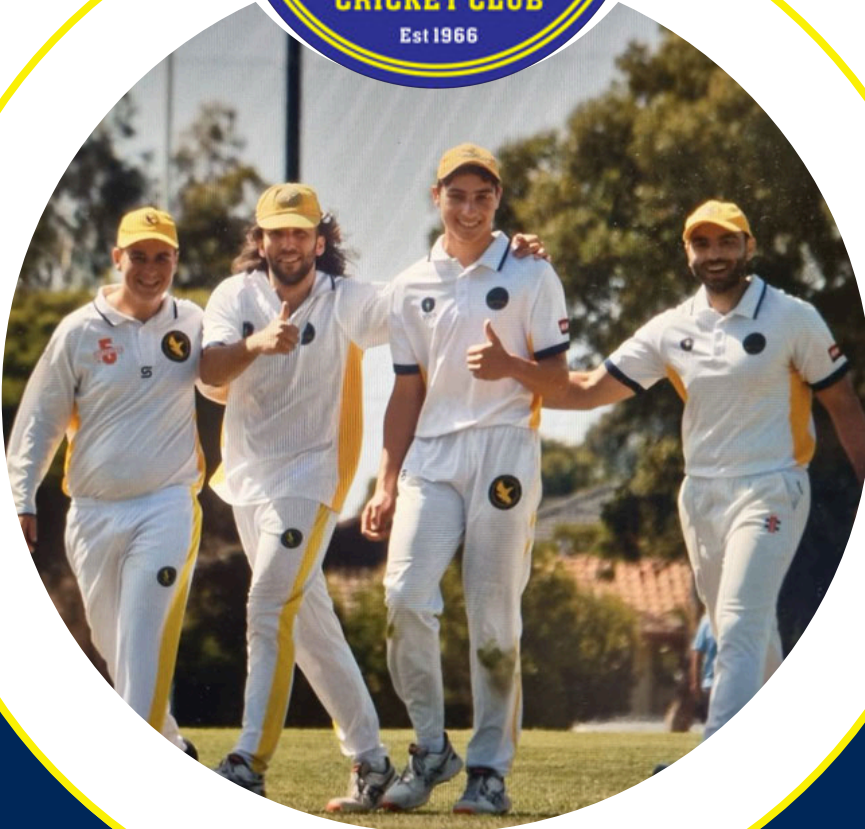
The East Keilor Cricket Club is enormously proud to have grown from humble beginnings to today boast thriving Junior and Senior programs, catering for both male and female cricketers of all ages. The Club continues to be managed by a dedicated committee striving to provide a safe, supportive, family-friendly, inclusive, and fun environment for all members.



Benefits of Sponsorship...

Research by Language Marketplace Inc. (2022) offer six ways businesses benefit from sponsoring community groups.

1. Increase brand awareness
2. Increase business
3. Enhance business connection with the community
4. Improve work culture
5. Target potential client market
6. Relatively small investment in comparison to other advertising methods



Providing access to playing cricket is one of our goals. In addition to keeping fees low, sponsorship helps our club attract quality coaches to mentor our players.

PARTNERING WITH OUR CLUB

In season 2024/25 East Keilor Cricket Club fielded five senior teams and eight junior teams, plus Woolworths Blasters!

EKCC is a not-for-profit organisation run by a committee of volunteers. As a community run club, we would not be able to function without our volunteers who not only have their own careers and families, but also fill many critical roles within the club, including coaching, team management, RSA staff, chef and committee members.

Club fees and sponsors' contributions cover our operating costs. East Keilor Cricket Club sponsorship gives your business exposure to families throughout the City of Moonee Valley and the North-West through advertising and marketing opportunities.

THE FUTURE IS BRIGHT...

East Keilor Cricket Club provides you with maximum exposure as a partner. Our sponsorship packages aimed at promoting your business to our members, players and supporters are detailed on the next pages. Our sponsorship packages are available for every marketing budget, we can tailor sponsorship packages to promote your business.





**DIAMOND
SPONSOR
\$5000**



OUR BUSINESS PACKAGES

- Two tickets to Sportmans Night & Ladies Day functions
- Business name advertised in clubroom & on the scoreboard
- Business name advertised on boundary signage (remains up all year round)
- One free beer, wine or soft drink with any main meal purchased on a Thursday night
- Recognition on the sponsors board, scrolling on TV in the clubroom
- Brand recognition on club website, Stack Team App and socials.

**GOLD
SPONSOR
\$3000**



- Business name advertised in clubroom and on the scoreboard
- Business name advertised on boundary signage (remains up all year round)
- One free beer, wine or soft drink with any main meal purchased on a Thursday night
- Recognition on the sponsors board, scrolling on the TV in the clubroom
- Brand recognition on club website, Stack Team App & socials.



OUR BUSINESS PACKAGES

SILVER SPONSOR \$2000



- Business name advertised in the clubroom and on the scoreboard
- One free beer, wine or soft drink with any main meal purchased on a Thursday night
- Recognition on the sponsors board, scrolling on the TV in the clubroom
- Brand recognition on club website, Stack Team App and socials.

BRONZE SPONSOR \$1000



- One free beer, wine or soft drink with any main meal purchased on a Thursday night
- One EKCC supporter t-shirt
- Recognition on the sponsors board, scrolling on TV in the clubroom
- Brand recognition on club website, Stack Team App and socials.



OUR SUPPORTER PACKAGES

LEGEND PACK \$500



- One free beer, wine or soft drink with any main meal purchased on a Thursday night
- Recognition on the sponsors board, scrolling on TV in the clubroom

ELLIS PATERSON 12th Man \$120



- EKCC small cooler bag
- Happy hour 1/2 price beer & wine every Saturday 4:00-6:00pm
- A free beer or wine when ordering a Thursday night meal

OPPORTUNITIES FOR EXPOSURE



Your business can be promoted not only on the club's website, but also our Facebook, and Instagram accounts.

What's new?

East Keilor Cricket Club

1,159 posts **774** followers **510** following

Sports club

🏏 Senior Mens, Womens & U18s.
Juniors Mixed & Girls Teams

👨‍👩‍👧‍👦 Join our family friendly cricket community!

📍 Overland Reserve

#EastKeilorCricketClub

🌐 eastkeilorcc.com.au

📌 **East Keilor Cricket Club**

Professional dashboard

📈 3.8K views in the last 30 days.





East Keilor Cricket Club

755 likes • **918** followers

🏏 Register now - season 2025/26 Senior Mens, Womens, U18, Juniors mixed & girls all ages & Blasters 🏏

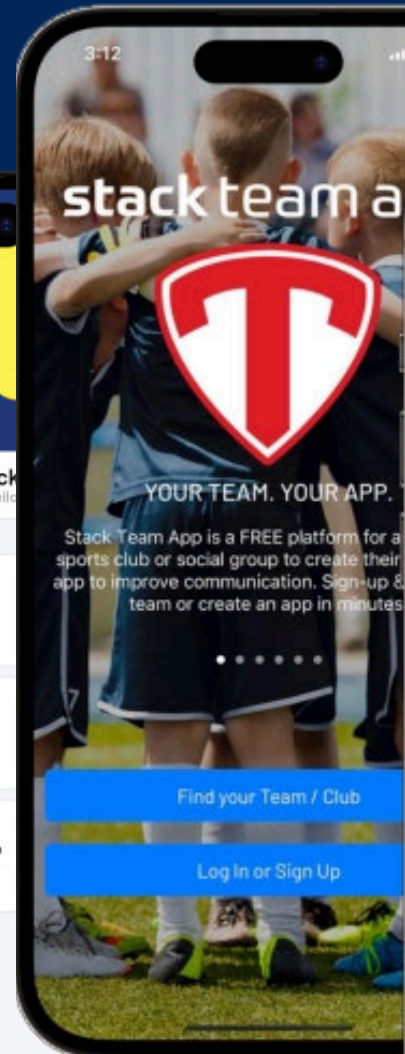
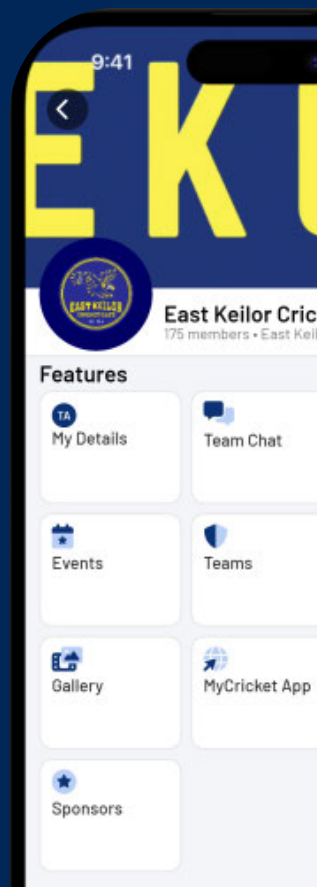


OPPORTUNITIES FOR EXPOSURE



Dependent on fixturing, EKCC has approximately seven games played at home every week, and all our players/parents use the Stack Team App where we will also advertise your brand.

In addition to digital media you can also market your business on our boundary signage around the grounds.





Our **VISION** is what brings us together.
Our **VALUES** are the qualities we embody.
Our **BEHAVIOURS** are how we work together.

OUR PURPOSE

- To provide opportunities for achievement in sport and socially
- To teach & inspire leadership, to prepare our players for life
- To engage our community in a meaningful way

OUR VALUES

RESPECT – We treat ourselves & others as we would like to be treated

TEAMWORK – We stick together, we carry the load with teammates, we look out for each other

DIVERSITY – We look to include people with different experiences, opinions, and voices

HONOUR – We know the right thing to do is the only thing to do





TO DISCUSS SPONSORSHIP OPPORTUNITIES PLEASE CONTACT

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