

SPONSORSHIP AND PARTNERSHIP PROSPECTUS

2026/27 SEASON

A commercial partnership with a community cricket club celebrating 60 years

The East Keilor cricket community

One club for junior, senior, women's and Blasters cricket

East Keilor Cricket Club has brought people together through cricket since 1966. The 2026/27 season celebrates 60 years of players, families, volunteers and local businesses building the club together.

WHAT A PARTNER SUPPORTS

- Affordable access to cricket for local families
- Coaching, equipment and player development
- A stronger pathway for girls and women
- Safe, welcoming programs for every age
- The volunteers who keep community sport running
- A club where people belong on and off the field

Your support has a visible local impact

It helps the club put teams on the field, keep participation within reach and give more people a genuine place in the game.

What the partnership gives your business

EKCC gives its partners repeated exposure through club life, not a logo that appears once and disappears.

AT THE GROUND	Boundary signage, scoreboard visibility and recognition around Overland Reserve
IN THE CLUBROOM	Sponsor displays, club television, events and direct contact with members and visitors
ON DIGITAL CHANNELS	Website, STACK Team App and social media promotion across the season
THROUGH ACTIVATIONS	Member offers, match-day activity, events and campaigns built around your business

We confirm the delivery plan with each partner so both sides know what will happen, when it will happen and who will manage it.

2026/27 partnership levels

Four clear entry points with room to build a deal around your business

COMMUNITY PARTNER — $500

A visible entry point for local businesses that want to support the club and be recognised by our community.

CLUB PARTNER — $1,000

A stronger presence across club channels with opportunities to put an offer in front of members.

MAJOR PARTNER — $2,500

Season-long physical and digital exposure, including prominent signage and activation opportunities.

PREMIER PARTNER — $5,000

EKCC’s leading partnership with priority visibility, hospitality and a campaign built with your business.

Community and Club Partners

Community Partner — $500

A credible way for a smaller business to back local cricket and become part of the EKCC network.

- Recognition on the EKCC sponsor board and clubroom television
- Business listing on the EKCC website and STACK Team App
- Social media welcome during the season
- Invitation to selected partner and club events

Club Partner — $1,000

A broader package for businesses that want regular visibility and a practical connection with club members.

- Everything included in the Community Partner package
- Prominent clubroom and scoreboard recognition
- Promotion of an agreed member offer or business message
- Additional social media recognition across the season

Major Partner

Major Partner	$2,500

Substantial exposure across the season

The Major Partner package gives your business a strong presence at Overland Reserve and across EKCC’s digital channels. It suits a business that wants to be seen regularly and do more than place a logo.

- Everything included in the Club Partner package
- Year-round boundary signage at Overland Reserve
- Prominent clubroom and scoreboard visibility
- Regular recognition on the website, app and social media
- An agreed match-day or member activation
- Partner hospitality and invitations to selected functions

We will agree on signage production, timing and activation details before the partnership begins.

Premier Partner

$5,000

EKCC’s leading business partnership

The Premier Partner receives priority visibility across the club and works with EKCC on a partnership plan designed around the business, its customers and the community it wants to reach.

- Everything included in the Major Partner package
- Priority position across physical and digital sponsor displays
- Dedicated social and digital promotion across the season
- A campaign, event or activation planned with the business
- Premier partner recognition at major EKCC functions
- Hospitality and introductions across the club network
- Discussion around suitable naming opportunities

A partnership built around your business

Not every business wants the same result. EKCC can shape a partnership around the audience, activity or part of the club that matters to you.

- **Junior cricket**
- **Girls' and women's cricket**
- **Individual teams**
- **Match days and events**
- **Digital campaigns**
- **Awards and development programs**

LET'S TALK

Tell us what you want the partnership to achieve. We will build the package, confirm the deliverables and put the agreement in writing.

East Keilor Cricket Club

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