



2022/23

BRIARS JUNIOR CRICKET CLUB

**SPONSORSHIP BROCHURE
SEASON 2022/23**

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WELCOME ***TO BRIARS JUNIOR CRICKET CLUB***

Welcome to Briars Junior Cricket Club's Sponsorship Brochure for the 2022/23 season. Briars Sports is a thriving family sports club located on Ian Parade, Concord. The club has gone from strength to strength over the last decade, seeing a huge increase in social membership and therefore patronage throughout the club each week. Under the Briars Sports banner are six autonomous sporting clubs, each with their own separate committees. The six different sports played at Briars are Cricket, Rugby, Hockey, Netball, Lawn Bowls and Squash.

At Briars Junior Cricket Club, we aim to provide a fun sporting environment for our 600 young cricketers – both boys and girls – to play Australia's biggest summer sport and develop lifelong friendships along the way. Teaming with corporate sponsors and local businesses helps us to achieve this goal. We believe strong community links are crucial to the success of the club and our sponsorship relationships are designed to be mutually beneficial. By linking with Briars Junior Cricket Club, we are able to connect you and your business with our community and networks to create exposure and engagement.

Sponsorship is a huge part of the sports success at Briars, as it provides much needed funds to run the sports at the lowest cost possible, whilst providing a great platform for local businesses to advertise their brand and promote their name/service in the local community. We currently have over 40 local businesses sponsoring our different sports at Briars. Our intention is that this will continue to grow as the club provides an excellent platform for local businesses to not only promote their own brand but to also align with Briars Sports, a respected community-focused club.

For the 2022-23 season, Briars Junior Cricket Club are planning to add to our network of sponsors. We hope you can see the benefits in linking with a well-regarded sporting club in Sydney's Inner West, helping local kids play the game they love while also exposing your business to the families in the local community.

Yours sincerely,

Keiron Devlin
President, Briars Junior Cricket Club



SPONSORSHIP

WHY BECOME A SPONSOR?

With over 600 juniors playing in teams each week, Briars is the largest junior cricket club in Sydney. In the 16 years since its birth, Briars Junior Cricket Club has provided thousands of children with the opportunity to play the game. Briars teams range in ages from under-5s to under-17s, with the club entering teams in competitions administered by three associations: the Inner West Harbour Junior Cricket Association, Northern Districts Junior Cricket Association and the Sixers League. Teams play a number of different formats depending on their age group. Recent seasons have produced a significant surge in females joining the cricket club. Briars are proud of the success in increasing participation numbers for girls and continue to strongly promote the game at all age levels.

We are a club that prides itself on its local roots. Many of our cricketers joined Briars Junior Cricket Club at about the same time as they started school and moved through the different age groups until the end of their high-school education. Many have also moved across into our senior sides.

Briars Junior Cricket Club is part of Briars Sports, a club based in Concord that also boasts a strong presence across other sports including netball, rugby, hockey, bowls and squash. Briars Junior Cricket Club members come from suburbs in Sydney's Inner West including Concord, Five Dock, Drummoyne, Russell Lea, Abbotsford, Mortlake, Wareemba, Chiswick and Breakfast Point.



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SPONSORSHIP PACKAGES

Sponsorship packages are tiered across Gold, Silver and Bronze, offering a range of inclusions to suit your business. Sponsorship can also be arranged through “in-kind” products or services.

GOLD SPONSORSHIP

Logo and company information promoted on:

- ✓ Briars Cricket Club website and Cricket Australia's **Concord Briars website**
- ✓ Briars Junior Cricket Club social platforms - Facebook and Instagram
- ✓ Briars Sports Club weekly members e-newsletter
- ✓ Promotional TV within the Briars Sports Clubs
- ✓ Signage board at Briars Sports Club
- ✓ Printed brochures and flyers in cricket season

Logo printed on:

- ✓ Game day playing shirt - Sleeve
- ✓ Training shirt – Back of Shirt. Top

Parent Engagement:

- ✓ 2 x Marketing emails to parent database
- ✓ Speaking opportunity, promotional material and signage at the end-of-year presentation
- ✓ Opportunity to host social evening for Briars Junior Cricket Club coaches and managers available
- ✓ Opportunity to provide sample product into junior cricket community
- ✓ A \$50 gift voucher to the Backyard Bistro at Briars Sports Club

\$10,000



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SPONSORSHIP PACKAGES

Sponsorship packages are tiered across Gold, Silver and Bronze, offering a range of inclusions to suit your business. Sponsorship can also be arranged through “in-kind” products or services.

SILVER SPONSORSHIP

Logo and company information promoted on:

- ✓ Briars Cricket Club website and Cricket Australia's **Concord Briars website**
- ✓ Briars Junior Cricket Club social platforms - Facebook and Instagram
- ✓ Printed brochures and flyers

Logo printed on:

- ✓ Training shirt – Back of Shirt

Parent Engagement:

- ✓ 1 x Marketing emails to parent database
- ✓ Participation in the end-of year presentation
- ✓ Opportunity to attend the social evening for Briars Junior Cricket Club coaches and managers available
- ✓ A \$50 gift voucher to the Backyard Bistro at Briars Sports Club

\$5,000



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SPONSORSHIP PACKAGES

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BRONZE SPONSORSHIP

Logo and company information promoted on:

- ✓ Briars Cricket Club website and Cricket Australia's **Concord Briars website**
- ✓ Briars Junior Cricket Club social platforms - Facebook and Instagram

Logo printed on:

- ✓ Training shirt – Back of Shirt

Parent Engagement:

- ✓ Participation in the end-of year presentation
- ✓ Opportunity to attend the social evening for Briars Junior Cricket Club coaches and managers available
- ✓ A \$50 gift voucher to the Backyard Bistro at Briars Sports Club

\$1,500



CONTACT

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CONTACT US TO DISCUSS SPONSORSHIP WITH BRIARS JUNIOR CRICKET.

