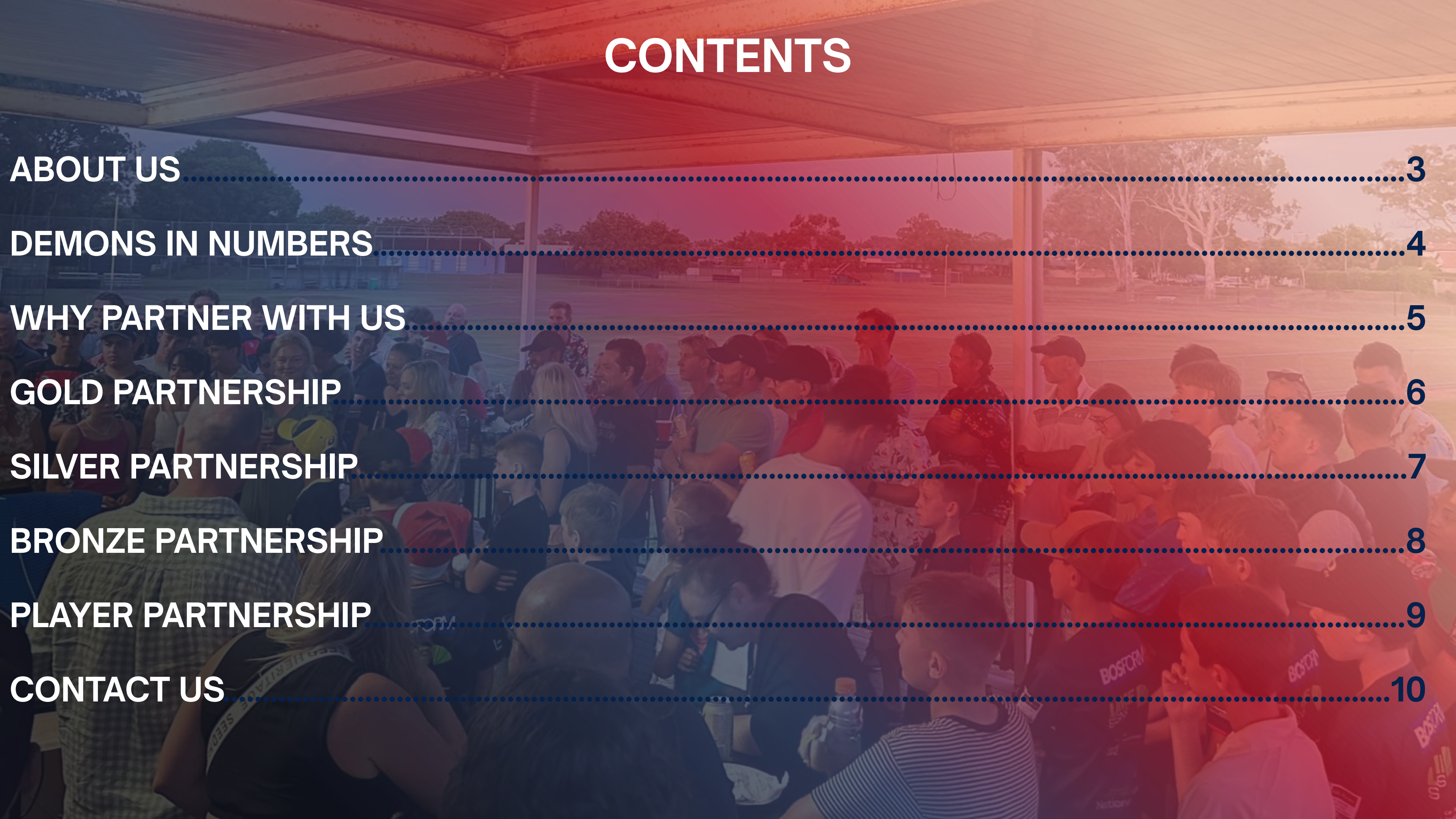




PARTNERSHIPS



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ABOUT US.

Located in the heart of Benowa, Surfers Paradise Cricket Club is one of the premier cricket clubs on the Gold Coast, with a proud history of developing players and fostering a strong sense of community.

We cater for cricket lovers of all ages and abilities, offering a welcoming environment where everyone can enjoy the game, whether they are taking their first steps into cricket or competing at the highest local level.

Our junior program supports boys and girls aged 5 to 17, providing quality coaching and playing opportunities that focus on skill development, enjoyment and lifelong participation in the sport.

At the senior level, Surfers Paradise Cricket Club fields six Saturday teams, ranging from elite First Grade cricket through to more social grades, ensuring there is a place for players of all ambitions and experience levels.

Above all, our club prides itself on its inclusive and welcoming culture. While success on the field is important to us, we place equal value on creating a positive, supportive environment where members, families, volunteers and partners feel connected and proud to be part of our club.



DEMONS IN NUMBERS.

SOCIAL MEDIA



2.3k total followers
across all platforms



300k views
per month



2.5k interactions
per month



220 hours of
live-streamed cricket



Highest viewed post: 6,195
“Girls Cricket”

445

members

251

junior players

39

women players

155

men players

WHY PARTNER WITH US.

Surfers Paradise Cricket Club offers businesses a strong platform to connect with the local community while gaining meaningful and consistent brand exposure.

Community Engagement

Our club sits at the heart of the Gold Coast cricket community, welcoming players from junior through to senior levels. Each week, families, players, volunteers, and supporters engage with our programs, matches, and events. Partnering with Surfers Paradise Cricket Club aligns your brand with a positive, inclusive, and community driven sporting environment.

Brand Exposure

Partners receive year round exposure through our active social media channels, where we regularly promote match results, player highlights, club updates, and partner recognition. In addition, our home matches are streamed via FrogBox and broadcast on YouTube, providing extended digital reach beyond the boundary. This allows partner branding to be seen by players, supporters, and online viewers both locally and further afield.

Customised Partnerships

We recognise that every business is different. Our partnerships are flexible and tailored to suit your marketing objectives, whether that is increasing brand awareness, engaging with the local community, or supporting grassroots sport. We work closely with each partner to create mutually beneficial opportunities that deliver real value.

Partnering with Surfers Paradise Cricket Club means more than logo placement. It is a chance to build strong community connections, grow brand visibility through modern digital platforms, and support the future of local cricket.



GOLD PARTNERSHIP

Inclusions and Package Deal Negotiable

PARTNERSHIP INCLUSIONS:

- Naming Rights of Sir Bruce Small Oval, Sir Bruce Small 2 & Sir Bruce Small 3
- Large shed signage facing Bundall Road
- Fence signage facing the clubhouse
- Large signage at the entrance to the ground from the change sheds.
- Two (2) eDMs to the member database
- Team List Thursday (TLT) branded post (Instagram and Facebook)
- Two (2) posts featuring sponsor assets
- Two (2) stories featuring sponsor assets and link to the landing page
- Your company logo is to be displayed on the front of the club training shirt
- Your company logo is to be displayed on the front of the club playing shirt
- Bespoke digital asset created for YouTube live-streamed content (displayed after every over)

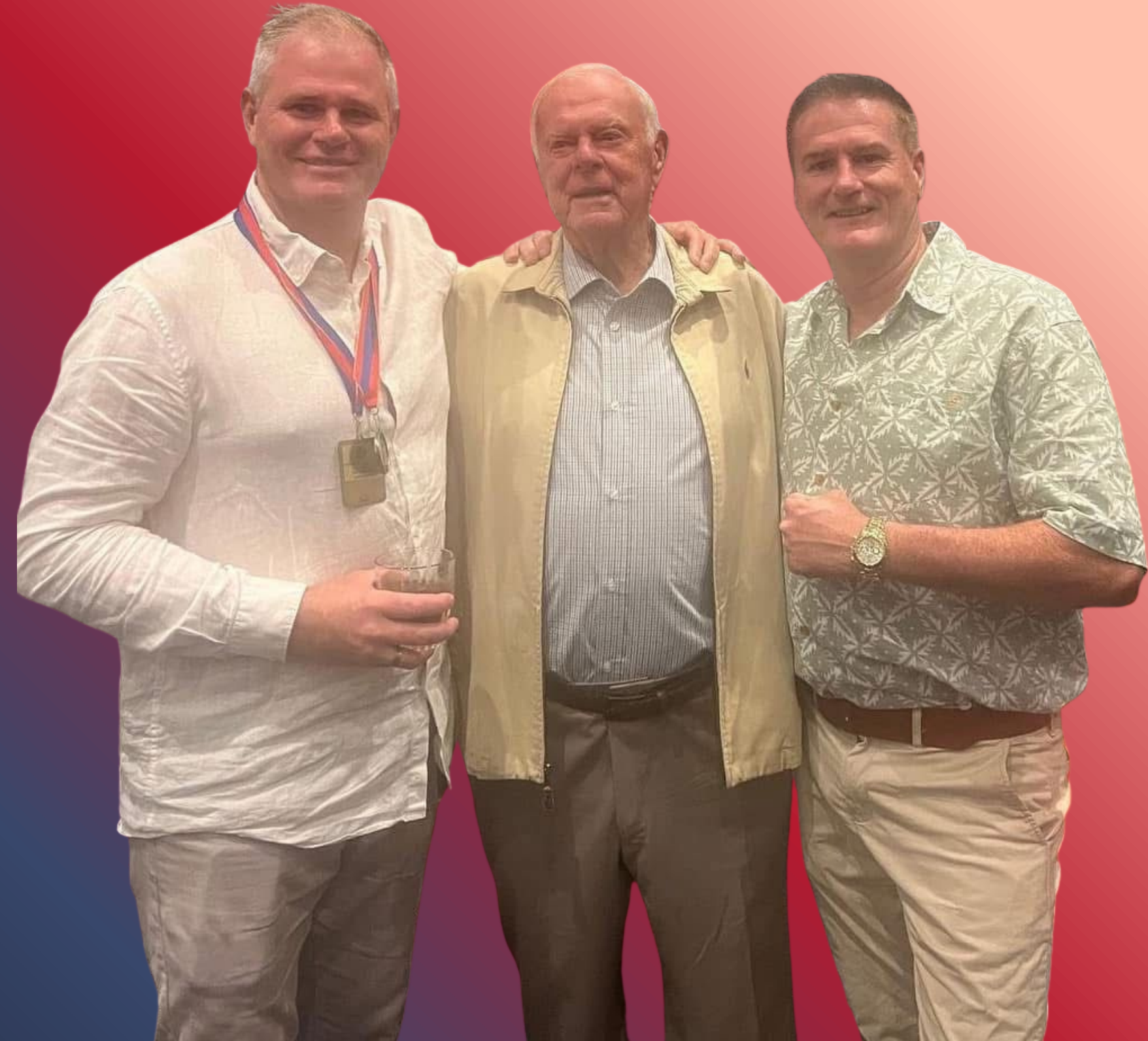


SILVER PARTNERSHIP

\$5,000

PARTNERSHIP INCLUSIONS:

- Medium-sized shed signage facing Bundall Road
- Fence signage facing the clubhouse
- One (1) eDM to the member database
- Rotational (every 4-6 weeks) TOTW sponsored posts
- One (1) post featuring sponsor assets
- One (1) story featuring sponsor assets and link to the landing page
- Your company logo is to be displayed on the club training shirt
- Bespoke digital asset created for YouTube live-streamed content (displayed sporadically throughout the stream)



BRONZE PARTNERSHIP

\$2,500

PARTNERSHIP INCLUSIONS:

- Small-sized shed signage facing Bundall Road
- Fence signage facing the clubhouse
- One (1) eDM to the member database
- Rotational (every 4-6 weeks) TOTW sponsored posts
- One (1) post featuring sponsor assets
- One (1) story featuring sponsor assets and a link to the landing page
- Your company logo is to be displayed on the club training shirt
- Bespoke digital asset created for YouTube live-streamed content (displayed sporadically throughout the stream)



PLAYER PARTNERSHIP

\$1,000

PARTNERSHIP INCLUSIONS:

- Three (3) social media posts featuring your sponsored player and company assets
- Three (3) social media stories featuring your sponsored player and company assets
- One (1) eDM to the member database about your sponsored player
- Investment includes player registration fees



'The Dees'

FOR FURTHER INFORMATION

PLEASE CONTACT:

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