

Sorell Cricket Club INC Community Sponsorship Proposal

Partner with Sorell Cricket Club in 2026 – Grow Your Business, Grow Our Community

Sponsorship isn't just about putting your logo on a sign — it's about creating meaningful connections. At the Sorell Cricket Club (SCC), we provide businesses with the chance to engage directly with one of the fastest-growing communities in Tasmania, while supporting a local club that makes a genuine difference.

Why Partner with Sorell Cricket Club?

1. Wide Local Reach

Our members and supporters live and work across the South East region. By partnering with us, your business gains exposure to families, professionals, and community groups from a broad catchment area. With consistent growth in the Sorell municipality — one of the fastest growing regions in Tasmania — your brand will be seen by a community that is expanding rapidly.

2. Strong Visibility

We provide excellent sponsor exposure across multiple platforms. Your branding will be displayed at Pembroke Park, one of the busiest sporting precincts in the region, through signage and promotional material in high-traffic areas. Inside our clubrooms, your business will be showcased on digital slideshows and banners, ensuring visibility at games, functions, and private events. Online, our social media platforms (with over 2,100 followers and strong engagement) allow us to spotlight your business to a wider audience on a regular basis.

3. Community Impact

Sponsorship directly offsets costs that would otherwise fall to players and families. Key expenses such as ground hire, umpire fees, equipment, uniforms, insurance, and junior development programs are funded through partnerships with businesses like yours. By supporting SCC, you are helping to keep sport affordable and accessible for everyone — ensuring that no child, teenager, or adult is left out due to financial barriers.

4. Positive Association

Your brand will be linked with health, participation, and inclusivity. Cricket is a sport that represents teamwork, resilience, and respect — values that align with many businesses seeking to strengthen their community reputation. By investing in SCC, your business is showing leadership in supporting grassroots sport, youth development, and community wellbeing.

Our Vision

Our vision is simple: to make cricket accessible to every person in the South East who wants to play, regardless of age, gender, or background. Sponsorship enables us to grow our women's and junior programs, invest in safe and modern equipment, develop coaching pathways, and keep cricket at the heart of our community for years to come.

When you sponsor Sorell Cricket Club, you're not just supporting a team — you're investing in the health, growth, and spirit of an entire community.

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Sponsorship Opportunities 2026

We've designed simple packages to give your business maximum exposure and community connection:

Diamond - \$3500

- Personalised advertising video with Sorell CC members
- 2 VIP seats at our End-of-Year Dinner → Includes the opportunity to present a player award and speak briefly
- Speaking opportunity at select public events → Thursday night dinners, Mental health evening, and other club-supported initiatives
- Table at our Community Quiz Night → Includes team mention and promotional opportunity
- Presentation of award at our junior trophy day
- Benefits of gold included

Gold – \$2000

- Invitation to speak at season launch and Thursday team selection during the season.
- Premium signage (1220x900mm corflute sign) at Pembroke Park (clubrooms & nets)
- Business logo on pull-up banner and slideshow in clubrooms
- 3x Facebook posts during season
- Invitation to Sponsors Day

Silver – \$1000

- Signage (1220x900mm corflute sign) on nets at Pembroke Park
- Business logo on pull-up banner and slideshow in clubrooms
- 2x Facebook posts during season
- Invitation to Sponsors Day

Bronze – \$600

- Business logo on pull-up banner and slideshow in clubrooms
- 1x Facebook posts during season
- Invitation to Sponsors Day

Player Sponsor

- Men \$400 | Women \$300 | Junior \$250
- Covers player registration fees
- Facebook post with player recognition
- Slideshow recognition in clubrooms

Flexible packages can be arranged to suit your business.

We would love to partner with you in 2026. Together, we can continue to grow cricket in our region while giving your business lasting exposure and community goodwill.

Thank you for considering this opportunity.

Yours Sincerely,

Natham Reynolds Vice-President

Sorell Cricket Club

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