



# MANLY WARRINGAH DISTRICT CRICKET CLUB

## SPONSORSHIP BROCHURE SEASON 2017/18



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# BE PART OF SOMETHING SPECIAL IN THE 2017/18 SEASON

## CONTENTS

1. PRESIDENT'S ADDRESS
2. WHY BECOME A CORPORATE PARTNER?
3. MANLY FOR MANLY COMMUNITY PROGRAM
4. MANLY WARRINGAH WARATAHS MEDIA
5. 2017/18 SPONSORSHIP PACKAGES
6. GOLD SPONSORSHIP
7. WARATAH TV SPONSORSHIP
8. CLUB SPONSORSHIP
9. SYDNEY ROAD SPONSORSHIP
10. PLAYER SPONSORSHIP
11. CONTACT



# WELCOME TO MANLY WARRINGAH DISTRICT CRICKET CLUB



Welcome to the Manly Warringah Waratahs Sponsorship Brochure for the 2017/18 season.

At MWDCC, we understand that success bleeds success, with corporate and business relationships needing to be mutually beneficial for partnerships to succeed. At MWDCC, we are constantly building successful partnerships both on and off the field with recent reward in the last few years landing several grade titles and the prestigious Club Championship.

But to stay the best, we must strive for excellence over and over again and continue to Improve. To do this, we must aim for continued growth, and that is where we want you to partner with us as part of our corporate family. Partnering with the Waratahs means becoming a partner with one of the largest affiliations/networks in NSW and Australian Cricket.

Success on and off the field are intrinsically linked. As such, we are looking for businesses that would like to be associated with successful, forward thinking, community based organisation for the 2017/18 cricket season and beyond.

We are very proud to have a thriving group of corporate supporters that have a great commitment and love for the mighty Waratah's. Joining the Waratahs Corporate Group for 2017/18 is not only a great way to contribute to the local Northern Beaches community, it is also a good business



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decision.

On-top of this, you will get the chance to see the action of our prestigious first grade side, the premier sporting side on the northern beaches over the summer months.

More importantly, joining the Waratahs Corporate Group will mean that you will share with our commitment of providing a pathway for our local juniors from the U/11's through to First Grade with us and beyond.

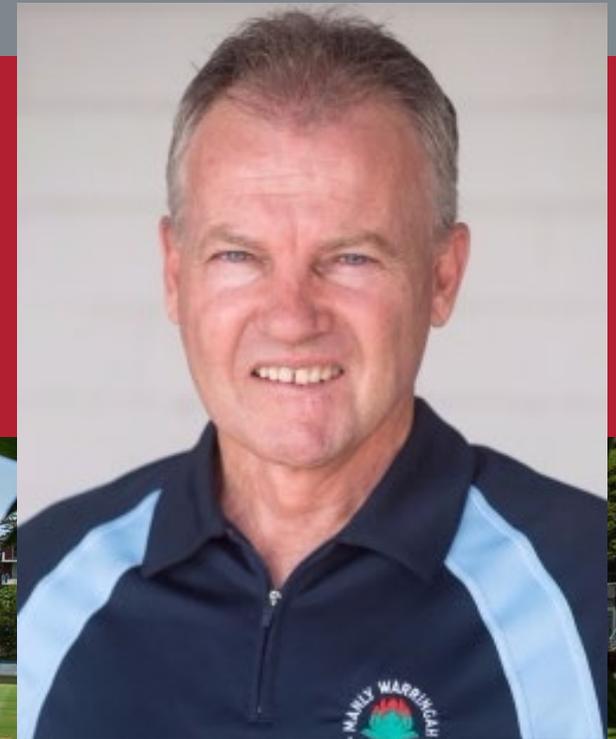
We are also especially pleased with the progress of our "Manly for Manly" community program, launched 4 years ago to enhance our community engagement with outstanding success. This program shows that we are the most forward thinking community club on the Northern Beaches and in Sydney Grade Cricket.

Our club is built on strong administration, with close ties to local politicians in former Warringah Mayor Michael Regan, former Manly Mayor Jean Hay, and former Premier of NSW, Mike Baird, who are all patrons of the Manly Warringah Waratahs. Our list of contacts rivals any local sporting organisation.

Make the sound business decision and bleed blue with the Waratahs in 2017/18.

# ANDREW FRASER

**Honorary President,  
Manly Warringah District Cricket Club**



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# WHY BECOME A CORPORATE PARTNER?



## THE CLUB

The Manly Warringah Waratahs are 139 years old and are the second oldest district cricket club in NSW. We are an organisation that prides itself on its local roots, and one of our strategic goals is to help make the local community a better place. We invite you to join us in this quest. We are able to provide you and your business with the type of engagement, exposure and entertainment that can only come from a locally based organisation, tapping into our vast business, community, government and ex-player network to provide great exposure. Being the premier sporting organisation on the Northern Beaches in the summer months, we receive strong exposure in the Manly Daily from October to March.



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## MEMBERS, PLAYERS & EX-PLAYERS

MWDCC provides 5 grades + 1 Green Shield (U/16) side and 1 Poidevan Gray (U/21) side in the Sydney Grade Competition, totalling in excess of 90 players, their families and their friends. We are also one of the major sponsors of our local Shires Club, Warringah Cricket Club, which has 6 senior teams, resulting in a total of over 200 senior cricketers under our umbrella. This network is engaged and mobilised through various strategies, the most notable being our Manly Mates Rates program, providing all members, officials and sponsors with discounts to a wide variety of local business (Click here to view the 2016/17 Manly Mates Rates available), and the hugely successful "Team Pursuit" concept, currently in its 8th year (Click here to view more on the "Team Pursuit"). We also have a network of ex-players and supporters to rival any local sporting organisation, with our "Blue Blood" membership program proving very popular for ex-players and supporters alike, and growing by 15% every year.

## SPONSOR TESTIMONIALS

"Having sponsored MWDCC for the last 5 years, I can thoroughly recommend this great club as a source of community involvement as well as a tool to help promote your brand. They are a very progressive and forward thinking club who have a professional management structure and passionate playing group. Happy to be an MWDCC reference for anyone who contacts me – [mstanley@questapartments.com.au](mailto:mstanley@questapartments.com.au)"

*Mark Stanley, General Manager,  
Quest Grande Esplanade Apartments*

"We have worked with Manly Cricket over the last 5 years and have thoroughly enjoyed our involvement. We work together on a variety of initiatives and it has helped with our strategic direction and brand coverage, while also providing a direct return on investment. Most importantly though, there is a great sense of community within the club through the great work the players do with the juniors, and this is a main reason why we started our relationship and will continue our relationship. Happy to be a reference point for anyone looking for some information – [jaron@4pinesbeers.com.au](mailto:jaron@4pinesbeers.com.au)"

*Jaron Mitchell, General Manager,  
4 Pines Brewing Company*

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# MANLY FOR MANLY



## MANLY FOR MANLY COMMUNITY PROGRAM

4 seasons ago we launched the Manly Warringah Waratahs Manly for Manly Community Program, and it resulted in some fantastic contributions to our local community.

We as a club are very proud of the huge amount of work that goes into this program, and we are pleased that the Manly for Manly program will again run across the 2017/18 season. This program involves 3 pillars:

1. Community Events
2. Junior Cricket Club and Player Engagement
3. Charity Partners

We are especially excited about the work we were doing with the junior kids around the Northern Beaches. We had some amazing feedback from many of the parents and kids around the area, showing us that we as a club are on the right path and making a difference to Junior Cricket on the Northern Beaches.

Our Community Events and Charity Partners show us we are also making a difference to the community as a whole, which is an important strategic priority for us. Being involved in events such as Movember and making our visits to Stewart House are a great example.



*I'd like you to pass on a belated and big thank you to the MWDCC for embarking on the Manly for Manly program. In particular Luke Diserens who helped coach our U13/U14 teams before Christmas.*

*Luke was totally flexible in organising the training and exuded enthusiasm to make the training a relaxed and enjoyable time as well as helping with technical areas. This was a pleasure to witness as has been his progress in 1st Grade. I was not surprised reading last Sunday about his 5 for, the previous day.*

*Luke's words were not lost on Choegyal, who is one of 2 Tibetan boys that arrived in Australia as refugees some years ago, that Mike Pawley helped steer into cricket. We have sponsored them at Cromer and after playing Div 2 for some years, Choegyal's medium pace bowling needed some work this season to meet the rigors of Div 1 and he has been a little more polished since Luke helped.*

*Please pass on our thanks to Luke and all the other Manly players helping with this program.*

Cheers

Graham Scheffers,  
President, Cromer Cricket Club



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# 2017/18 SPONSORSHIP PACKAGES



Sponsorship packages start from as little as \$1,000 + GST giving you value for money with a huge potential for advertising and branding.

SPONSORSHIP	INVESTMENT
Waratah TV Sponsorship	\$15,000 + GST
Club Sponsorship	\$6,000 + GST
Sydney Road Sponsorship	\$2,500 + GST
Player Sponsorship	\$1,000 + GST

MAJOR SPONSOR



GOLD SPONSOR



Each Package can also include the addition of the following, with price to be negotiated:

1. Manly for Manly community program sponsorship
2. Back of 2-Day White playing shirt sponsorship
3. Waratah TV Sponsorship (filming and editing of all Manly Oval games)

Packages can be tailored to suit your specific needs. Amount quoted is for all benefits listed unless specifically stated. Sponsorship can also be through "in-kind" products or services.



## DID YOU KNOW?

- > Left breast of white or one day playing shirt appeared 6 times in primary Manly Daily advertising position in 2016/17.
- > Manly Oval and Sydney Rd signage branding involves exposure to Sydney and Raglan St traffic, plus Manly Oval walkthroughs, resulting in exposure to thousands of customers throughout the season.
- > Small Banner advertising on website resulted in 400,000 impressions during 2016/17 season.
- Based on online industry estimates, this equates to \$7,500 per month per sponsor.
- > Over 1,000 people will receive the MWDCC Club Discount Cards in 2017/18.
- > The Waratahs have a thriving social media network. Take a look at:
  1. Facebook - [Click here](#)
  2. Twitter - [Click here](#)
  3. Instagram - [Click here](#)



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# WARATAH TV SPONSORSHIP PACKAGE

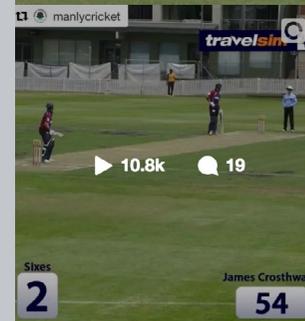


## WHAT'S INCLUDED?

- Major Sponsorship of our new Waratah TV segment “Play of the Week”, which will obtain approximately 500,000 views across Social Media next year.
- Waratah TV video of the playing group promoting the sponsor to the \$15k package
- Permanent signage on Raglan St at Manly Oval facing west.
- Logo looping with no more than 4 other logos on the main logo section of the MWDCC website home page.
- Logo on the top back of our one-day and T20 playing shirts
- Specific Manly Cricket advertisement in Manly Daily sports section.
- Branding on “Waratah Wrap” e-mail sent after each round.
- Huge Social Media presence to help promote your business, including regular posts.
- Manly Oval T20 functions and entertainment
- Included in the Media Wall backdrop for all after match and training interviews.
- Plus many other benefits

## WHERE WE'VE FEATURED

1. Fox Sports News
2. MyCricket Social Media (Fb, Insta)
3. MWDCC Website & Social Media



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# CLUB SPONSORSHIP \$6,000

## MAIN INCLUSIONS:

- Branding on training shirt
- Manly Oval ground signage on game day, including banners and tear drop signs
- Sydney Rd signage on match days.
- Specific Manly Cricket advertisement in Manly Daily sports section.
- Website branding and advertising – [www.manlycricket.com](http://www.manlycricket.com)
- Branding & advertising on “Waratah Wrap” e-mail sent after each round.
- Inclusion in Manly Mates Rates Club Card discount system.
- Huge Social Media presence to help promote your business, including regular posts
- Manly Oval T20 functions and entertainment
- Waratah TV video of the playing group promoting your business and published on social media and our website
- Sponsorship of repeatable Social Media post e.g. Quest Manly Milestone and 4 Pines Player of the Week
- Plus many other benefits



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# SYDNEY RD SPONSORSHIP \$2,500



## MAIN INCLUSIONS:

- Sydney Road signage on game day.
- Sponsorship of a player including payment of \$400-\$500 player fees.
- Addition to Player Sponsor section of website – Click here to view – including player profile and sponsor profile.
- Inclusion in Manly Mates Rates Club Card discount system.
- PA Announcements at Manly Oval 1st Grade T20 Sunday games when sponsored player comes in to bat or on to bowl.
- News Item posted on website throughout 2016/17 season advertising association – see example (Click Here). This will also be posted on Social Media.
- Regular social media posts promoting your business and brand.
- Manly Oval T20 functions and entertainment
- 3 separate social media posts throughout the season
- Player sponsor branding on home page of new website.
- Plus many other benefits



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# PLAYER SPONSORSHIP \$1,000



## MAIN INCLUSIONS:

- Payment of \$400 - \$500 player fees.
- Summary of products and services on one of the “Waratah Wrap” e-mails after one round during the season.
- Addition to Player Sponsor section of website – [Click here to view](#)
- Inclusion in Manly Mates Rates Club Card discount system. This card is given to all senior & junior players + members, totalling over 1,000 people.
- PA announcements at Manly Oval 1st Grade T20 Sunday games when sponsored player comes in to bat or on to bowl.
- News Item posted on website throughout 2016/17 season advertising association – see [example \(Click Here\)](#). This will also be posted on Social Media.
- Manly Oval T20 functions and entertainment
- Inclusion in Manly Mates Rates Club Card discount program
- 2 separate social media posts throughout the season
- Player sponsor branding on home page of new website.
- Plus many other benefits



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 [instagram.com/manlycricket](https://www.instagram.com/manlycricket)

 [YouTube.com/ManlyWaratahs](https://www.youtube.com/ManlyWaratahs)

**JOEL  
MASON**  
**BUSINESS MANAGER**



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