



MANLY WARRINGAH DISTRICT CRICKET CLUB

SPONSORSHIP BROCHURE
SEASON 2021/22





BE PART OF SOMETHING SPECIAL IN 2021/22

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WELCOME TO MANLY WARRINGAH DISTRICT CRICKET CLUB



Welcome to the Manly Warringah Waratahs Sponsorship Brochure for the 2021/22 season.

At the Waratahs, we understand that success bleeds success, with corporate and business relationships needing to be mutually beneficial for partnerships to succeed. We are constantly building successful partnerships both on and off the field, which we have been rewarded for in the last 5 years with 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 a successful, forward thinking, community based organisation for the 2021/22 cricket season and beyond.



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We are very proud to have a thriving group of corporate supporters that have a great commitment and love for the mighty Waratahs. Joining the Waratahs Corporate Group for 2021/22 is not only a great way to contribute to the local Northern Beaches community, it is also a good business decision.

These are uncertain times with the Corona Virus pandemic crisis still in our sights, but if you are able to support us in any way, no matter how big or small, it would go a long way to helping our club remain successful both on and off the field.

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 almost 10 years ago to enhance our community engagement with outstanding success.

Our club is built on strong administration, with close ties to local politicians in Mike Regan, current mayor of Northern Beaches Council, and former Premier of NSW, Mike Baird, who are both 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 2021/22.

ANDREW FRASER

Honorary President,
Manly Warringah District Cricket Club

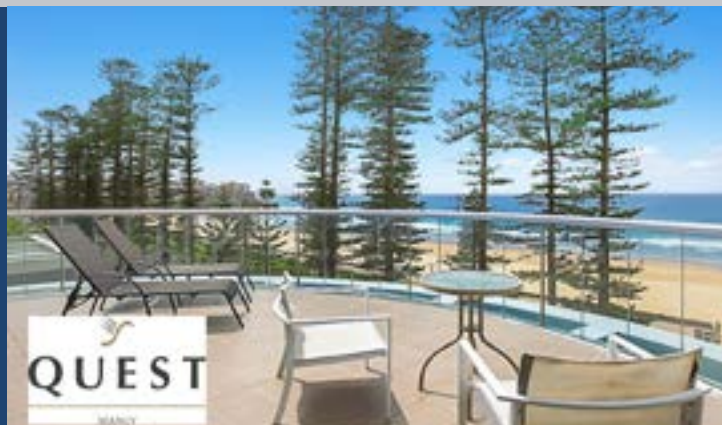


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WHY BECOME A CORPORATE PARTNER?

THE CLUB

The Manly Warringah Waratahs are 142 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..



MEMBERS, PLAYERS & EX-PLAYERS

MWDCC provides 5 Men's Grades, 1 Green Shield (U/16) side, 1 Poidevin Gray (U/21) side, 1 Brewer Shield (U/18's Girls) side and 3 Womens grade sides in the Sydney Grade Competition, totalling in excess of 130 players, their families and their friends. We are also one of the major sponsors of both our local Shires Club, Warringah Cricket Club which has 6 senior teams, as well our Manly Warringah boy's and girls's junior representative teams, resulting in a total of over 400 junior and senior cricketers under our umbrella.



SPONSOR TESTIMONIALS

"Having sponsored MWDCC for the last 11 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 a MWDCC reference for anyone who contacts me – mstanley@questapartments.com.au"

Mark Stanley, General Manager,
Quest Grande Esplanade Apartments

"We have worked with Manly Cricket over the last 9 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"

Jaron Mitchell, General Manager,
4 Pines Brewing Company

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MANLY FOR MANLY



MANLY FOR MANLY COMMUNITY PROGRAM

8 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 2021/22 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.



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2021/22 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
Major Sponsor	Price Pending Negotiations
Silver Sponsorship	\$15,000 + GST
Club Sponsorship	\$6,000 + GST
Sydney Road Sponsorship	\$3,000 + GST
Player Sponsorship	\$1,000 + GST

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. Permanent signage on the RATT fence at Manly Oval

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?

> 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 2020/21 season. Based on online industry estimates, this equates to \$7,500 per month per sponsor.

> The Waratahs have a thriving social media network with over 12,000 followers across the 3 major platforms. Take a look at:

1. Facebook - [Click here](#)
2. Twitter - [Click here](#)
3. Instagram - [Click here](#)

> Wartah TV is expected to achieve over half a million views in 2021/22



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MAJOR CLUB SPONSORSHIP PRICE PENDING NEGOTIATION



WHAT'S INCLUDED?

- Permanent signage on Sydney Rd gatehouse outside Manly Oval facing both directions.
- Major Sponsorship of the Manly Warringah Junior Representative teams, including major logo on website and training shirts and access to 200+ players and their family.
- Logo on front centre of all MWDCC Men's & Women's teams white & coloured playing and training shirts.
- Club will be known in all club marketing material as the "Sponsor Manly Warringah Waratahs".
- Permanent signage on Grahams Reserve nets, facing daycare car park.
- Manly Oval scoreboard promotion facing Sydney Rd, including video advertisements
- Permanent Manly Oval picket fence signage.
- Manly Oval game day ground signage.
- 16,000+ Social Media presence to help promote your business
- Primary branding on all club marketing material.
- Attendance of senior players at sponsor events.
- Sponsorship of Waratah TV with 0.5 Million social media views in 2021/22.
- Plus many other benefits



MANLY OVAL SPONSORSHIP \$15,000



WHAT'S INCLUDED?

- Permanent signage on Sydney Rd gatehouse outside Manly Oval.
- Playing and training shirt branding
- Permanent Manly Oval picket fence signage.
- Manly Oval game day ground signage
- Manly Oval Scoreboard sponsor slideshow branding.
- Sponsor video advertisements on Manly Oval Scoreboard pre game and during major breaks in play.
- 16,000+ Social Media presence to help promote your business, including sponsorship

of specific social media post every 1-2 weeks.

- Manly Oval T20 functions and entertainment Included in the Media Wall backdrop for all after match and training interviews.
- Sponsorship of Play of the Week Waratah TV segment, obtaining over 100,000 views throughout the season
- Primary website advertisement
- Attendance of senior players at sponsor events.
- Plus many other benefits



CLUB SPONSORSHIP \$6,000



MAIN INCLUSIONS:

- Manly Oval ground signage on game day, including banners and tear drop signs
- Permanent signage on Manly Oval picket fence.
- Sponsors logo on loop before play, as well as during all major breaks in play, on Manly Oval scoreboard facing Sydney Rd during all game days.
- Website branding and advertising – www.manlycricket.com
- Branding & advertising on all “Waratah Wrap” e-mails sent after each round.
- E-mail sent to database promoting all new sponsorships.
- 16,000+ Social Media presence to help promote your business, including regular posts and sponsorship of regular social media post put up every 1-2 weeks
- Manly Oval T20 functions and entertainment
- Website major banner advertisement
- Plus many other benefits



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1ST GRADE PLAYER SPONSORSHIP \$3,000



MAIN INCLUSIONS:

- Sydney Road signage on game day.
- Sponsorship of a 1st grade player.
- Logo included in 1st grade team selection social media post before each round.
- Logo on loop for 60 minutes prior to the beginning of play during all Manly Oval matches.
- Addition to Player Sponsor section of website – [Click here to view](#) – including player profile and sponsor profile.
- 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 and social media throughout 2020/21 season advertising association
- Regular social media posts promoting your business and brand.
- Manly Oval T20 functions and entertainment
- Plus many other benefits



LOWER GRADE 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](#)
- News Item posted on website throughout 2020/21 season advertising association – see example ([Click Here](#)).
- Social media promotion when your player reaches a milestone or score a 100 Orf takes 5 wickets.
- Separate social media posts throughout the season
- Manly Oval T20 functions and entertainment
- Plus many other benefits





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[f /manlycricket](https://www.facebook.com/manlycricket)

[@mwdcc](https://twitter.com/mwdcc)

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

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

**JOEL
MASON**
PARTNERSHIP AND MEDIA MANAGER



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