



# MANLY WARRINGAH DISTRICT CRICKET CLUB

PARTNERSHIP BROCHURE  
**SEASON 2023/24**



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# BE PART OF SOMETHING SPECIAL IN 2023/24

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## CONTENTS

3. PRESIDENT'S ADDRESS
5. WHY BECOME A CORPORATE PARTNER?
6. MANLY FOR MANLY COMMUNITY PROGRAM
7. 2023/24 PARTNERSHIP PACKAGES
8. WARATAHTV PARTNERSHIP
9. MANLY OVAL PARTNERSHIP
10. CLUB PARTNERSHIP
11. TEAM / PROGRAM PARTNERSHIP
12. PREMIUM PLAYER PARTNERSHIP
13. PLAYER PARTNERSHIP
14. CONTACTS





# WELCOME TO MANLY WARRINGAH DISTRICT CRICKET CLUB



Welcome to the Manly Warringah Waratahs Partnership Brochure for the upcoming 2023/24 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 successful, forward thinking, community based organisation for the 2023/24 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 Waratah's. Joining the Waratahs Corporate Group for 2023/24 is not only a great way to contribute to the local Northern Beaches community, it is also a good business 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 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, former mayor of Northern Beaches Council, 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 2023/24.

# ANDREW FRASER

Honorary President,  
Manly Warringah District Cricket Club



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# WHY BECOME A CORPORATE PARTNER?

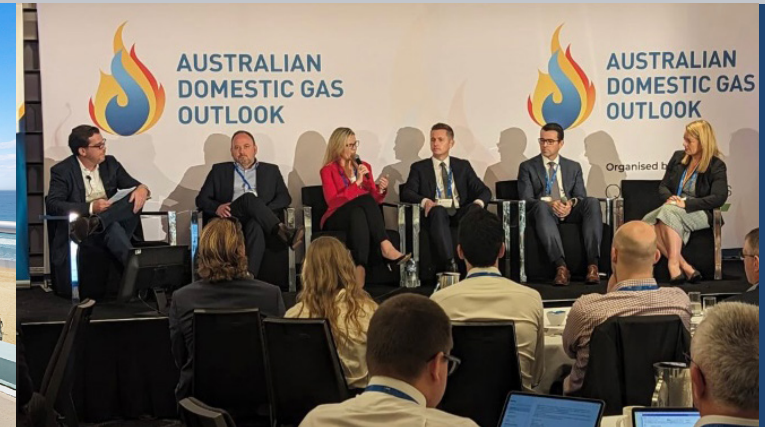
## THE CLUB

The Manly Warringah Waratahs are 145 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, 3 Women's Grades, 1 Green Shield (U/16 Male) side, 1 Poidevin Gray (U/21 Male) side and 1 Brewer Shield (U/18's Female) side 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 our local Shires Club, Warringah Cricket Club, which has 6 senior teams, resulting in a total of over 200 senior cricketers under our umbrella.



## SPONSOR TESTIMONIALS

"Having sponsored MWDCC for the last 12 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. 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 – [jamiet@questevents.com.au](mailto:jamiet@questevents.com.au)"

Jamie Turmanis, Director and Founder  
Quest Events

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# MANLY FOR MANLY



## MANLY FOR MANLY COMMUNITY PROGRAM

11 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 2023/24 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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# 2023/24 PARTNERSHIP PACKAGES

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

PACKAGES	INVESTMENT
Women's / Men's Gold Partnership	\$20,000 + GST
Women's / Men's Silver Partnership	\$12,500 + GST
Club Partnership	\$6,500 + GST
Team / Program Partnership	\$4,500 + GST
Premium Player Partnership	\$3,000 + GST
Player Partnership	\$1,000 + GST

We can also tailor a package specific for your requirements and budget. The package can focus on one or multiple of our 3 key areas

1. Digital and Media
2. Ground and training facilities branding
3. Events

Amount quoted is for all benefits listed unless specifically stated. Partnership can also be through "in-kind" products or services.



## DID YOU KNOW?

> Wartah TV is expected to achieve over 10 million views in 2023/24

> 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.

> We achieved over 100,000 post reactions, comments and shares in 2022 alone, the most of any non-professional Cricket Club or Association in Australia.

> The Waratahs have a thriving social media network with 32,000 followers across the 4 major platforms. Take a look at:

1. Facebook - [Click here](#)
2. Twitter - [Click here](#)
3. Instagram - [Click here](#)
4. TikTok - [Click here](#)
5. YouTube - [Click here](#)
6. LinkedIn - [Click here](#)

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# WOMEN'S OR MEN'S GOLD PARTNERSHIP \$20,000+ GST



## WHAT'S INCLUDED?

- 2nd Tier club partnership below Primary Partner. Only 2 partners at this level.
- The 2 partners split up into Women's or Men's with a 2-3 year commitment.
- Logo at top-back of Women's or Men's playing shirts
- Logo at top-back of Women's or Men's training shirts.
- Sponsorship of Women's or Men's 1st Grade side.
- Permanent sign on Sydney Rd gatehouse outside Manly Oval, facing either East or West
- Branding for all Men's or Women's Shorts/Reels form match highlights posted on Social Media, expected to achieve 10 Million + views in total in 2023/24.
- 32,000+ Social Media presence to help promote your business, including sponsorship of specific social media post every 1-2 weeks
- Permanent signage on Grahams Reserve nets, facing daycare car park.
- Manly Oval scoreboard promotion facing Sydney Rd, including video advertisements.
- Primary website advertisement.
- Permanent Manly Oval picket fence signage.
- Manly Oval game day ground signage.
- Primary branding on all club marketing material.
- Playing Group engagement opportunities
- Attendance of senior players at your events.
- Plus more.



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# WOMEN'S / MEN'S SILVER PARTNERSHIP \$12,500+GST



## WHAT'S INCLUDED?

- 2 partners split up into Women's or Men's with a 2-3 year commitment.
- Logo at bottom-back of Women's or Men's coloured playing shirts.
- Logo at bottom-back of Women's or Men's training shirts.
- Permanent signage on Raglan St gatehouse outside Manly Oval facing East or West.
- Permanent signage at top of clubhouse overlooking Manly Oval (removed on game day)
- Permanent Manly Oval picket fence signage.
- Men's or Women's T20 matchday partner
- Manly Oval game day ground signage
- Manly Oval Scoreboard sponsor slideshow branding.
- 32,000+ Social Media presence to help promote your business, including sponsorship of specific social media post every 1-2 weeks.
- Sponsorship of Play of the Week Waratah TV segment, obtaining over 100,000 views throughout the season
- Secondary website advertisement
- Attendance of senior players at your events.
- Playing Group engagement opportunities
- Plus many other benefits





# CLUB PARTNERSHIP \$6,500+GST



## MAIN INCLUSIONS:

- Manly Oval ground tear drop signage on game day.
- 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](http://www.manlycricket.com)
- Branding & advertising on all “Waratah Wrap” e-mails sent after each round.
- E-mail sent to database promoting all new partnerships.
- 32,000+ 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





# TEAM / PROGRAM PARTNERSHIP \$4,500+GST



## MAIN INCLUSIONS:

- Sponsorship of Green Shield (U/16 Men's) side or our Manly for Manly community program.
- Sponsorship of various Social Media assets relating to your sponsored area.
- E-mail sent to database promoting new partnership.
- Sponsorship of a Men's or Women's player.
- Logo included in 1st grade team selection social media post before each round if that player is included.
- 32,000+ Social Media presence to help promote your business, including regular posts and sponsorship of regular social media post put up every 2-4 weeks.
- Addition to Player Sponsor section of website – [Click here to view](#) – including player profile and sponsor profile.
- Manly Oval T20 functions and entertainment.
- Website major banner advertisement.
- Plus many other benefits.





# PREMIUM PLAYER PARTNERSHIP \$3,000+GST



## 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 2023/24 season advertising association
- Regular social media posts promoting your business and brand.
- Manly Oval T20 functions and entertainment
- Plus many other benefits



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# PLAYER PARTNERSHIP \$1,000+GST



## 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 and social media throughout 2023/24 season advertising association
- Social media promotion when your player reaches a milestone or score a 100 takes 5 wickets.
- Adhoc social media posts throughout the season promoting discounts
- Manly Oval T20 functions and entertainment
- Plus many other benefits





Tel: 0478 319 063

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

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

**JOEL  
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**PARTNERSHIPS MANAGER**



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