



SPONSORSHIP PROSPECTUS • 2026/27 SEASON

PARTNER WITH THE DALES

Heatherdale Cricket Club — Est. 1965, Mitcham VIC

Growing junior & senior cricket in Mitcham, together with local business.



OUR CLUB

About The Dales

Heatherdale Cricket Club is one of the leading community clubs in Melbourne's Eastern Metropolitan region. We're a family-centred, community-driven club that welcomes players of every age, background and ability to fall in love with cricket. Our new pavilion, opened in 2023, has become a genuine community hub — and a high-visibility home for the businesses who partner with us.



320+

Registered Players



37

Teams, Junior to Vet



1965

Founded



2023

New Pavilion Opened



26 junior teams · 4 stage girls · senior women's, men's & veterans

WHAT WE STAND FOR

Our Values



Family

We embrace our sense of family, on and off the field.



Respect

Respectful of our peers, and we play the game fairly.



Development

Focused on the growth of every player and volunteer.



Mateship

Mateship is in our blood — we take care of our own.



Fun

We're here to have fun and enjoy the game together.



Celebrate Success

We celebrate every win as one family, one club.

YOUR IMPACT

Why Local Businesses Partner With The Dales



2,000+

Social media followers across Facebook & Instagram



#3

Ranked club for content by Cricket Victoria



Weekly

Home matches live-streamed via FrogBox



320+

Players and their families in our community

Every home game brings families, friends and the local community through our gates and into a pavilion built for visibility. From fence banners to digital screens, live broadcasts to social media, we put your brand in front of an engaged, loyal local audience all season long.



SPONSORSHIP PACKAGES

Sponsorship at a Glance

Five ways to get involved — every package can be tailored to your goals and budget.



Platinum Partner

POA

*Flagship 3-year exclusive
partnership*



Gold Partner

\$2,000–\$5,000/yr

*Season-long branding &
broadcast exposure*



Club Partner

\$500–\$1,000/yr

Clubroom & digital visibility



Player Sponsor

\$250 - \$400/season

*Two Tiers
Back an individual Dales player*



In-Kind Partner

Product / Vouchers

*Support our player awards
program*



FLAGSHIP TIER · 3-YEAR PARTNERSHIP

Platinum Partner

Price on Application



Exclusive top-of-stream placement on every FrogBox broadcast, all season



Your logo on HCC playing and training uniforms (3-year sponsors only)



Branded coffee cups for every hot drink sold through the canteen



Home ground fence banner in a premium position (2.4m x 1.05m)



Digital scoreboard advertising on match days



Clubroom AV branding and logo on the HCC media wall at every event



Branded cricket stumps, stubby holders and supporter merchandise



Invitations to the HCC President's Luncheon and awards nights, with the opportunity to present an award

Includes every Gold Partner inclusion, plus season-long exclusivity across our highest-visibility assets.





SEASON-LONG PARTNERSHIP · 1–2 YEAR TERMS

Gold Partner

\$2,000 – \$5,000 per year



Fence banner at Heatherdale Reserve (2.4m x 1m) for the full season



Digital branding in the clubroom on match days and at events



Logo on the HCC website, linked to your homepage



FrogBox sponsor-board rotation during breaks in play, plus end-of-over pop-up ads



Logo on senior team warm-up apparel (2-year sponsors, tops ordered from June onward)



Minimum of 6 dedicated social media posts per year



Invitations to Thursday Night Dinners and club events



Social club membership, Dales cap/beanie/polo, and a free ticket to a Dales social event

3-year Gold agreements can also add uniform branding and media wall placement — ask us about custom terms.



COMMUNITY VISIBILITY TIER

Club Partner

\$500 – \$1,000 per year

- ✓ Corflute sign displayed at the Heatherdale clubrooms (1100mm x 700mm)
- ✓ Logo shown on the AV screen in the clubrooms
- ✓ Social club membership to the Heatherdale Cricket Club
- ✓ Your choice of Dales cap, beanie or social/supporter polo
- ✓ One free ticket to a Dales social event
- ✓ Exposure across HCC's social media channels
- ✓ A warm welcome at games, training sessions and Thursday Night Dinners

Great for businesses who want a genuine local presence without a season-long broadcast commitment.



Every Club Partner is welcomed as part of the HCC family — invited to games, training and our social calendar all season.

Player Sponsorship & In-Kind Support



Player Sponsor

\$250 or \$400 per season



- ✓ Your sponsored player receives \$200 and \$300 (respectively) off their registration
- ✓ Your Name / Logo on your Players Photo which will be displayed prominently on the Digital Honour Boards within the clubrooms.
- ✓ 1 x Social Media post on the clubs page promoting your business
- ✓ Certificate of Appreciation
- ✓ Invitation to 2 x Player Sponsors Functions – Afternoon Teas
- ✓ 1 Club Stubbie Holder or Wine Flask (\$400 sponsorship only)
- ✓ 1 Free Entry to Pink Stumps Day or Reverse Raffle (\$400 sponsorship only)
- ✓ Welcome at all games, training sessions and Thursday Night Dinners



Voucher / In-Kind Partner

Product or vouchers, any value

Each week, Dales players are recognised with prizes and vouchers for their efforts on match day, at training, and for great behaviour around the club. We're looking for partners to help stock this program.

- ✓ Recognition scaled to the value provided (clubroom or fence branding)
- ✓ Logo shown on the AV screen in the clubrooms
- ✓ Social club membership and your choice of Dales cap, beanie or polo
- ✓ One free ticket to a Dales social event
- ✓ Exposure across HCC's social media channels

BRANDING & VISIBILITY

Where Your Brand Shows Up

Assets available across Gold, Platinum and select Club Partner packages.



Fence Banner

2.4m x 1m at Heatherdale Reserve



Clubroom AV

Digital branding on match days



Website

Logo linked to your homepage



Team Apparel

Logo on warm-ups & uniforms



Branded Cups

Canteen coffee cups (Platinum)



Media Wall

Logo displayed at every HCC event



Scoreboard

Match-day digital scoreboard



Social Media

Dedicated Social Media Posts throughout the year

DIGITAL REACH

Live on FrogBox

FrogBox makes our cricket accessible to everyone — streamed direct to YouTube so family, friends and fans can watch from any device, anywhere.

Heatherdale live-streams every home match and every final, even when we're playing away.



Sponsor Board

Your logo appears during breaks in play — drinks, innings, lunch, tea and stumps.

Included in packages \$1,000+



End-of-Over Pop-Up

Your logo rotates on screen after every over throughout the match.

Max. 8 sponsors, packages \$1,000+



Platinum Placement

Your logo sits in the top corner for the entire broadcast — the most exclusive spot on stream.

Platinum Partners only



Beyond the Boundary



Pink Stumps Day

A club-wide day raising awareness and funds for breast cancer research.



Thursday Night Dinners

Six club dinners a year — a natural fit for a hospitality or venue partner to host.



Presentation Night & Player Vote

Season-ending celebration recognising every team's best and fairest.



Reverse Raffle & Life Members Arvo

Signature fundraising and community events across the season.



PINK STUMPS DAY



NEXT STEPS

Let's Build Something Great Together



1. Get in Touch

Reach out to our Partnerships Coordinator to talk through your goals.



2. We Tailor a Package

We'll shape a proposal around your budget and the exposure that matters to you.



3. Sign On & Kick Off

Join The Dales family for the 2026/27 season and beyond.



Lloyd Lazaro - President



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