



# Sponsorship Brochure

## Who We Are

Souths is one of twelve Premier Grade clubs with strong support and has over a 120 year history as a local cricket club within the area

## The Opportunity

This is your opportunity to help support a local community cricket club and build corporate partnerships to support development and pathways for young cricketers

## For Enquiries

Alex Robynson  
Secretary  
E: [info@southbrisbanedcc.com](mailto:info@southbrisbanedcc.com)

## South Brisbane District Cricket Club

269 Venner Road, Fairfield, 4103  
[southbrisbanedcc.com](http://southbrisbanedcc.com)







# ABOUT US

The South Brisbane District Cricket Club (SBDCC), also known as the Souths Magpies, is one of the oldest and most successful grade cricket clubs in Queensland. We have a proud 123-year cricket history and have produced some of Queensland and Australia's best cricketers.

We are one of the founding Brisbane Premier Grade cricket clubs and proudly boast a number of premierships including First Grade premierships in our rich history.

Our club provides a specific pathway for both male and female cricketers to explore and fulfil their cricketing dreams in a safe and family friendly environment.

We extend an invitation for you to sponsor our club and benefit from our success. As a well-established club located in a community experiencing rapid population growth, we believe that building a relationship with us will provide an excellent opportunity for your business to increase your exposure and strengthen your position within the local community, whilst also supporting a vital community organisation.

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## NOTABLE MAGPIES



Ben Cutting



Gurdinder Sandhu



Billy Stanlake





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# Why Sponsor

The Magpies currently have a member base of over 300 and fields teams in the Queensland Premier Cricket including a Lord's Taverners team for mens and womens. We also work closely with our junior counterparts to support development through the Queensland Sub-District Association and Queensland Warehouse competitions.

The club's facilities are located at Fehlberg Park in Fairfield and consists of three playing fields including Norman Gray (main oval), Bob Young and Jack Cooke Ovals. The Club boasts a modern clubhouse that was completely extended and rebuilt after being submerged in the 2011 and 2022 floods, as well as a high quality 9 net training facility. Use of the club's facilities is not just confined to club members, with a number of organisations regularly using these facilities including Queensland Cricket, St Laurence's College, Somerville House and AFL Queensland. The club also hosts visiting teams including England Lions, Zimbabwe, PNG and USA women in 2017/2018. During the 2019/2020 season, we hosted WNCL games for the first time, with the Norman Gray Oval welcoming the Konica Minolta Queensland Fire for two one-day games as well as hosting a neutral clash between Tasmania and Western Australia.

These associations when combined with the recent large population growth in the area along with our club supporters and member base make this an incredible opportunity for sponsors to promote their brand and business while supporting local community cricket.



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# SPONSORSHIP PACKAGES

Sponsorship packages\* start from as little as \$750 giving you value for money, the opportunity to support local community cricket while also improving your brand and your business.

We offer a range of sponsorship packages depending on your interest and investment. The club is also willing to discuss any in-kind support or smaller sponsorship deals outside of the below packages:

Major Sponsor:	Price pending negotiations
Silver Sponsor:	\$10,000
Bronze Sponsor:	\$5,000
Team Sponsor:	\$3,000
Player Sponsor:	\$1,000
Signage Sponsor:	\$750 per sign

\*includes GST





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# MAJOR SPONSOR PRICE PENDING NEGOTIATION

## WHAT'S INCLUDED?

- Permanent signage on main oval
- Permanent signage on net facility facing road and car park
- Major Sponsorship of all teams across club
- Major logo on website and on all social media and club marketing
- Major logo on all training gear - front and centre
- Major logo on all Mens and Womens playing gear - whites and colours
- Club will be known in all marketing material as the "Sponsor Souths Magpies"
- Names as major sponsor for team and player of the rounds
- Gameday signage on main oval and clubhouse
- Branding on all club marketing material
- Attendance of senior players at sponsor events
- Sponsorship of Magpies TV and social media activity including podcast and interviews with players, members and coaching staff





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SILVER SPONSOR  
\$10,000 plus GST

## WHAT'S INCLUDED?

- Permanent signage on main oval
- Permanent signage on net facility facing road and car park
- Sponsorship of all 3 teams across club of your choice
- Logo on website and on 3 social media posts
- Major logo on all training gear
- Named as sponsor through team announcements
- Gameday signage on main oval and clubhouse
- Branding on all club marketing material
- Attendance of senior players at sponsor events





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# BRONZE SPONSOR

\$5,000 plus GST

## WHAT'S INCLUDED?

- Permanent signage on ovals
- Permanent signage on net facility facing road and car park
- Sponsorship of all 2 teams across club of your choice
- Logo on website and on 2 social media posts per month
- Minor logo on all training gear
- Named as sponsor through team announcements
- Gameday signage on main oval and clubhouse
- Branding on all club marketing material





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TEAM SPONSOR  
\$3,000 plus GST

## WHAT'S INCLUDED?

- Named as specific team sponsor for the year
- That team will be known as "Sponsor" team
- Players from that team to provide regular interviews and promote business through social media posts
- Gameday signage when that team players
- Players from that team attending functions as required
- This could be to sponsor our Women's teams, Lord's Taverners team or First Grade team - seen to be supporting grassroots cricket and pathways





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PLAYER SPONSOR  
\$1,000 plus GST

## WHAT'S INCLUDED?

- Sponsor specific player for the season
- That player will be known as "Sponsor" player for the season
- Player provides regular interviews and promotes business through social media posts
- Player attends functions as required







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SIGNAGE SPONSOR  
\$750 plus GST

## WHAT'S INCLUDED?

- Permanent signage to be placed around main and other ovals
- \$750 per sign
- Player and coach interview to be conducted in front of signage for social media posts

