



THE UNIVERSITY OF QUEENSLAND CRICKET CLUB

Season 2019/20

Sponsorship Prospectus

A HISTORY OF SUCCESS

Over 100 years of Brisbane cricket history

UQCC have been providing cricketing opportunities to The University of Queensland and the local community for over 100 years. UQCC is regarded as one of the top Premier clubs in Brisbane, winning seven out of the previous eight Club Championships.

The Club currently has more than 350 playing members registered including 111 senior men, 30 senior women and 220 junior boys and girls. Our senior members compete in the Queensland Premier Cricket Competition while our juniors compete in the Metropolitan South West Competition. The Club also run our very own entry level program, the Junior Blues, that teaches the game of cricket to boys and girls aged 5 - 10.

By partnering with UQCC you will be supporting the provision of a high quality cricket pathway that stretches from the junior levels through to Queensland Premier Cricket and beyond.



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SPONSOR BENEFITS

By sponsoring UQCC, your business benefits include:

- Engaging with over 220 junior members and their parents, as well as more than 100 senior men and women members based in and around the affluent suburb of St Lucia.
- Access to UQCC Alumni and Old Boys networks which now have over 1,500 engaged members. They include UQ graduates, business leaders as well as former state and international cricketers.
- Opportunity to support and attend UQCC events including the annual corporate Test Breakfast and Alumni Long Lunch.
- Establishing a strong game day brand presence at WEP Harris Oval located at The University of Queensland, St Lucia.
- A presence on the recently upgraded UQCC website.
- Your brand printed on UQCC training and playing apparel.
- Supporting the local community and encouraging boys and girls to live an active, healthy lifestyle.
- Supporting grassroots, female and community cricket.
- Helping to develop and nurture the next generation of Australian cricketers.

“

Our partnership with UQCC has been extremely beneficial since its commencement three seasons ago. The logo that appears on the uniform has increased overall brand awareness, particularly following a complete redesign of our logo and associated branding in 2017. The UQCC operations team are professional and helpful, and are always looking for ways to maximise the value of our partnership. We are delighted to be partners with the club.”

The Pig 'N' Whistle



BLUES CRICKET ACADEMY

Promoting a professional, relatable and enjoyable environment for players of all skill levels.

The Blues Cricket Academy offers individual and group cricket coaching sessions as well as various cricket clinics throughout the season. Located at The University of Queensland's prestigious WEP Harris Oval, the Blues Cricket Academy provides first class cricket facilities and experienced Cricket Australia accredited coaches.

“At the Blues Academy, we focus on the basics of the game to produce adaptable, versatile and intelligent cricketers.”

Peter Clarke - Director of Cricket



2018 - 2019 PARTNERS

GOLD PARTNERS



SILVER PARTNERS



HALL CHADWICK 
CHARTERED ACCOUNTANTS & BUSINESS ADVISORS | QLD

BRONZE PARTNERS

La Porchetta.

Eat Live Love - Italian

UQCC SUPPORTERS



CLEARSHOT MEDIA 

SEASON 2019/20

SPONSORSHIP OPPORTUNITIES

UQCC has 4 categories of sponsorship over a season.

Club Sponsorship

Platinum	\$20,000
Gold	\$15,000
Silver	\$10,000
Bronze	\$5,000

Each level provides significant benefit to the organisations which support the Club. The level of sponsorship will be reflected in the brand exposure received. Please note that not all levels of sponsorship include the provision of shirt or social media branding.

UQCC is committed to working with each partner to develop a tailored agreement that meet the needs of the organisation.

“If you would like to speak the club about our sponsorship packages and their benefits, contact the UQCC Operations Manager Scott Henry directly.

m: 0419 650 800
e: operations@uqcricket.com.au

PLATINUM SPONSORSHIP

(1 available)

Commitment: \$20,000 (excl GST)

The Platinum sponsorship package gives your business comprehensive access to the Club. The Platinum package will enable your business to generate maximum value by being able to choose the benefits that suit your needs.

Brand Promotion

- Advertising sign displayed at WEP Harris Oval on match days
- Front of shirt logo placement on junior and senior playing and training shirts
- Logo featured on Club website, member correspondence, reports and newsletters
- Advertising access to Club database as well as in newsletter, BluesTV, live stream and social media
- Opportunity to promote to UQCC members, at UQ O-Week market days, junior clinics and at UQCC events of your choice

Recognition and UQCC Events

- Acknowledgement as the Club's Platinum Sponsor
- Complimentary invitation to all Club events throughout the season
- Complimentary table (MAX 10 ppl) at the Club's annual corporate Test Breakfast
- Complimentary corporate box (MAX 10 ppl) to 1 x Brisbane Heat game (excl catering) of your choice

Naming Rights

- To UQCC events of your choice
- To UQCC BluesTV digital content of your choice

Money Can't Buy Experiences

- Access to UQCC representative players (state & international) to attend corporate events or present a leadership session
- Cricket coaching session with UQCC player of your choice
- Networking opportunities with UQ representatives, stakeholders as well as UQCC Alumni

Recruitment

- Opportunity to present at UQCC Career Evenings and O-Week stalls

GOLD SPONSORSHIP

(4 available)

Commitment: \$15,000 (excl GST)

The Gold sponsorship package is perfect for a business looking for high access to the Club. Your business will have a strong presence across all the Club's benefits including, brand promotion, recognition, events, naming rights and money can't buy experiences.

Brand Promotion

- Advertising sign displayed at WEP Harris Oval on match days
- Front of shirt logo (if available) placement on junior and senior playing and training shirts
- Logo featured on Club website, member correspondence, reports and newsletters
- Advertising access to Club database as well as in newsletter, BluesTV, live stream and social media
- Opportunity to promote to UQCC members, at UQ O-Week market days, junior clinics and at UQCC events of your choice

Recognition and UQCC events

- Acknowledgement as the Club's Gold Sponsor
- Complimentary invitation to all Club events throughout the season
- Complimentary table (MAX 10 ppl) at the Club's annual corporate Test Breakfast
- Complimentary corporate box (MAX 10 ppl) to 1 x Brisbane Heat game (excl catering) of your choice

Naming Rights

- To UQCC events of your choice (if available)

Money Can't Buy Experiences

- Access to UQCC representative players (state & international) to attend corporate events or present a leadership session
- Cricket coaching session with UQCC player of your choice
- Networking opportunities with UQ representatives, stakeholders as well as UQCC Alumni

Recruitment

- Opportunity to present at UQCC Career Evenings and O-Week stalls



SILVER SPONSORSHIP

Commitment: \$10,000 (excl GST)

The Club's most popular package will give your business access to many of the Club's benefits including brand promotion, recognition, events, naming rights (if available) and money can't buy experiences.

Brand Promotion

- Advertising sign displayed at WEP Harris Oval on match days
- Shirt logo placement (back of shirt) on junior and senior training shirts
- Logo featured on Club website, member correspondence, reports and newsletters
- Advertising access in newsletter and social media
- Opportunity to promote to UQCC members, at UQ O-Week market days, junior clinics and at UQCC events of your choice

Recognition and UQCC events

- Acknowledgement as the Club's Silver Sponsor
- Complimentary invitation to all Club events throughout the season
- Complimentary table (MAX 10 ppl) at the Club's annual corporate Test Breakfast

Naming Rights

- To UQCC events of your choice (if available)

Money Can't Buy Experiences

- Access to UQCC representative players (state & international) to attend corporate events or present a leadership session
- Cricket coaching session with UQCC player of your choice
- Networking opportunities with UQ representatives, stakeholders as well as UQCC Alumni

Recruitment

- Opportunity to present at UQCC Career Evenings and O-Week stalls

BRONZE SPONSORSHIP

Commitment: \$5,000 (excl GST)

The Bronze sponsorship package is ideal for a business wanting to increase brand awareness in the local community through a variety of advertising and promotional channels.

Brand Promotion

- Advertising sign displayed at WEP Harris Oval on match days
- Shirt logo placement (back of shirt) on junior and senior training shirts
- Logo featured on Club website, member correspondence, reports and newsletters
- Advertising access in newsletter and social media
- Opportunity to promote to UQCC members, at UQ O-Week market days, junior clinics and at UQCC events of your choice

Recognition and UQCC events

- Acknowledgement as the Club's Bronze Sponsor
- Complimentary invitation to all club events throughout the season

Money Can't Buy Experiences

- Networking opportunities with UQ representatives, stakeholders as well as UQCC Alumni



CONTACT UQCC

For further information about The University of Queensland Cricket Club sponsorship opportunities, please don't hesitate to contact us.

University of Queensland Cricket Club
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ST LUCIA SOUTH, QLD 4067

Find us online:

www.uqcricket.com.au
[@UQCricketClub](#)

Scott Henry - Operations Manager

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