

SEASON 2022/23

PARTNERSHIP PROSPECTUS

THE UNIVERSITY OF QUEENSLAND
CRICKET CLUB INC.



THE UNIVERSITY
OF QUEENSLAND
CRICKET CLUB

THE UNIVERSITY OF QUEENSLAND CRICKET
CLUB INC.

A HISTORY OF SUCCESS

With more than 450 active members, UQCC works across the community to provide cricketing opportunities. Our members are remarkably diverse: juniors and seniors, men and women, professional and amateur. We help them grow, sustain and transform: whatever it takes to embrace their futures.

By partnering with us, you will be directly supporting UQCC and our members as we strive to be recognised as Queensland's leading club.

CONTACT US

www.uqcricket.com.au

operations@uqcricket.com.au

0419 650 800

PO Box 4260 St Lucia South, QLD 4067

PARTNERSHIP PACKAGES

- Platinum \$20,000*
- Gold \$15,000
- Silver \$10,000
- Bronze \$5,000
- Junior \$500

BENEFITS

01

BRAND PROMOTION

Across website, merchandise,
social media & collateral

02

RECOGNITION & EVENTS

Invitations to various events &
recognition of sponsorship

03

NAMING RIGHTS

Of various events and
programs*

04

MONEY-CAN'T-BUY EXPERIENCES

Access to UQCC's
representative player and
alumni network

*where available

2021/22 PARTNERS

PLATINUM PARTNER



GOLD PARTNER



SILVER PARTNERS



BRONZE PARTNERS



COMMUNITY SUPPORTERS



GOLD PARTNER

Commitment: \$15,000 (excl. GST)

The Gold package is perfect for businesses looking for high involvement with the Club. Gold Partners have a strong presence through:

BRAND PROMOTION

- Advertising signage at WEP Harris Oval during match days
- Logo placement options on training and playing shirts (where available)
- Logo placement on website, member correspondence, newsletter and collateral
- Direct advertising access to club database
- Advertising access in newsletter, live-streaming and social media
- Opportunities to promote at UQ O-Week market days, junior clinics and other UQCC events

RECOGNITION & EVENTS

- Acknowledgement as the Club's Gold Partner at events
- Complementary invitation to all Club events throughout the season
- Complementary table (for up to 10 people) at the annual Corporate Test Breakfast
- Complementary corporate box (for up to 10 people) to 1 x Brisbane Heat game of your choice (excl. catering)

MONEY-CAN'T-BUY EXPERIENCES

- Access to UQCC representative players to attend corporate events or present a leadership session
- Networking opportunities with UQ representatives, stakeholders and UQCC Alumni

RECRUITMENT

- Opportunity to present at UQCC career evenings

NAMING RIGHTS

- To various Club events of your choice (where available)



SILVER PARTNER

Commitment: \$10,000 (excl. GST)

The Club's most popular package provides Silver Partners:

BRAND PROMOTION

- Advertising signage at WEP Harris Oval during match days
- Logo placement on both senior and junior training shirts
- Logo placement on website, member correspondence, newsletter and collateral
- Advertising access in newsletter, live-streaming and social media
- Opportunity to promote at UQ O-Week market days, junior clinics and at events

RECOGNITION & EVENTS

- Acknowledgement as the Club's Silver Partner at events
- Complementary invitation to all Club events throughout the season
- Complementary table (for up to 10 people) at the annual corporate Test Breakfast
- Complementary corporate box (for up to 10 people) to 1 x Brisbane Heat game of your choice (excl. catering)

MONEY-CAN'T-BUY EXPERIENCES

- Access to UQCC representative players to attend corporate events or present a leadership session
- Networking opportunities with UQ representatives, stakeholders and UQCC Alumni





BRONZE PARTNER

Commitment: \$5,000 (excl. GST)

The Bronze package is ideal for businesses wanting to increase brand awareness in the local community through a variety of advertising and promotional channels including:

BRAND PROMOTION

- Advertising signage at WEP Harris Oval during match days
- Logo placement on both senior and junior training shirts
- Logo placement on website, member correspondence, newsletter and collateral
- Advertising access in newsletter, live-streaming and social media

RECOGNITION & EVENTS

- Acknowledgement as the Club's Bronze Partner at events
- Complementary invitation to all Club events throughout the season
- Complementary table (for up to 10 people) at the annual corporate Test Breakfast



JUNIOR TEAM SPONSORSHIP

Commitment: \$500 (excl. GST)

Individual junior team sponsorship is perfect for businesses wanting to increase brand awareness in the local community while supporting grassroots cricket UQ.

BENEFITS

- Recognition of team sponsorship through social media at the beginning of the season.
- 2 x social media advertisement promotion during the season.
- 1 x direct advertisement promotion to UQCC member database during the season.
- Logo placement on team photo and in the monthly newsletter "business directory".