

Better People
Through Cricket

Western Suburbs District Cricket Club

PARTNERSHIP OPPORTUNITIES
2023/24 SEASON





Welcome to Western Suburbs District Cricket Club



Welcome to Wests Cricket Club partnership brochure for the season 2023/24. At Wests we understand that a successful club is reliant on a professional cricket set up both on and off the field. We believe that success breeds success and are committed to building a corporate partnership program that enables the club to initiate and complete projects that will help to further develop the skills of all Wests' Players, from Juniors to Representative level.

Bouyant partnership support underwrites the club's financial stability and places us in a sound position to meet the continuing challenges. We plan to work closely with our partners to grow and maximize the value we can add in this partnership.

About Wests Cricket?

The Club

Western Suburbs is one of the truly great cricket clubs internationally, established in Sydney in 1895. 719 First Grade Players have worn the baggy black cap, from the 'First XI' who debuted against Glebe on September 28th, 1895 until Pakistan import Muhammad Irfan Jr. who debuted against Bankstown on January 11th, 2020 and proceeded to take 32 wickets in seven games at an average of '13'.

Thirty three Test Internationals have passed through the gates of Pratten Park to represent the Magpies, twenty of these represented Australia while active as a Wests Player. Mitchell Starc continues to spearhead the Australian attack with 244 wickets in 57 Tests.

Wests have produced three Australian Captains in Warren Bardsley, Bob Simpson and Michael Clarke and, many believe, also produced Australia's finest all-rounder, Alan Davidson.

Western Suburbs have always had a healthy regard for fostering local talent and many of the Club's greats have debuted in the AW Green Shield, a youth competition for under 16's. Players such as Test stars Dirk Wellham, Greg Dyer and Adam Gilchrist (yes, Adam Gilchrist!) came through Wests' 'Greenies'.

Country Players have been welcomed and nurtured, from Gary Gilmour to Peter Toohey to Phillip Hughes and many more.

Western Suburbs have also encouraged overseas talent, with Angus Fraser and Monty Panesar both representing England while playing at Wests. Recent 'Big Bash' successes Sandeep Lamichhane (Nepal) and Haris Rauf (Pakistan) gained notoriety through the Magpie ranks.

Western Suburbs District Cricket Club is 126 not out.



Community Involvement

Western Suburbs Cricket Club has always been immersed in the local community. For many decades, Players had to live in the area in order to wear the famous baggy black cap.

This local spirit still pervades the club through a continuing interaction with Junior clubs such as Canterbury-Wests, Inner West Strathfield, Ashfield, Summer Hill, Lakemba plus through the support of our district Schools.

The Pratten Park precinct provides a family friendly local community recreational area that fits perfectly with the venue as a premier cricket ground. The ground improvements of recent times, driven by Wests Cricket, support all areas of community involvement.

The club's mantra of "Better People Through Cricket" is demonstrated through players from Under 16's Green Shield to our First Graders, along with Wests' officials and coaches contributing their time to assist Bill Crews' Exodus Foundation by serving at the 'Loaves and Fishes' restaurant (see adjoining 'photo).

The historic Pratten Park precinct is shared with one of the few remaining lawn Tennis Clubs in Sydney, a bowling club, historical society and junior soccer, during winter. Along with these groups, and the co-operation of Inner West Council, Wests maintain a community friendly environment, also in keeping with our mantra of "Better People Through Cricket".



WHY BECOME A CORPORATE PARTNER OF WESTS CRICKET?

MUTUALLY BENEFICIAL PARTNERSHIP

We are proud of our community at Wests cricket and our strategic approach to build mutually beneficial partnerships.

Our partnership program is:

- Designed to build long term relationships with a community of partners.
- Flexible to the needs of the partner.
- Committed to the growth of our partners by identifying mutually beneficial objectives.
- Designed to drive business to the partner by leveraging our network.

We are committed to delivering on our motto of “better people through cricket” and live this value through our involvement with:

- The Exodus foundation
- Canterbury Wests Junior Cricket Club

How we approach partnerships:

- Dedicated partnership relations personnel.
- Ensuring delivery on partnership benefits.
- Ability to customise partnership packages.



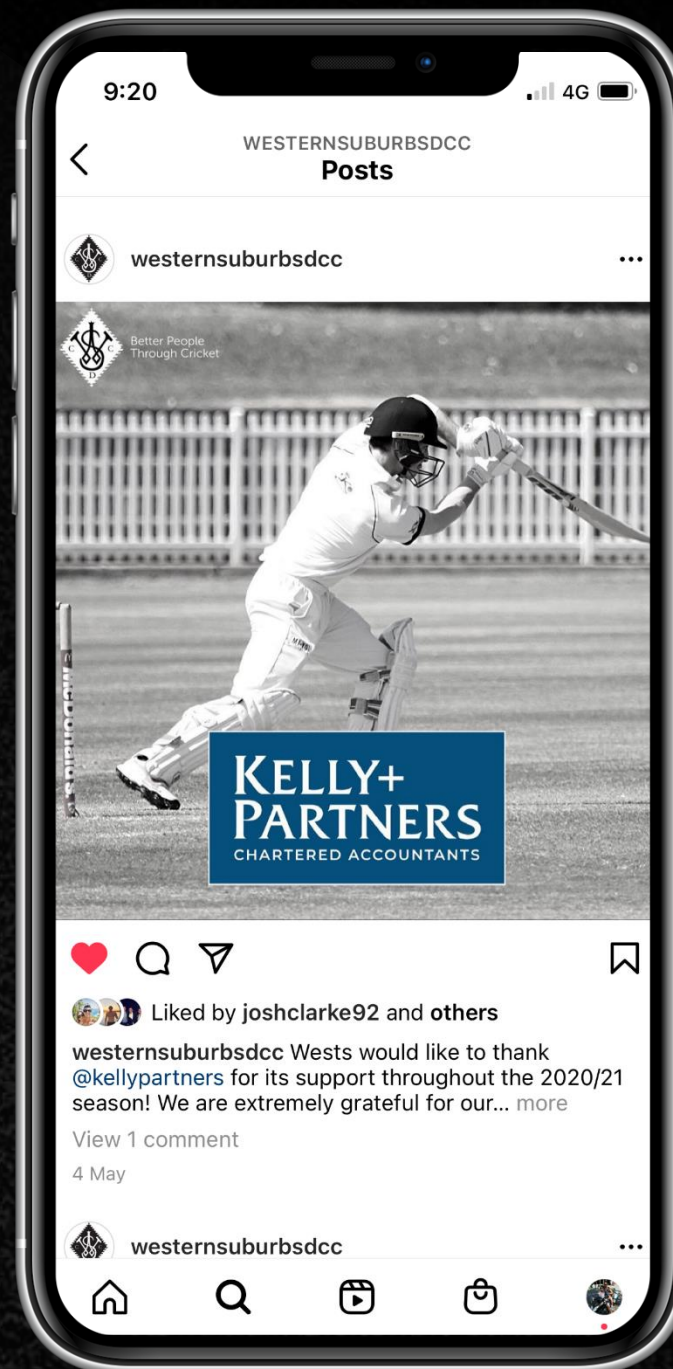
GOLD PARTNERSHIP

2023/24 SEASON

\$15,000

Package Inclusion;

- Signage at Pratten park on gameday.
- Logo placement on playing shirt, and training shirt.
- Naming rights on Wests major events – ‘International Day Luncheon’ and ‘Back to Pratten Day’.
- Digital exposure to our 3000+ (and growing) audience;
 - Website placement and advertising.
 - Logo placement and integration into weekly social media activity and wrap up videos – minimum of 3 logo placements per week.
 - Logo placement on player performance highlights social media posts.
 - Inclusion on the Wests preferred suppliers list distributed on social media and at the ‘Wests International Day Luncheon’.
- 5 x seats at a private lunch with Michael Clarke – the ‘Behind Closed Doors’ luncheon.
- 10 x seats at the ‘Wests International Day Luncheon’.
- 5 x entry to the catered sponsors tent at ‘Back to Pratten Day’.
- 4 x seats to the SCG for a day of the Sydney test.



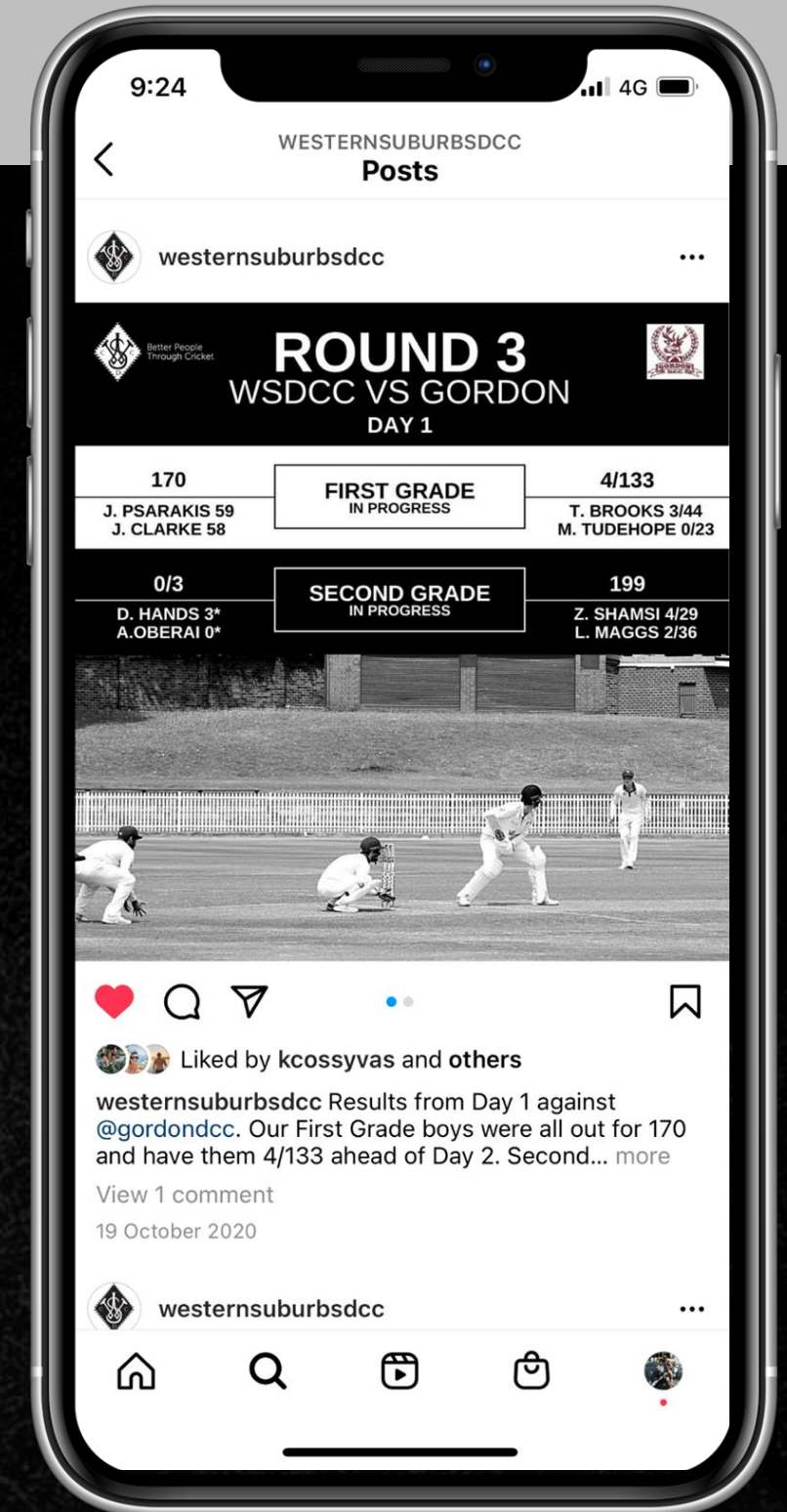
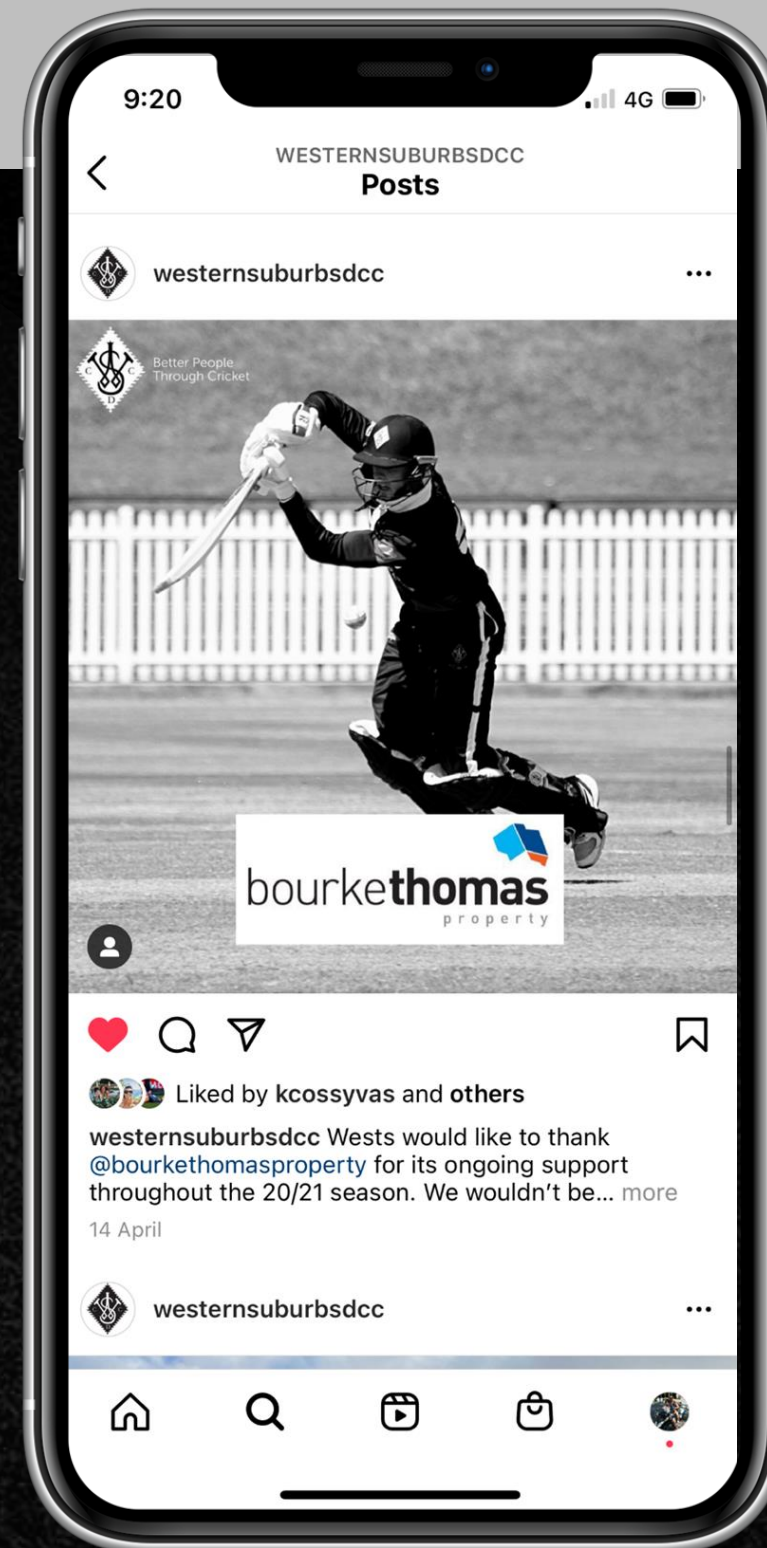
SILVER PARTNERSHIP

2023/24 SEASON

\$6,000

Package Inclusion;

- Signage at Pratten Park on gameday.
- Logo placement on training shirt.
- Digital exposure to our 3000+ (and growing) audience;
 - Website placement and advertising.
 - Logo placement and integration into weekly social media activity and wrap up videos – minimum of 2 logo placements per week.
 - Logo placement on player performance highlights social media posts.
 - Inclusion on the Wests preferred suppliers list distributed on social media and at the Wests International Day luncheon.
- 3 x seats at a private lunch with Michael Clarke – the ‘Behind Closed Doors’ luncheon.
- 5 x seats at the ‘Wests International Day Luncheon’.
- 5 x entry to catered sponsors tent at ‘Back to Pratten Day’.
- 4 x seats to the SCG for AFL or big bash game throughout the season.



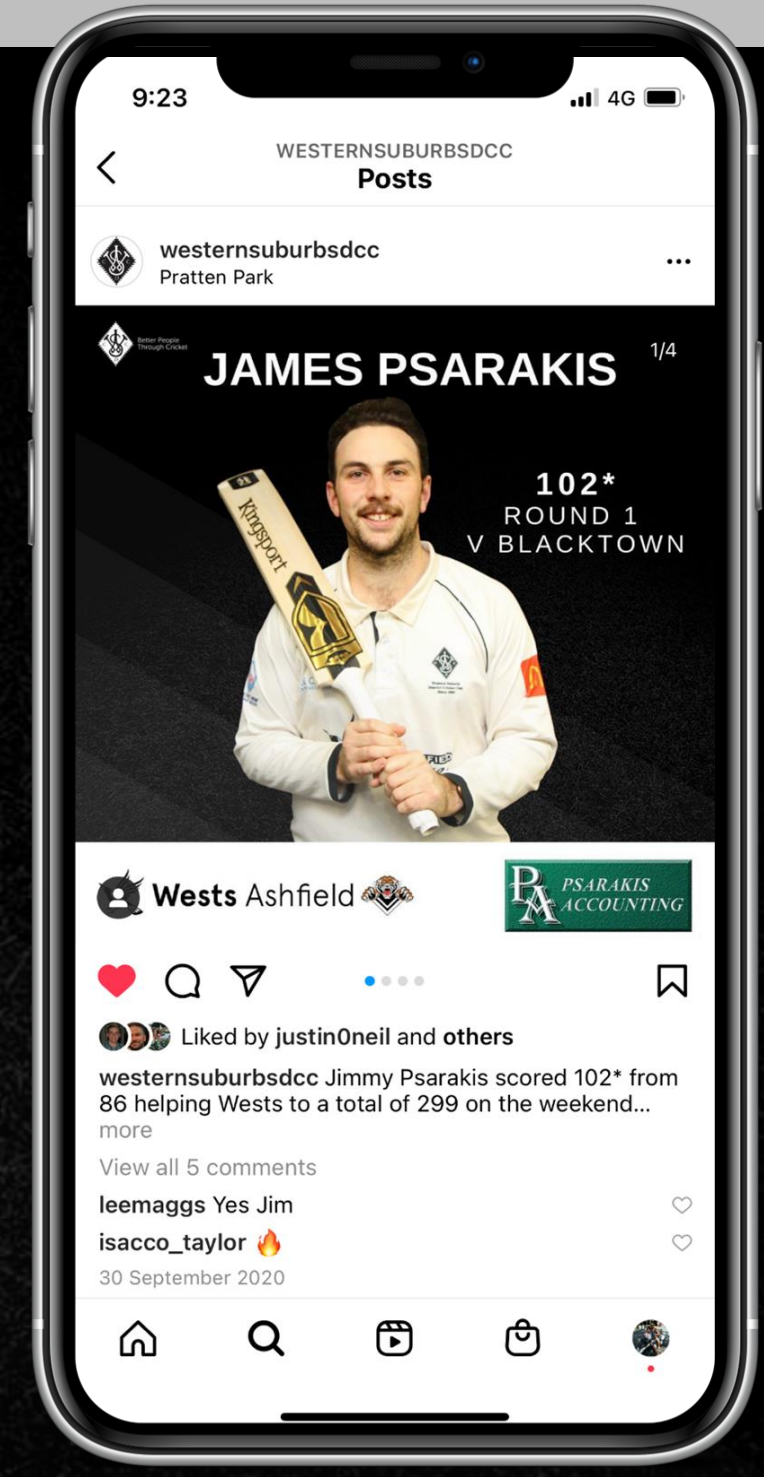
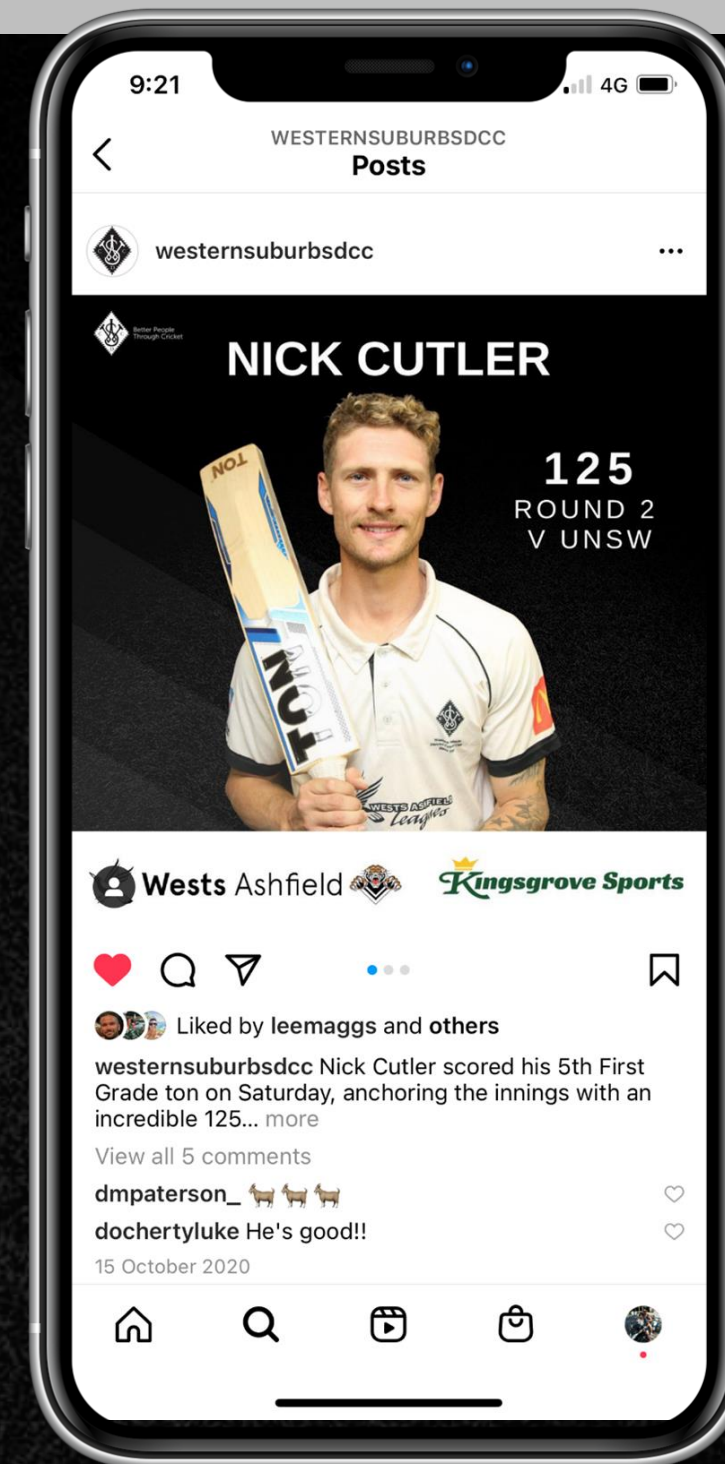
FIRST GRADE PLAYER SPONSORSHIP

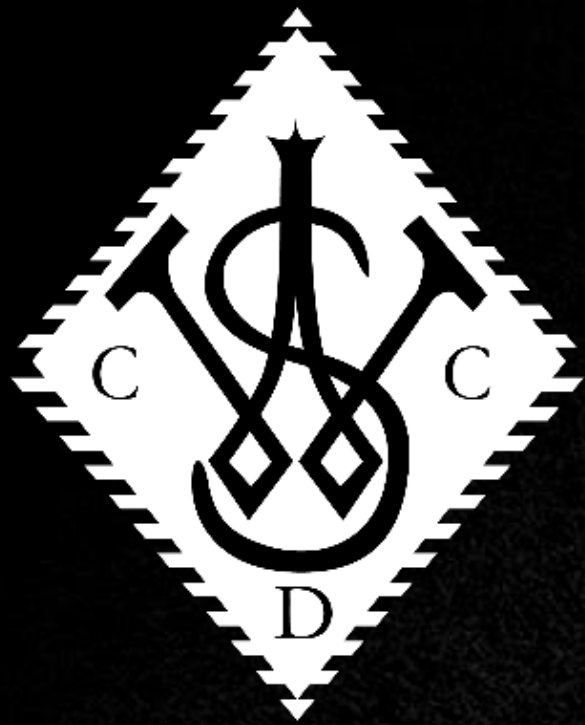
2023/24 SEASON

\$1,250

Package inclusions:

- Personal sponsorship of a first grade Wests player.
- Digital exposure to our 3000+ (and growing) audience:
 - Website placement and advertising.
 - Logo placement and integration into weekly social media activity and wrap up videos - minimum of 3 logo placements per week.
- 2 x entry to the catered sponsors tent at 'Back To Pratten Day'.
- Marquee player sponsorship packages available upon request.





Better People
Through Cricket



WESTERN SUBURBS DISTRICT
CRICKET CLUB
FOLLOWERS: 3710
REACH: 23k monthly average
FREQUENCY: 5-8 posts per week



WESTERN SUBURBS DCC
FOLLOWERS: 1750
FREQUENCY: 5-8 posts per week