



PERTH SWAN CRICKET ASSOCIATION

SPONSORSHIP PARTNERSHIP PROPOSAL



Leading the new era of cricket in Perth



THE NEW ERA OF CRICKET IN PERTH

The Perth Swan Cricket Association represents the evolution of Perth cricket, bringing together three of the oldest cricket associations in the Perth Metropolitan area. The Perth Mercantile Cricket Association, Metropolitan Cricket Association, and Swan Helena District Cricket Association have joined forces to create an exciting new era of cricket in Perth.

Our Reach & Impact

Geographic Coverage: Spanning from Perth City along the Swan River into the Swan Valley and Darling Range

Competition Structure:

- **32 member clubs** across the metropolitan area
- **100+ teams** competing weekly
- **1,500+ active players** participating each season
- **10,000+ past players and families** in our extended community network

Competition Formats:

- Traditional two-day cricket
- One-day competitions
- T20 matches
- Women's cricket
- Mid-week competitions

Our diverse competition formats provide excellent opportunities for clubs to grow their membership by introducing new players to the game while rekindling interest among past players through innovative formats and flexible scheduling.

Our Vision & Values

As Western Australia's largest club cricket association, we are committed to becoming the premier hard wicket cricket competition in WA. We honour our rich history while embracing opportunities for growth and innovation.

Our core values align with successful business principles:

- **Excellence** in competition and administration
- **Inclusion** across all demographics and skill levels
- **Competitiveness** that drives performance
- **Reliability** in service delivery
- **Community** engagement and support
- **Opportunity** for growth and development

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MESSAGE FROM THE PRESIDENT

Paul Fernie - PSCA President

The Perth Swan Cricket Association understands today's competitive business environment and the importance of strategic partnerships that deliver mutual value. We're committed to working with your organization to create tailored sponsorship packages that align with your business objectives while supporting our thriving cricket community.

As the largest cricket association in Western Australia, we offer unparalleled exposure opportunities across our extensive network. Our reach extends from Perth's CBD to the Swan Valley and Darling Range, connecting with diverse communities and demographics.

Having been a long-term supporter of local sport myself, I understand the significant impact that corporate partnerships have on community wellbeing, health, participation, and social connection. We're excited about the opportunity to showcase how your support directly contributes to these positive outcomes.

We look forward to welcoming you as a valued partner and working together to achieve our shared goals.

Paul Fernie

President, Perth Swan Cricket Association



2024/25 CricketWest T20 Seniors Premiers (PSCA)



2024/25 CricketWest T20 Masters Premiers (PSCA)

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WHY PARTNER WITH PSCA?

Reach: 1,500+ registered players, 10,000+ person extended community

Geography: Perth CBD to Swan Valley and Darling Range

Frequency: Weekly exposure throughout 6-month season

Demographics: Diverse age groups and socioeconomic backgrounds

Value: Professional management with personal service



SPONSORSHIP PACKAGE PROMOTION

PROMOTION OF SPONSORSHIP OPPORTUNITIES

- Association Social Media Pages
- Association and CricketWest Website exposure: <https://www.pzca.asn.au/>
- Wind Up Function
- Email banner to all Clubs
- Community Sports Show Facebook Page

INCENTIVES FOR ATTRACTING SPONSORS

- Association Executive or Committee Members - 10% of Sponsorship Value
- Clubs - 10% of Sponsorship Value

DISCOUNT FOR LOCKING INTO MULTIPLE YEARS

- Pay for 3 years sponsorship and receive 10% off
- Pay for 5 years sponsorship and receive 15% off

MAJOR SPONSORS OF THE PERTH SWAN CRICKET ASSOCIATION



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SPONSORSHIP INVESTMENT OPPORTUNITIES

Major Partnerships – \$5,000

Flagship Competition Sponsorships (Two Available)

- **1st Grade Two Day Competition** – Naming rights + maximum promotional exposure
- **1st Grade One Day Competition** – Naming rights + maximum promotional exposure

Includes:

- Company exposure across all PSCA platforms (PlayHQ, Website and multiple Facebook Pages) reaching our extended community network all year round of over 10,000 people.
- Your Company Logo on the PSCA Scorebook for all teams to see all Summer.
- Your Company Logo on the PSCA Association Kit
- Company appreciation and speaking opportunities at association events.
- 4 complimentary tickets to the end of season windup

Grade Naming Rights – From \$1,000

Affordable Sponsorship Across Senior Competitions

- **Two Day Grades:** 2nd & 3rd Grade – \$1,000 each
- **One Day Grades:** 2nd to 9th Grade – \$1,000 each

Includes:

- Naming rights for the full season
- Logo and Company Information on our website
- Mid-Summer appreciation/advertising post
- Weekly brand exposure across hundreds of players via Play HQ
- 2 complimentary tickets to the end of season windup

Up to 10 grades available — total potential brand coverage across all levels.

A Division One Day Grade Vision Decor	Saturday	Mixed	Senior	Select →
B Division One Day Grade	Saturday	Mixed	Senior	Select →
C Division One Day Grade	Saturday	Mixed	Senior	Select →

What all PSCA players will see twice at least week

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Strategic Partnerships – \$2,000

Targeted Sponsorships with Focused Impact

- **Twenty20 Competition – \$2,000**
 - Competition naming rights + finals signage and social media perks
 - Presentation of medals and speaking rights at finals

GRADE	DAY	GENDER	AGE GROUP	
ID Athletic Tuesday T20 Competition - Division 1	Tuesday	Mixed	Senior	Select →
ID Athletic Tuesday T20 Competition - Division 2	Tuesday	Mixed	Senior	Select →

- **Umpire Program – \$2,000**
 - Logo on all umpire shirts & recruitment materials
 - 2 complimentary tickets to the end of season windup



TO GET STARTED OR FOR MORE DETAILS PLEASE CONTACT:

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