



UNIVERSITY  
CRICKET CLUB

# SPONSORSHIP PROPOSAL



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# HAMILTON STAR UNIVERSITY CRICKET CLUB

## Club Overview

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**Hamilton Star University Cricket Club (Star Varsity) is Hamilton's oldest, largest, and most successful cricket clubs.**

Nestled on the grounds of Waikato University, the club co-owns and has management responsibility for a bookable three-net covered training facility.

Star Uni fields six senior teams in Hamilton Cricket Association competitions – Premier, Senior A, Senior B and Senior C. We also field a few children's cricket teams.

Behind the scenes, the club is in the capable hands of a dedicated and diverse board, ensuring a rich blend of experiences and expertise.

## Club achievements

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The club's highlights over the last decade have included:

Over the past three years, we have provided several players to the Hamilton Premier team as well as the Hamilton B side.

- Trophy-winning victories in the Premier One Day Cricket completion (Hec Holland Plate, 2012-2013, 2018-2019 and 2019-2020),
- Premier two-day cricket competition (Eddy Marr Bowl, 2013-2014, 2014-2015)
- and a long-awaited victory in the Premier Three-Day final (Howden Cup, 2013-2014, and a repeat victory in 2014-2015).
- Since the introduction of the Richard Dodunski Cup for Premier T20 cricket, Star Uni has won the competition twice.



In 2022 the club launched a new junior programme to given children an opportunity to play cricket.

The club prides itself on organisation and structure and is focused on retaining and enhancing traditional club cricket culture – including baggy hats for 50-match milestones, and social functions



## Our Objective

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We exist to **UNITE, PLAY, and EXCEL**. We do this by setting ourselves strong and ambitious goals we would like to 'knock over' by end 2025. Our club is in a growth phase, attracting more talent every season.

But, we cannot do it alone.



## The Opportunity

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Along with our 3-year goals, we require 3-year sponsorship.

Sponsoring Star Uni will be a smart and mutually beneficial move for your business. It fosters a strong sense of community involvement and goodwill, showcasing the organisation's commitment to supporting local sporting clubs. Such sponsorships often provide exposure, as cricket is a popular sport in many regions, and businesses can leverage this visibility to increase brand recognition and reach a broader audience.

Additionally, it creates networking opportunities and fosters relationships with potential customers, suppliers, and other local businesses, helping to build a robust professional network. Moreover, local cricket clubs are often hubs for families and individuals, making sponsorship an excellent way to connect with the community, improve corporate image, and contribute to the growth and development of grassroots sports.

Blue – Premium Sponsorship: may include (but not limited to) sponsoring of 2 awards, fortnightly social media sponsor recognition, sponsor name on the Prem team playing uniform (limited to 4 sponsors), volunteers for community events you hold.

Red – Standard Sponsorship: may include (but not limited to) sponsoring of 2 awards, monthly social media sponsor recognition and sponsor name on team training shirt / game day shirt.

Yellow – Intro Sponsorship: will include sponsor name on team training shirt.



## Sponsorship agreement

 <b>Blue</b> Premium Sponsorship \$2500 per year	 <b>Red</b> Standard Sponsorship \$1250 per year	 <b>Yellow</b> Intro Sponsorship \$500 per year
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We: \_\_\_\_\_

Agree to enter into a sponsorship arrangement with Star University Cricket Club starting 20\_\_\_\_ season.

**Sponsorship Package:** Blue  Red  Yellow

**Total sponsorship value:** \$ \_\_\_\_\_ **How many years** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Number:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Email for Invoices:** \_\_\_\_\_

Star Uni recognises your organisation as a Club Sponsor and as such agrees to uphold the conditions of sponsorship as offered to you.

To ensure your sponsorship is accurately promoted, it is your responsibility to provide Star Uni Cricket Club with any relevant logos or brand materials required. Any changes to company branding during the term of this agreement will be at the sponsors cost.

Star Uni, its board staff, and playing staff will do its best to promote your company and its image by referring your company to those they know as well as where appropriate using your product themselves. Thank you for your decision to partner with us until the completion of the 20\_\_\_\_ season.

\_\_\_\_\_  
Signed on behalf of Star University Cricket Club

\_\_\_\_\_  
Signed on behalf of the sponsor

Date: \_\_\_\_ / \_\_\_\_ / 20\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / 20\_\_\_\_

