

SOUTH YARRA CRICKET CLUB

SPONSORSHIP OPPORTUNITIES 2025/2026





CLUB OVERVIEW

South Yarra Cricket Club ('The Yarras') is the largest summer sporting club in South Yarra with 6 teams and over 70 players competing each weekend and over 100 members playing across the season.

Based at Como Park, directly opposite Royal South Yarra, the club has strong community connections.

Playing in the Mercantile Cricket Association (MCA), The Yarras fields teams across multiple grades every weekend, providing opportunities for players of all levels.

The club can trace its lineage back to the 19th century but the club as it is known today was formed in the 1970s when the Windsor and South Yarra Cricket Clubs merged to create South Yarra Cricket Club.

The club has a strong past players network who remain interested in the success of the club and wish to see its success.





WHY PARTNER WITH US?

WE PERFORM ON THE FIELD

- One of the most successful clubs in the MCA, reaching 16 finals in the last 5 years
- In 2023/24, became the first MCA club to achieve the 'Treble', with the 1st, 2nd and 3rd grades all winning premierships

WE HAVE A HIGHLY ENGAGED AUDIENCE

- 106 registered players and an email database of 150
- Strong community following, with a Facebook group of 400+ members

WE ARE A BIG PART OF THE LOCAL COMMUNITY

- Como Park has hosted high-profile cricketers including Glenn Maxwell and Wasim Akram
- These events consistently draw large crowds from across South Yarra and beyond





SPONSORSHIP PACKAGES

PACKAGE 1

- ✓ Your **logo on our scoreboard video** (in view of Alexander Avenue & local foot traffic)
- ✓ Your **logo on social media posts** (Team Announcements & Scores)
- ✓ Your **logo on our website**
- ✓ **Dedicated social media post** with a club member promoting your business

COST - \$1,500

PACKAGE 2

- ✓ Your **logo on our scoreboard video** (in view of Alexander Avenue & local foot traffic)
- ✓ Your **logo on social media posts** (Team Announcements & Scores)
- ✓ Your **logo on our website**
- ✓ **Dedicated social media post** with a club member promoting your business
- ✓ Your **logo on our match shirts**
- ✓ Your **logo on our training shirts**
- ✓ Your **logo on a sign in our clubroom**

COST - \$3,500

PACKAGE 3

- ✓ Your **logo on our scoreboard video** (in view of Alexander Avenue & local foot traffic)
- ✓ Your **logo on social media posts** (Team Announcements & Scores)
- ✓ Your **logo on our website**
- ✓ **Dedicated social media post** with a club member promoting your business
- ✓ Your **logo on our match shirts**
- ✓ Your **logo on our training shirts**
- ✓ **Permanent signage at the Como Park** (in view of Alexander Avenue & local foot traffic)

COST - \$6,000



CLUB FUNCTIONS

(FOR POTENTIAL VENUE PARTNERS ONLY)

2 X CLUB MEALS THROUGHOUT THE SEASON

- **Host club members** for two club meals (1 x pre-Christmas and 1 x post-Christmas)
- **Recognition as the official host venue** on our social media and website
- **Photos and content shared across club channels** tagging the venue
- **Direct spend by attendees** on the night (food & drink sales)

END OF SEASON PRESENTATION NIGHT

- Major event with **players, partners and families** in attendance
- **Venue branding highlighted in event promotions** and on the night
- **Recognition as the official host venue** on our social media and website
- **Photos and content shared across club channels** tagging the venue
- **Direct spend by attendees** on the night (food & drink sales)





THANK YOU



Any further questions please call:

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