

Package One

"Six" Sponsor

1 only

\$60,000 investment



Unique Experiences and Hospitality...

- a) Private meeting for you, your clients and staff (up to 20 people) with one of the attending cricket celebrities. You choose from any of the legends attending the event! This could be used in conjunction with a competition!!
- b) VIP Presentation provided for up to 6 people each day (12 tickets in total)
- c) 6 Tickets to the "Big Swing Cocktail Party" – invite your top clients... Plus you will present one of the medals that are announced at the event.
- d) 2 Future XI memberships – either for yourself, staff or your clients – includes an exclusive numbered "Baggy Blue", silk tie and limited edition numbered badge.

Multiple ways to interact with cricket lovers and their families...

- e) 6m x 3m Stall or display site at the event – great promotional and sales potential
- f) Contact with members who have signed onto the website – including Willo Club members – that is over 2000 people and more than 500 cricket clubs and associations!
- g) Promotional material to be included in the kits mailed to attendees with information / tickets
- h) Access to the database of attendees / web enquiries (where they give permission)

Advertising / Media Exposure...

- i) Introduction to any media attending including ABC Radio, FOX Sports and Channel 9 – possible interviews and / or promotion plus web broadcast of your stand and interviews!
- j) We will include a media release (provided by you) in our media kits that are sent to state, national and local media outlets in the lead-up to the event.
- k) Your logo to be prominently featured on everything to do with the Festival of Cricket including banners, advertisements, website, all printed material including letterhead, brochures.
- l) Credit in all media releases plus a dedicated release about your support.
- m) Advertising on the website – home page and any subsequent pages that are available
- n) Editorial about your company in the official Festival of Cricket programme
- o) Full-page advertisement in all programmes associated with Festival of Cricket – inside front page or back page – your choice.
- p) Prime-site banner/signage displays throughout the Festival venue
- q) Visual and verbal credit at the Big Swing Cocktail Party

Additional valuable items...

- r) The use of the Festival of Cricket logo to promote your sponsorship
- s) 5 FOC merchandise kits including polo shirts and cap
- t) Opportunity to provide all Festival of Cricket staff with T-Shirts that will be worn throughout the four days (including set-up and take down). There will be approximately 20 volunteers .
- u) First option to secure the similar sponsorship rights for 2009 onwards – up to 5 years.