



# LYNDOCH CRICKET CLUB

## SPONSORSHIP PROSPECTUS

2025 – 2028



*Partner with  
your proud  
local cricket  
club today!*

T 1 68

## ABOUT US

Lyndoch Cricket Club (LCC) is one of the oldest cricket clubs in the Barossa region. Founded in 1868, our Club is steeped in history and tradition, proudly representing the local community for over 150 years. Today, we compete in both the Barossa & Light and Para Districts Cricket Associations. Over the decades, LCC has celebrated significant success on and off the field. We offer inclusive playing opportunities for both males and females, from juniors through to seniors, and are committed to fostering a welcoming and supportive environment for all. Inclusivity is a cornerstone of our values – we actively promote female participation and are dedicated to celebrating the vital contributions of women and girls within our Club. With exciting upgrades at our home ground, Barossa Park, LCC is entering a new era of growth and opportunity. As a proud, community-driven club, we're passionate about nurturing local talent, supporting player development and creating strong social connections. Whether it's through junior pathways, senior competition, or social engagement, LCC offers a place where everyone can thrive. We maintain strong partnerships with local businesses, schools and community groups, and regularly participate in local community events. Now is pivotal time for LCC as we look ahead to the future; a chance to build on our legacy, embrace new opportunities and ensure our members and the wider community enjoy the best experiences possible.



**73,197 views**

**7963 engagement**



**12,650 views**

**240 + followers**



**170 + direct Club  
newsletter contacts**



**200 + members**

**105 registered players in Season 2024/25 plus life members, families & supporters!**

*\*Social media insights for previous 90 days at time of publication*

## ADVERTISING REACH

Lyndoch Cricket Club is proudly based at Barossa Park – an elite facility that has gained national attention. With projected high visitor numbers, the venue presents excellent opportunities for impactful business advertising around the clubrooms, oval and training facility. Barossa Park is utilised by other local sporting clubs, for general recreational purposes & other community events. LCC connects with a broad audience through our active website, social media, email campaigns and other digital platforms including a large digital scoreboard. These platforms allow us to showcase your support of LCC & encourage our network to support your business. Business logos on Senior and Junior team playing shirts & livestreamed games also get exposure across the region & beyond! Product placement is also welcome and encouraged.

## WE WANT TO PARTNER WITH YOU!

It's true! Like any grassroots, community-based sporting club, we rely on the support of local businesses to survive and thrive. Whilst we need your support to grow & foster positive community relationships, we aim to offer direct support back to you as a local business through our networks & members. We have developed a range of sponsorship packages, but please note that we are more than happy to be flexible & tailor these sponsorship packages to work in the best interests of your business and our Club. Please do not hesitate to contact us to discuss any queries you may have:

**[play@lyndochcricketclub.com.au](mailto:play@lyndochcricketclub.com.au)**

*A partnership with LCC represents more than just sponsorship; it's about supporting younger generations & member wellbeing, empowering women & girls in sport & fostering community spirit*



# SPONSORSHIP PACKAGES 2025 - 2028

**MAJOR PARTNER**  
**\$3,000 per season**

***Limited allocation - contact Club regarding availability***

***Package Includes:***

Business logo on all Senior Playing Shirts (male & female teams)  
Business logo on Club Polo Shirts  
2x large signs on Barossa Park Main Oval (Oct-Mar min.)  
1x sign on Barossa Park Viewing Pavilion (Oct-Mar)  
1x sign at LCC Training Facility (all year)  
Live streaming / electronic scoreboard & other digital exposure at Barossa Park matches  
LCC Website, Social Media & Email exposure  
Complimentary tickets to attend major LCC events  
*Club support for your business through agreed arrangements*

**GOLD SPONSOR**  
**\$1,500 per season**

***Package Includes:***

1x large sign on Barossa Park Main Oval (Oct-Mar min.)  
1x sign on Barossa Park Viewing Pavilion (Oct-Mar)  
1x sign at LCC Training Facility (all year)  
Live streaming / electronic scoreboard & other digital exposure at Barossa Park matches  
LCC Website, Social Media & Email exposure  
Complimentary tickets to attend major LCC events  
*Club support for your business through agreed arrangements*

**SILVER SPONSOR**  
**\$700 per season**

***Package Includes:***

1x sign on Barossa Park Viewing Pavilion (Oct-Mar)  
1x sign at LCC Training Facility (all year)  
Digital exposure at Barossa Park matches  
LCC Website, Social Media & Email exposure  
Complimentary tickets to attend major LCC events  
*Club support for your business through agreed arrangements*

**BRONZE SPONSOR**  
**\$300 per season**

***Package Includes:***

1x sign at LCC Training Facility  
LCC Website, Social Media & Email exposure  
Complimentary tickets to attend major LCC events  
*Club support for your business through agreed arrangements*



**OPTIONAL ADD-ON**  
**JUNIOR SPONSOR\***  
**\$1000 per season**

***Package Includes:***

Business logo on Junior Playing Shirts  
Dedicated Junior social media exposure  
\*Must be concurrent sponsor (min. Silver level); no alcohol-related/other age-inappropriate brands will be eligible on Junior shirts as per Club policies

**Additional signage for all areas can be purchased - contact the Club for more details**

**PLEASE NOTE:** Whilst LCC is open to 'goods in kind' contributions, we kindly ask that an agreed amount of the sponsorship level be a monetary contribution; this assists us with general operational costs including purchasing equipment, paying bills, facility upgrades etc. LCC reserves the right to flexibility and tailor packages where appropriate.

# WHAT DOES YOUR SUPPORT CONTRIBUTE TO?



We're incredibly grateful for sponsor support - it truly makes a world of difference. Thanks to our sponsors, Lyndoch Cricket Club continues to be a fantastic place where people of all ages come together to share their love of the game and community spirit. From our energetic juniors and their proud families to our dedicated life members, your generosity helps us deliver unforgettable experiences for our players, volunteers, and supporters - both on and off the field. Your support directly impacts a wide range of initiatives, a few of which are outlined (but not limited to) below:

- Purchase of training and game equipment including junior match kits and cricket balls, which are one of our major expenses
- Subsidising club fees to make our game accessible and inclusive for all (Juniors pay subsidized fees and our Senior fees are kept as affordable as possible)
- Purchasing of uniforms and other merchandise (Juniors receive a free playing shirt and cap while Seniors have a playing shirt or other merchandise included in their Club fees)
- Maintenance and preparation of the turf wicket, clubrooms and training facilities, including upgrading storage solutions for all Club equipment and other safe practice requirements
- Purchasing of food and beverages to stock the bar/canteen, particularly at the start of the season
- Contributions towards covering Barossa Park clubroom agreements, other Council lease/licence and cricket association affiliation fees
- Purchasing of all trophies and awards for end of season Junior and Senior presentations
- General operating and administration costs such as digital media and finance management subscriptions, liquor licence fees, bills etc
- Coaching and volunteer upskilling opportunities
- Opportunities to provide BBQs and food at minimal cost at select Junior and Senior trainings and matches
- Continual fundraising for future club improvements including training facility upgrades, turf maintenance equipment including new roller, Frogbox live streaming and other initiatives to enhance member experience
- Business advertising signage





**Example of Viewing Pavilion signage (old clubrooms pictured)**

**Example of signage at training facility**



**Example of business logos on Senior playing uniforms (Juniors have similar design)**

**Opportunities for product placement at club or community events**



*Every dollar or in-kind contribution helps us foster a fun, safe, and inclusive community where people of all ages can connect, learn, and flourish - on and off the field!*

# LYNDOCH CRICKET CLUB

@lyndochcricketclub

play@lyndochcricketclub.com.au

lyndochcricketclub.com.au



EST 1868



Final version - 13 May 2025