

AL SIRAAAT CRICKET ACADEMY

ASCA SPONSORSHIP PROPOSAL 2021



AL SIRAAAT
COLLEGE



OVERVIEW OF THE OPPORTUNITY



Dear Potential Sponsor,

Cricket in Australia is continuing to grow in popularity as a sport for all ages and is one of the most family friendly sports.

Due to the increasing demand and popularity of the sport amongst the Al Siraat College community, we're very excited and proud to be establishing the Al Siraat Cricket Academy (ASCA). ASCA offers a unique and strategic marketing opportunity for potential sponsors, while engaging with the community through an inclusive sports platform.

ASCA has an ambitious plan for the year ahead which includes forming strategic internal and external partnerships in the delivery of major annual cricket events, inter and intra school competitive matches, interstate trips, international trips (when safe to do so), that all incorporate cricket in a way that's in line with Islamic values.

We look forward to establishing a productive, sustainable and mutually beneficial sponsorship relationship where ASCA will be synonymous with a suitable, trusted sponsorship brand.

David Kinsella
ASCA Coordinator

ASCA COMMUNITY

Al Siraat College is a respected and reputable school community committed to Investing in a process of education and learning that develops complete human beings able to fulfill their purpose.

Our values which we live by and instill in our students include; Respect, Sincerity, Integrity, Responsibility, Perseverance, Benefitting Others

Based in a booming growth corridor in Melbourne's outer north, Al Siraat College is a highly diverse school community made up of over 550 local families from over 50 different ethnic backgrounds. We're a transformative school committed who holistic learning. Our school has a long and proud history of participation in cricket matches and programs and have demonstrated a high level of skill and passion for cricket, often resulting in wins.

These are a source of pride for the team and our school community and are well placed to be a source of marketing for our sponsors.

SPONSOR BENEFITS



CRICKET
ACADEMY

ASCA Team Uniform &

Apparel Branding - Sponsors

company logo will feature permanently & prominently on entire ASCA Team uniforms and apparel.

The sponsors logo will appear while players are playing cricket in front of crowds, in interviews, photos, videos & all social media coverage. ASCA team members will receive a shirt, hat, and full tracksuit. We'll also be making a banner that we use when we go to cricket games where all sponsor logos will be included.

Flicx Portable Cricket Pitch

Branding - The portable cricket pitch used for matches will have our sponsors logo prominently & permanently placed on it. This is a particularly powerful branding opportunity in videos taken from our drone camera.

Internal Media Coverage - We have a comprehensive media engagement plan which includes internal and external media coverage platforms.

Internally we ensure all main events, matches & interview with ASCA Team are included in our website, youtube channel and social media platforms, reaching over 500 local families.

External Media Coverage - We're committed to liaise with local sporting clubs, community groups, local council, local radio, local newspapers, Australasian Muslim Times Newspaper (for major annual events), to ensure maximum exposure for ASCA through the year.

COMMUNITY BENEFITS

The ASCA has a mission statement of; Better people & better cricketers.

ASCA aims to improve the skill level, knowledge and ability of participants, making them better players of the game of cricket.

ASCA aims to take a holistic view of the person/cricketer in their life and using sport as the platform to teach discipline, teamwork, resilience, and other positive character traits to become better people with an inclusive world view

Strengthening community ties - Cricket is truly a world game that brings many people of different cultures, faiths, and socioeconomic status together in one team, teaching participants respect for their teammates and their opponents.

Moving forward ASCA aims to form alliances and partnerships with local community cricket clubs to ensure students are able to improve their game and social skills beyond school, continuing their love of cricket in a way that's sustainable.

PREMIUM SPONSORSHIP OPTION



We look forward to establishing a productive, sustainable, mutually beneficial sponsorship relationship where ASCA will be synonymously recognised with your business brand.

We welcome expressions of interest from potential sponsors who are in some way connected to the Al Siraat College community

\$2000 - large sized logo on team uniforms and on portable cricket pitch

\$1000 - medium sized logo on uniforms and on cricket pitch

\$500 - small sized logo on uniforms & on cricket pitch

Please feel to contact us directly to discuss further. Limited sponsorship positions are available.

Mr David Kinsella

Co-ordinator - Boys Year 7-9
Co-Ordinator - Al Siraat Cricket Academy ASCA
Teacher - VCE Health and Human
Development & Physical Education and Health
Email: dkinsella@alsiraat.vic.edu.au

OR

Ms. Gulhan Eryegit Yoldas

Community Engagement Lead
Mobile: 0419889625
Email: gulhan@alsiraat.vic.edu.au

Thank you for your interest in supporting in the launch of Al Siraat College Cricket Academy. Payments listed above are one off annual payments for 2021. Please email your high quality logo to [**gulhan@alsiraat.vic.edu.au**](mailto:gulhan@alsiraat.vic.edu.au)

We acknowledge the Traditional Custodians of the land on which I work and live, and recognise their continuing connection to land, water and community. I pay respect to their Elders past, present and emerging.