



WILLETTON PREMIER CRICKET CLUB

COMMERCIAL PARTNERSHIP BROCHURE

SEASON 2026/27





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FOREWORD

FROM THE PRESIDENT

Welcome to the Willetton Premier Cricket Club Sponsorship Prospectus – Season 2025/26

Willetton Premier Cricket Club (WPCC) proudly stands as one of Western Australia's most historic and respected cricket institutions. Founded in 1889 as the West Perth Cricket Club and a foundation member of the state's cricket competition, our legacy began at the iconic WACA Ground. While our home is now at Burrendah Reserve in Willetton, we continue to honour our proud heritage through the initials WPCC – symbolising our past, our present, and our vision for the future.

Today, WPCC is a thriving club that fields five senior men's teams, four junior teams, and a growing social masters team — all competing within the WACA Premier Cricket competition. We are a club of champions, with a strong record of senior and junior premierships, club championships, and a reputation for developing elite talent. Our current stars include Australian and state representatives D'Arcy Short, Cameron Bancroft, and Aaron Hardie, while our junior program continues to produce players in WA's junior state and academy squads.

We are immensely proud of our community and the loyal partners who have supported us over the years. Our commercial partnerships are more than sponsorships — they are collaborations built on shared values, mutual benefit, and a commitment to community development. Through targeted club member engagement, social media promotion, and branding opportunities, our sponsors gain valuable exposure while contributing to something bigger: the growth of grassroots sport and the future of cricket in WA.

As we look ahead to the 2025/26 season, WPCC is committed to enhancing our facilities, expanding our junior development pathways, and establishing a strong foundation for women's cricket at our club. Now is the perfect time to join our journey.

We invite you to become a valued commercial partner and make a real impact—not just on the scoreboard, but in the lives of young athletes, families, and our wider community. I look forward to welcoming you to Burrendah Reserve and to a rewarding partnership in the season ahead.

Together, let's build the future of cricket.

CHRIS LAGANA

PRESIDENT, WILLETTON PREMIER CRICKET CLUB



WHO WE ARE



OUR PHILOSOPHY

“CLUB FIRST, TEAM
SECOND, SELF LAST.”

OUR VALUES

CELEBRATION

We celebrate our success as one and display it proudly. We celebrate our history and our champions. We celebrate our diversity and our individuality, so every Dragon feels welcome.

COMMITMENT

We are committed to improve as people and as cricketers, to pave the way for future success and strive for excellence in everything we do

ACCOUNTABILITY

We speak straight and honestly. We are comfortable in vulnerability, not afraid of failure and thrive on feedback.

MATESHIP

We stand up for our mates on and off the field.
We thrive off our mate's success and are proactive in supporting their mental health.

WHY BECOME A CORPORATE PARTNER?

OUR MISSION

TO PROMOTE CRICKET, ACHIEVE SUCCESS
AND HELP OUR PLAYERS PURSUE THEIR
DREAMS

By partnering with WPCC, you will share our commitment to promote the game of cricket in the Willetton community, achieve premiership success, and give our ambitious players an environment to pursue a pathway to professional cricket.



AFTER STARTING AT WPCC AT AGE 9, AARON HARDIE MADE HIS DEBUT FOR AUSTRALIA IN 2023

OUR PEOPLE

BECOME PART OF THE DRAGON FAMILY

WPCC prides itself not only on our player's performance, but also on the quality of our people. We have a young, tightly-knit membership base who strive to be good people on and off the field. The club has a strong volunteer and past-player culture. Many players volunteer their time and skills to the club, ensuring we're the best we can be. Our passionate past-players can be found on training & match-days, supporting the next generation of Dragons.



CORPORATE PARTNER

TESTIMONIAL

DRIVEN
property group
PTY LTD

“SPONSORSHIP HAS BENEFITED OUR BUSINESS IMMENSELY”

"The Willetton Premier Cricket Club has been a major part of my life since I can remember. In my formative years it was a 2nd home, and the decision to become a sponsor of the 'Draggs' was a no brainer. WPCC is a fantastic environment for kids & young men to develop their game but to also learn crucial skills and make life long friendships. This was something as a business we wanted to be associated with! The networks available through the existing player group and the past players association is a sponsorship benefit that has assisted our business immensely."

SHANE LAVENDER

DRIVEN PROPERTY GROUP



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CORPORATE PARTNERSHIP

PACKAGES



PACKAGE

PRICE (PER SEASON)

MAJOR PARTNERSHIP	SECURED FOR 1 YEAR
GOLD PARTNERSHIP	\$5,000 +GST
SILVER PARTNERSHIP	\$1,950 +GST
PLAYER SPONSORSHIP	FROM \$500 +GST
DIGITAL ASSET SPONSORSHIP	FROM \$995+GST

Our sponsorship packages begin from as little as \$500, providing exposure for great value. The more lucrative packages increase exposure across our successful social media platforms, match livestreams, clothing & physical signage.

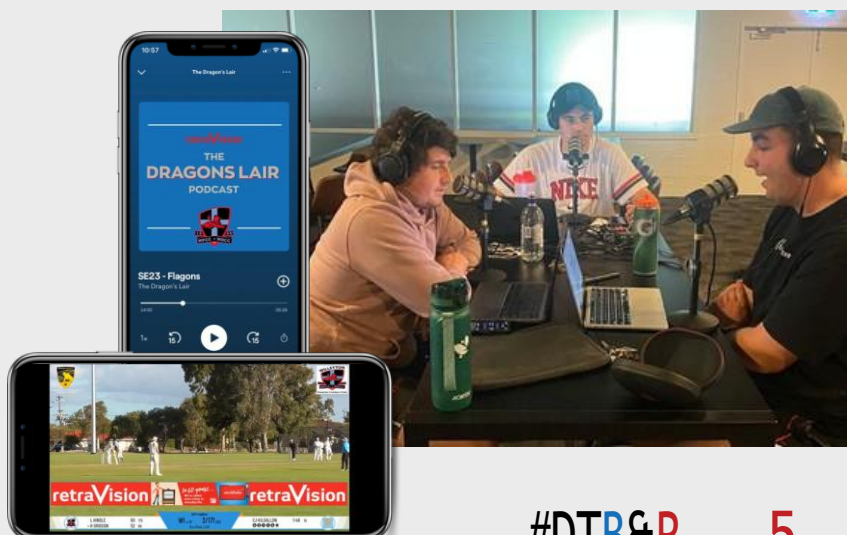
We are also happy to tailor commercial partnership packages to your specific requirements & budget, focusing on one or a combination of digital asset sponsorship and physical advertising.

Sponsorship can also be through 'in-kind' products or services.

DID YOU KNOW?

LAST SEASON:

- OUR SOCIAL MEDIA PLATFORMS REACHED **OVER 31,000 DIFFERENT PEOPLE**
- OUR LIVESTREAMS, FEATURING SPONSORED BRANDING RECIEVED **OVER 40,000 VIEWS**



MAJOR PARTNERSHIP

HOLA.

SECURED BY HOLA HEALTH FOR THE NEXT SEASON

INCLUDES:

- YOUR BUSINESS' LOGO FEATURED ON PREMIER FRONTAL POSITION OF CLUB WHITE PLAYING TOPS AND TRAINING SHIRTS
- BURRENDAH RESERVE NAMING RIGHTS, INDICATED ON PLAYCRICKET WEB PLATFORM AND ALL INTERNAL & EXTERNAL CLUB COMMUNICATIONS
- HIGHLY VISIBLE BURRENDAH RESERVE ENTRY & NET SIGNAGE
- HIGHLY VISIBLE MATCHDAY SIGNAGE, VISIBLE FROM CLUBHOUSE & DURING MATCH VIDEO EXPECTED TO RECEIVE OVER 30,000 VIEWS/SEASON
- BURRENDAH PARK SCOREBOARD SLIDESHOW ADVERTISING, VIEWABLE BY ALL MATCH ATTENDEES AND PASSERS-BY
- LOGO PLACEMENT ON ALL APPLICABLE SOCIAL MEDIA GRAPHICS, REACHING OVER 2,400 ACCOUNTS
- PRIMARY BRANDING ON ALL CLUB MARKETING MATERIAL
- LOGO PLACEMENT IN HEADER & FOOTER OF ALL WEBSITE PAGES & IN COMMERCIAL PARTNERS PAGE
- APPEARANCE OF SENIOR PLAYER(S) AT COMPANY EVENTS
- PLUS MANY OTHER BENEFITS



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GOLD PARTNERSHIP

\$5,000^{+GST} PER SEASON



INCLUDES:

- HIGHLY VISIBLE MATCHDAY SIGNAGE, VISIBLE FROM CLUBHOUSE & DURING MATCH VIDEO, EXPECTED TO RECEIVE OVER 30,000 VIEWS/SEASON
- LOGO PLACEMENT ON:
 - CLUB TRAINING SHIRT
 - CLUB TRAINING SINGLET
 - SLEEVE OF CLUB WHITE PLAYING SHIRT (SUBJECT TO APPROVAL)
- BURRENDAH PARK SCOREBOARD SLIDESHOW ADVERTISING, VIEWABLE BY ALL MATCH ATTENDEES & PASSERS-BY
- YOUR BUSINESS' LOGO FEATURED ON HIGHLY VISIBLE VINYL BANNER BEHIND TRAINING NETS
- LOGO PLACEMENT IN FOOTER OF ALL WEBSITE PAGES & IN COMMERCIAL PARTNERS PAGE
- APPEARANCE OF SENIOR PLAYER(S) AT COMPANY EVENTS
- PLUS MANY OTHER BENEFITS

NOTE: PLAYING APPAREL IS SUBJECT TO STRICT WACA RULES ON VOLUME OF SPONSORS SHOWING. THIS WILL BE ALLOCATED BASED ON AMOUNT SPONSORED AND TENURE. LOGOS WILL BE PRINTED ON FUTURE ORDERS FROM AGREEMENT DATE

SILVER PARTNERSHIP

\$1,950 ^{+GST} PER SEASON

INCLUDES:

- YOUR BUSINESS' LOGO FEATURED ON HIGHLY VISIBLE VINYL BANNER BEHIND TRAINING NETS
- YOUR BUSINESS' LOGO FEATURED IN REGULAR SOCIAL MEDIA POSTS
- LOGO FEATURED IN FOOTER OF ALL WEBSITE PAGES IN COMMERCIAL PARTNERS PAGE
- LOGO FEATURED ON A TEARDROP FLAG PLACED IN A HIGHLY-VISIBLE POSITION DURING ALL HOME MATCHES
- PLUS MANY OTHER BENEFITS



PLAYER SPONSORSHIP

LOWER GRADE PLAYER - \$500+GST/SEASON

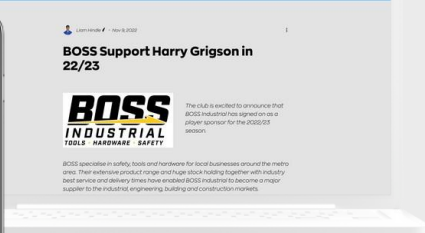
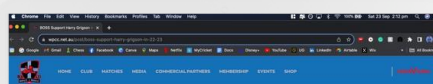
FIRST GRADE PLAYER - \$1000+GST/SEASON

BENEFITS TO THE PLAYER INCLUDES:

- FULL (1ST GRADE) OR ½ (LOWER GRADE) SUBSIDISATION OF PLAYING FEES
- PLAYER INSURANCE
- ACCESS TO CLUB'S HEALTH PROGRAM (VALUED AT E160)

BENEFITS TO THE BUSINESS INCLUDES:

- SOCIAL MEDIA & LINKEDIN POST ANNOUNCING SPONSORSHIP AGREEMENT WEBSITE ARTICLE ADVERTISING YOUR BUSINESS' SERVICES
- LOGO PLACEMENT WHEN YOUR SPONSORED PLAYER FEATURES IN APPLICABLE SOCIAL MEDIA POSTS
- 1 SEASON LAUNCH TICKET
- WPCC SOCIAL MEMBERSHIP (VALUED AT E50)



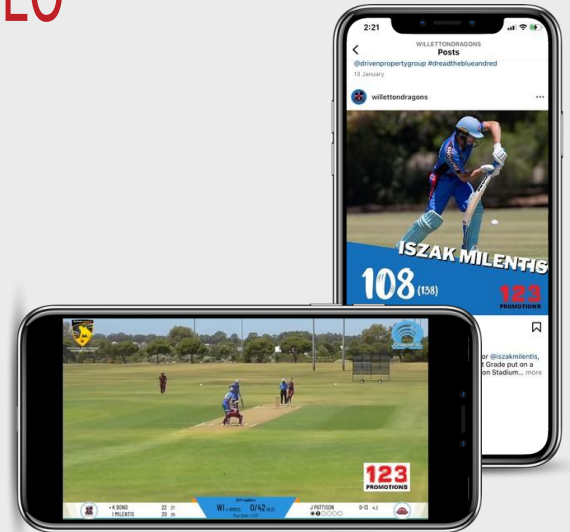
DIGITAL ASSET SPONSORSHIP

PLAYER PERFORMANCE POST & VIDEO

\$1,450 ^{+GST} PER SEASON

INCLUDES:

- LOGO PLACEMENT ON SOCIAL MEDIA POST WHEN A PLAYER SCORES A 100 OR TAKES A 5-FA, EXPECTED TO RECEIVE OVER 19,000 VIEWS/SEASON
- LOGO PLACEMENT IN INTRO FOR RELEVANT SOCIAL MEDIA AND YOUTUBE VIDEO POST, EXPECTED TO RECEIVE OVER 12,000 VIEWS/SEASON



PLAY OF THE WEEK POST & VIDEO

\$1,450 ^{+GST} PER SEASON

INCLUDES:

- LOGO PLACEMENT IN VIDEO INTRO FOR WEEKLY SOCIAL MEDIA AND YOUTUBE VIDEO POST, EXPECTED TO RECEIVE OVER 25,000 VIEWS/SEASON

LOGO PLACEMENT IN INTRO FOR RELEVANT SOCIAL MEDIA AND YOUTUBE VIDEO POST, EXPECTED TO RECEIVE OVER 12,000 VIEWS/SEASON





CONTACT

FOR ALL QUERIES, CONTACT:
DIRECTOR OF SPONSORSHIP

enquiries@wpcc.net.au



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WPCC.NET.AU



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