

# WPCC Sponsorship & Fundraising Plan

In order for us to be a leader in our community and the WACA Premier Cricket competition, we seek financial support to help us cover the ongoing expenses of running our club. We appoint a Director of Sponsorship to our committee whose role is to source sponsorship (commercial partnership) for the club. This can be through local businesses, players, past players, family members etc.

We offer our commercial partners a choice of 5 different packages.

1. Major Partner
2. Gold Partner
3. Silver Partner
4. Player Sponsor
5. Digital Asset Sponsor

Our target is to have one Major Partner, two or more Gold Partners & five or more Silver Partners. Businesses may also sponsor particular players or digital assets through our social media platforms. We also have a number of 'in-kind' sponsors who support the club through non-financial means.

The partnership packages vary in how their business is advertised through the club. We do this by advertising their businesses through our social media accounts, our website, displaying signage around our club facilities and on our club clothing. They are invited to all our social events to make them apart of our "Dragon Family".

Our focus is to retain all current commercial partners whilst continually looking for potential new partners. We aim to have a good relationship with our partners so that they continue to support us in future years.

We have two levels of membership, playing and social, both have included benefits to the member and generates funds for the club.

We run several fundraising tools throughout the season. This can be done through holding social events, raffle draws, BBQ's etc. This is arranged through of Social Committee and also relayed at our monthly meetings.

In addition to this we have an affiliation with the Australian Sports Foundations (ASF) whereby we can receive donations that are tax deductible above the value of \$2.

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