



Saskatchewan Cricket Association

Sponsorship Prospectus

The Saskatchewan Cricket Association is a governing body for the development, promotion and organization of the game of cricket in the province of Saskatchewan. The SCA is affiliated to the Board of Control for Cricket in Canada.





Cricket in Saskatchewan



The SCA organizes intra and inter-province tournaments for its affiliated units all over the province of Saskatchewan. Currently, Saskatchewan has more than 50 teams from 5 zones comprising of Regina, Saskatoon, Prince Albert, Davidson and Weyburn.



The SCA is also running regional coaching centers in Regina and Saskatoon for budding cricketers in the age group of Under 23 and Under 19 years.



The provincial cricket teams (men and women) participate in the inter-provincial tournaments organized by Cricket Canada.

Why Sponsor?



62.4%

Make a difference

62.4% of Canadian children do not get to meet the recommended amount of physical activity per day. Your sponsorship will help youth from all backgrounds get moving, build confidence, and feel better - all while learning a new sport!



Source: Health Canada

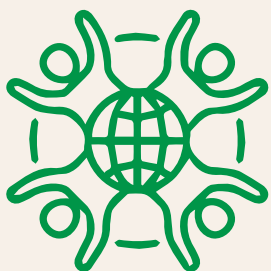


Impress your customers

Canadians value corporate giving — 70% of Canadians are more likely to purchase from companies that give back. 81% of Canadians agree that all companies should give back, and 68% saying they would be more loyal to companies that have a corporate giving mandate.



Source: Upside Foundation Study



Reach diverse audience

While Cricket has extensive history in Saskatchewan (please refer to the information brochure), it is a sport which many immigrants rely on to make their first connection after they immigrate.

The latest articles from Think with Google stresses on the importance of why companies should focus on diversifying their marketing efforts.



Why marketers should be building authentic connections with multicultural Canadians - and how to get started?



Diversifying growth: How to connect with newcomers to Canada today.







**Help kids.
Build Community.
Get Noticed.**



NOTE:
All contributions of \$3000 or above are eligible for tax receipts.

Sponsors : Provincial Team

Training and preparing a high-performing provincial team is a complex task. Take pride in supporting the provincial team.

	Gold - 1 Spot	Silver - 2 Spots	Bronze - 3 Spots
	\$10,000	\$6,000	\$1,000
 Logo on Uniform	Front	Back	Arm Sleeve/Thighs
 Content on SCA Website, Monthly Newsletters, and Scoring App	☑	☑	☑
 Invitation to special events	☑	☑	☑
 Mentions on social media posts	☑	☑	☑
 Mentions on press releases	☑	☑	—
 Access to advertising boards (Regina & Saskatoon locations)	6 boards	3 boards	1 board



This is a proposed sponsorship structure. We are happy to customize it according to your needs.







Please reach out to marketing.saskcricket@gmail.com



NOTE:
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Sponsors : Provincial Tournaments

Training and preparing a high-performing provincial team is a complex task. Take pride in supporting the provincial team.

	Gold - 1 Spot	Silver - 2 Spots	Bronze - 4 Spots
	\$8,000	\$4,000	\$1,000
 Tournament named after your business	☑	—	—
 Content on SCA Website, Monthly Newsletters, and Scoring App	☑	☑	☑
 Invitation to special events	☑	☑	☑
 Mentions on social media posts	☑	☑	☑
 Mentions on press releases	☑	☑	—
 Access to advertising boards (Regina & Saskatoon locations)	6 boards	3 boards	1 board



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Sponsors : Youth Development

NOTE:
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tax receipts.

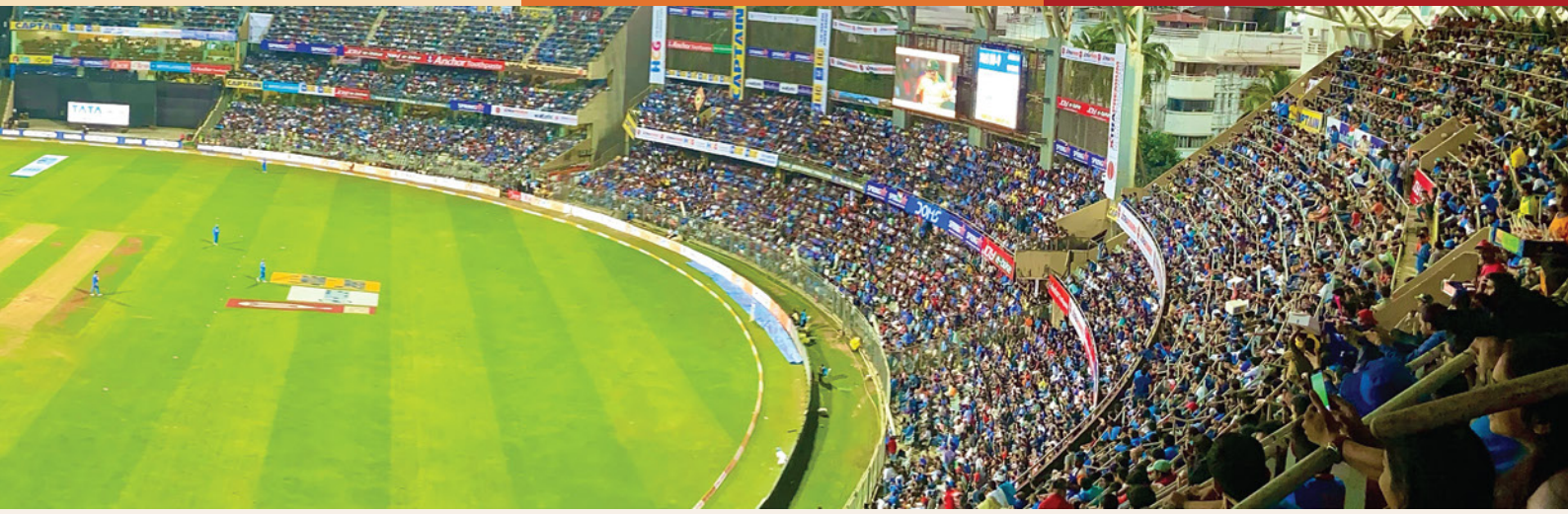
Take pride in developing the future
Saskatchewan/Canadian players.

	Gold - 1 Spot	Silver - 2 Spots	Bronze - 4 Spots
	\$8,000	\$4,000	\$1,000
 Business logo on batting cage nets	☑	—	—
 Business logo on training kits and materials	☑	☑	☑
 Business logo on scheduling apps	☑	☑	☑
 Mentions on social media posts	☑	☑	☑
 Mentions on press releases	☑	☑	—
 Logo on uniform and training uniforms	Front	Back	Arm Sleeve/Thighs



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Bespoke Sponsorship Package

If none of the previously mentioned packages suit your requirements, we would be pleased to discuss a package that is tailored to your needs.



Assets at disposal and the numbers



Website
Average monthly visitors

1000 visitors



Social media
Facebook

3000+ followers





Cricket Canada
Scoring app

100,000+ views


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