

SEASON 2025/26 & BEYOND



Partnership

BECOME A PART OF THE
SURF COAST SUNS FAMILY



M MULCAHY & CO

LOCATED AT BANYUL-WARRI FIELDS, TORQUAY, 3228.



About us

A newly established cricket club, in the growing and thriving area of North Torquay. A part of the Surf Coast Suns family, which encompasses the football and netball club with facilities and exciting common goals shared at Banyul Warri Fields (Polwarth & Grenville ovals).

We are incredibly energized to create strong and lasting community relationships and value for our partners. As we enter an exciting time for the club, we have welcomed an influx of senior men's cricketers as well as strong demand for our new junior and women's cricket programs.

Follow us here



www.instagram.com/surfcoastsunsc/



www.facebook.com/surfcoastsunsc



www.surfcoastcricketclub.com/



www.playhq.com/cricket-australia/org/surf-coast-cricket-club/e23be353



Watch us here



High-Growth Region. High Impact Exposure

Position your brand at the centre of one of Victoria's fastest-growing regions. Based in booming North Torquay, the Surf Coast Suns Cricket Club offers direct access to a high-value, family-driven market with strong ties to sport, lifestyle, and local business.

With hundreds of weekly participants, thousands of annual spectators, and a strong digital presence, partnering with us puts your business front and centre – on the ground, online, and in the community.

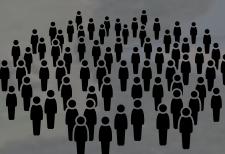
If you're looking to build brand awareness, drive local engagement, and align with a respected community club, this is your opportunity.

Club Social Media & Digital

-  **30k+ views (monthly – during season), 338+ followers** (currently average +21 new followers per month).
-  **140k+ views (annual), 300+ followers** (currently average +10 new followers per month).
-  **3.5K+ website sessions (annual).**
-  **15k+ season viewership, 100+ subscribers, average 250+ views per stream/match** on YouTube (not including on the Frogbox platform/app).



Local Demographic



Population & Growth:

- Surf Coast Shire Total Population (2025):** 44,200+
- Torquay/North Torquay Population (2025):** 25,500+
- Annual Growth Rate:** 4.6% (among the highest in Victoria).
- New Housing Developments:** Rapid expansion in Armstrong Creek, Mount Duneed and North Torquay.



Household & Family Breakdown:

- Families with children:** 42% of households.
- Median Age:** 38 years old.
- High disposable income:** Above average household incomes vs state average.
- New Housing Developments:** Rapid expansion in Armstrong Creek, Mount Duneed and North Torquay.
- High Home Ownership:** 74% owner-occupier rate.
- Major Occupations:** Trades, construction, education, healthcare, small business, remote professionals.

This data positions the Surf Coast Suns Cricket Club as a gateway to a fast-growing, family-oriented, and commercially active market – ideal for businesses looking to expand their local footprint and build long-term brand loyalty.

Players/Members

- 4x Senior men's sides:** 70+ registered senior men's players.
- 1x Senior women's side:** 13+ registered senior women's players.
- 4x Junior boys sides:** U/11 – U/17: 44+ registered players.
- Growing Junior Blasters program (U/10):** Approx. 35 kids.
- Social Members:** 75+ people.

Total = 227+ "internal". (4-lane net infrastructure completion (November, 2025) will see these figures grow by at least +50% by November, 2026).



Business & Lifestyle Factors:

- Small Business Density:** Among the highest per capita in regional Victoria.
- Top Industries:** Construction, retail, health, hospitality, education, tourism.
- Lifestyle Focus:** Strong emphasis on outdoor activity, sport, fitness and family based recreation.
- Local Loyalty:** High levels of community participation and support for local businesses.

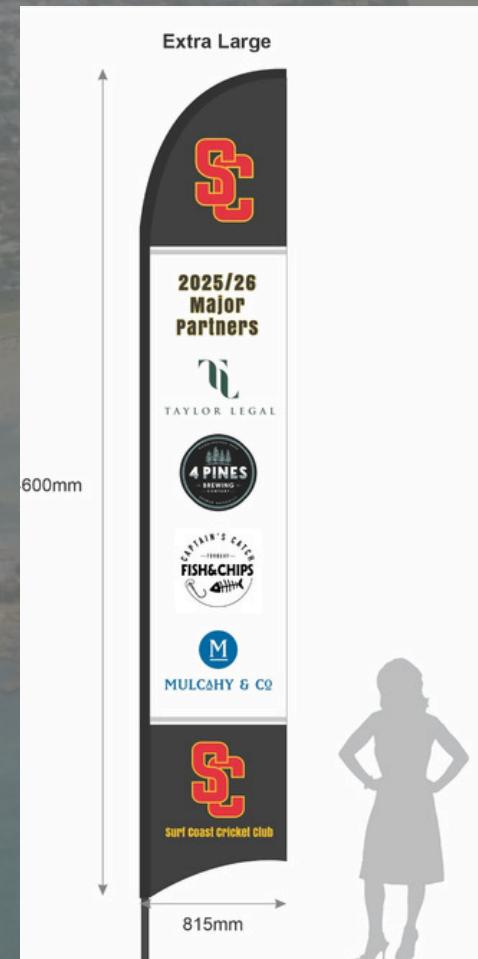
Venue Signage at Banyul - Warri Fields

Surf Coast Cricket Club offers extensive signage opportunities to put your brand front and centre, including prime fence signage, eye-catching 6x3m branded marquee logo positioning, XL flag banners, and bold 2m rope boundary wedges that deliver visibility all around the ground.

6x3 Branded Marquee



XL Flag Banners



2m Rope Boundary Wedges



Fence signage (Singular, double, triple)



INVENTORY	MAJOR NAMING RIGHTS \$12,000+	NAMING RIGHTS \$8,000+	PLATINUM \$5,000+	GOLD \$2,500+	SILVER \$1,000+	BRONZE \$500+
Naming rights to 4-lane net facility (2 years)	Extra large naming signage + Metal mesh advertisement					
Naming rights to 1 oval at Banyul Warri Fields (Grenville)	Y	Y				
Naming rights to teams (via socials)	A & B grade	A&B grade	C&D grade			
Metal mesh fence signage (Double or single) - Polwarth or Grenville Oval	Double metal mesh	Double metal mesh	Single metal mesh	Single metal mesh		
Digital scoreboard physical signage (exclusive)	Y	Y				
Digital scoreboard digital ad space (shared)	Y	Y	Y			
Frogbox livestream (Exclusive watermark - Top right corner)	Y	Y				
Frogbox livestream (Banner ad logo position)	Y	Y	Y	Y	Y	Y
Frogbox livestream (Over interval/changeover position)	Y	Y	Y			
Social media sponsor spotlight post/story	Colab/Custom campaigns	Every 2 weeks	Every 2 weeks	Every 4 weeks	Every 6 weeks	Twice season
Social media team selection mention	Y	Y	Y	Y	Y	Y
Social media Player of the week mention rotation	Y	Y	Y	Y		
Social media highlight of the week mention rotation	Y	Y	Y			
Partner "social media takeover"	4x weeks	2x weeks	1x week			
Website header logo/banner positioning (exclusive)	Extra large location	Extra large location	Large location			
Website partner page listing/Clickable links/updated offers	Y	Y	Y	Y	Y	Y
Surf Coast Times article	Exclusive full page (With editorial support)	Exclusive full page (With editorial support)	Half page (With editorial support)	Half page (With editorial support)		
Monthly electronic newsletter inclusion	Y	Y	Y	Y	Y	Y
Email signature logo positioning	Y	Y	Y	Y	Y	
Apparel logo positioning (playing & training)	Chest of back	Chest or back	Sleeve/shoulder	Sleeve/shoulder (subject to availability)		
TV ad space in Grant Pavillion	3x slots	2x slots	1x slot			
Free drink tab (every home game)	Unlimited	Free tab for 2	Free tab for 2	Free tab for 1	2x drinks	
Invitation + Free ticket + raffle tickets to every club function	x35 raffle tickets	x25 raffle tickets	x20 raffle tickets	x10 raffle tickets	x5 raffle tickets	x5 raffle tickets
Opportunity to present to club/playing group	Y	Y	Y	Y		
Rope boundary foam signage (positioned at entrance gates)	Y	Y	Y			
6x3m gazeebo logo positioning (all home games)	Y	Y	Y			
2x flag banners logo positioning (all home games)	Y	Y	Y	Y	Y	

Partnership Packages



MAJOR NAMING

- Minimum Contribution: \$12,000+



MAJOR FEATURES:

- Naming rights to 4 lane, multi-use net facility + Metal mesh signage
- Naming rights to Grenville Oval, Banyul-Warri Fields.
- Naming rights to A or B grade senior sides.
- Double metal mesh fence signage. (Grenville or Polwarth Oval).
- Polwarth oval digital scoreboard signage.



FROGBOX (livestreaming platform): YouTube

- Livestream watermark (top right corner).
- Banner ad logo position.
- Interval (over/innings changeover) logo position.



SOCIALS

- IG & FB "Sponsor Spotlight" post + shared story every 2 weeks during the season.
- Weekly team selection mention.
- "Player Of The Week" mention rotation.
- "Highlight Of The Week" mention rotation.
- 4x week social media takeover (take control of our socials accounts to promote your business).



WEBSITE

- Logo displayed on header banner of homepage (exclusive).
- Website primary tier logo position (click through link to partner website).



DIGITAL/TRADITIONAL

- 1x exclusive full-page coverage in Surf Coast Times (with editorial support).
- Monthly electronic newsletter inclusion (ad space).
- Logo on club email signature.



APPAREL

- Large primary logo positioning on apparel (all apparel – training & match).



CLUB

- 3x slots TV ad space in clubrooms.
- Free drink tab for 2 at every home game.
- Invitation + FREE ticket + 35x raffle tickets to every club function.
- Opportunity to present to the club/playing group



GROUND

- Logo on foam signage along rope boundary (all home games).
- Logo on 6x3 gazebo (positioned all home games).
- Logo on 2x XL flag banners in primary position (every home game).

Major Naming



PLEASE ENQUIRE FOR ADDITIONAL CUSTOM ITEMS/REQUESTS.

Partnership Packages



ULTIMATE

- Minimum Contribution: \$8,000+



MAJOR FEATURES:

- Naming rights to Grenville Oval, Banyul-Warri Fields.
- Naming rights to A or B grade senior sides.
- Double metal mesh fence signage. (Grenville or Polwarth Oval).
- Polwarth oval digital scoreboard signage.



FROGBOX (livestreaming platform): [YouTube](#)

- Livestream watermark (top right corner).
- Banner ad logo position.
- Interval (over/innings changeover) logo position.



SOCIALS

- IG & FB "Sponsor Spotlight" post + shared story every 2 weeks during the season.
- Weekly team selection mention.
- "Player Of The Week" mention rotation.
- "Highlight Of The Week" mention rotation.
- 2x week social media takeover (take control of our socials accounts to promote your business).



WEBSITE

- Logo displayed on header banner of homepage (exclusive).
- Website primary tier logo position (click through link to partner website).



DIGITAL/TRADITIONAL

- 1x exclusive full-page coverage in Surf Coast Times (with editorial support).
- Monthly electronic newsletter inclusion (ad space).
- Logo on club email signature.



APPAREL

- Large primary logo positioning on apparel (all apparel – training & match).



CLUB

- 2x slots TV ad space in clubrooms.
- Free drink tab for 2 at every home game.
- Invitation + FREE ticket + 25x raffle tickets to every club function.
- Opportunity to present to the club/playing group



GROUND

- Logo on foam signage along rope boundary (all home games).
- Logo on 6x3 gazebo (positioned all home games).
- Logo on 2x XL flag banners in primary position (every home game).

PLEASE ENQUIRE FOR ADDITIONAL CUSTOM ITEMS/REQUESTS.

Naming Rights



Partnership Packages



PLATINUM

- Minimum Contribution: \$5,000 - \$7,999



MAJOR FEATURE:

- Naming rights to Grenville Oval, Banyul-Warri Fields. (subject to availability).
- Naming rights to C or D grade senior sides.
- Metal mesh fence signage. (Grenville or Polwarth Oval).



FROGBOX (livestreaming platform): [YouTube](#)

- Banner ad logo position.
- Interval (over/innings changeover) logo position.



SOCIALS

- IG & FB "Sponsor Spotlight" post + shared story every 2 weeks during the season.
- Weekly team selection mention.
- "Player Of The Week" mention rotation.
- "Highlight Of The Week" mention rotation.
- 1x week social media takeover (take control of our socials accounts to promote your business).



WEBSITE

- Logo displayed on header banner of homepage (exclusive).
- Website primary tier logo position (click through link to partner website).



DIGITAL/TRADITIONAL

- 1x half-page coverage in Surf Coast Times (with editorial support).
- Monthly electronic newsletter inclusion (ad space).
- Logo on club email signature.



APPAREL

- Large primary logo positioning on apparel (all apparel - training & match).



CLUB

- 1x slot TV ad space in clubrooms.
- Free drink tab for 2 at every home game.
- Invitation + FREE ticket + 20x raffle tickets to every club function.
- Opportunity to present to the club/playing group



GROUND

- Logo on foam signage along rope boundary (all home games).
- Logo on 6x3 gazebo (positioned all home games).
- Logo on 2x XL flag banners in primary position (every home game).

PLEASE ENQUIRE FOR ADDITIONAL CUSTOM ITEMS/REQUESTS.

PLATINUM



Partnership Packages



GOLD

- Minimum contribution: **\$3,000–\$4,999.**



MAJOR FEATURE

- Metal mesh fence signage (Polwarth or Grenville oval).



FROGBOX (Livestreaming platform)

- Banner ad logo position.



SOCIALS

- IG & FB "Sponsor Spotlight" post + story every 4 weeks during the season.
- Weekly team selection mention.
- "Player of the Week" mention rotation.



WEBSITE

- Website 2nd tier positioning (click through link to partner website).



DIGITAL/TRADITIONAL

- 1x exclusive half-page coverage in Surf Coast Times (with editorial support).
- Monthly electronic newsletter inclusion (ad space).
- Logo on club email signature.



APPAREL

- Apparel positioning (sleeve or breast – subject to availability).



CLUB

- Free drink tab for 1 at every home game.
- Invitation + FREE ticket + 10x raffle tickets to every club function.



GROUND

- Logo on 2x XL flag banners in primary position (every home game).

PLEASE ENQUIRE FOR ADDITIONAL CUSTOM ITEMS/REQUESTS.

GO





Partnership Packages

SILVER

- Minimum contribution: \$1,000 - \$2,999.



FROGBOX (Livestreaming platform)

- Banner ad logo position.

SOCIALS

- IG & FB "Sponsor Spotlight" post + story every 6 weeks.
- Weekly team selection mention.



WEBSITE

- Website third tier logo position (click through link to partner website).



TRADITIONAL/DIGITAL

- Monthly electronic newsletter inclusion (ad space).
- Logo on club email signature.



CLUB

- 2x free drinks at every home game.
- Invitation + FREE ticket + 5x raffle tickets to every club function.



GROUND

- Logo on 2x XL flag banners (every home game).



silver

Partnership Packages



BRONZE

- Minimum contribution: \$500 - \$999

SOCIALS

- Instagram & Facebook sponsor spotlight post twice in the season.
- Weekly team selection mention.
- Website 4th tier logo position (click through link to partner website).



DIGITAL

- Electronic newsletter inclusion (ad space).



CLUB

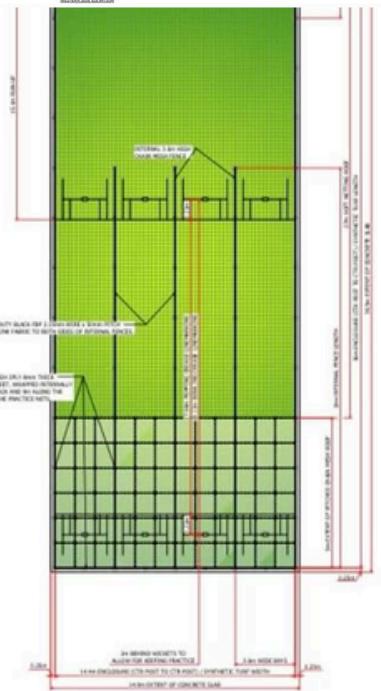
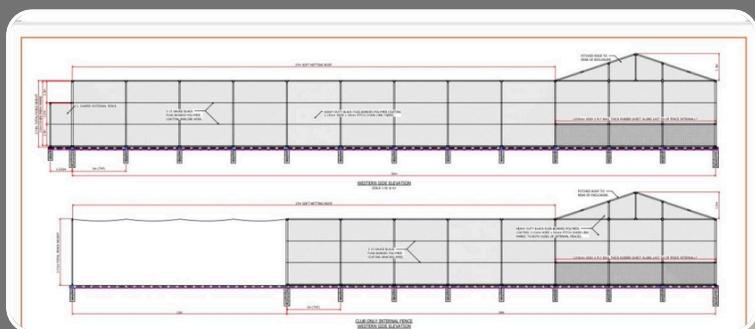
- Invitation + FREE ticket + 5x raffle tickets to every club function.

PLEASE ENQUIRE FOR ADDITIONAL CUSTOM ITEMS/REQUESTS.

Bronze



4-Lane cricket net infrastructure has been approved at Banyul-Warri Fields.....



Built by March !



Extension to clubrooms - Awaiting funding!

