



AUSTRALIAN LAWYERS'  
CRICKET COUNCIL



# Sponsorship Prospectus

[www.australianlawyerscricket.asn.au](http://www.australianlawyerscricket.asn.au)



AUSTRALIAN LAWYERS'  
CRICKET COUNCIL

## 5<sup>TH</sup> INTERNATIONAL LAWYERS' CRICKET WORLD CUP

Brisbane

30 December 2015 – 9 January 2016

The Australian Lawyers' Cricket Council is the organising committee for the 5<sup>th</sup> International Lawyers' Cricket World Cup, which is due to be held in Brisbane over the period 30 December 2015 – 9 January 2016.

This tournament is held every 2 years at international venues. Past tournaments have occurred in India (2007), England (2009), West Indies (2011) and in India (2013).

**Promoting the rule of law  
throughout the  
Commonwealth**



The Australian Lawyers' Cricket Council was established by a group of like-minded Australian legal practitioners to promote the rule of law throughout the Commonwealth, by using cricket as an opportunity to meet regularly at different locations and to interact with legal practitioner friends from elsewhere at the biennial International Lawyers' Cricket World Cup.

## About the World Cup

The regular participants, which have attended each of the past tournaments, are England, India, Pakistan, Sri Lanka, West Indies and Australia.

New Zealand, South Africa and Ireland participated in 2009.

Bangladesh is joining this tournament for the first time in Brisbane. Some nations bring more than 1 team.

## World Cup structure

Proposed functions, include:

- the Opening Ceremony and afternoon tea to be hosted by the Chief Justice in the main ceremonial court, namely the Banco Court, in the Supreme Court of Queensland,
- a Vice Regal cocktail party to be held at Fernberg House by the Governor of Queensland,
- a Reception to be held at City Hall, hosted by the Lord Mayor,
- Cocktail Reception at the Art Museum at the University of Queensland,
- Cocktail party at DLA Piper, and
- a Closing Ceremony to be hosted by the Queensland Cricketers' Club at the Gabba, which is the international cricket stadium venue in Brisbane.

## World Cup target audience

We expect to conduct a 10 - 12 team competition.

We expect about 200 international cricket-playing lawyers to be in Brisbane for about 2 weeks.

Many attendees bring their families.

We expect this event to bring about 300 people to Brisbane during this tournament.

## Sponsorship benefits

Sponsorship of International Lawyers' Cricket World Cup brings your brand to the attention of Australian and international legal practitioners. Sponsorship benefits include:

- establish and maintain brand awareness through showcasing your organisation's products and services,
- build connections and relationships with delegates within the legal profession,
- position your organisation as a leader and 'go-to-authority', relevant to your products and services,
- be informed about the trends and issues affecting legal practitioners, enabling your organisation to tailor its approach to the profession, and
- have access to students, graduates and experienced, international legal professionals, who are playing in, organising or supporting the World Cup tournament.

There are four tiers of sponsorship as detailed below. For a summary of the benefits of each refer to Sponsorship Summary Table attached to this Prospectus.

# PLATINUM SPONSOR (EXCLUSIVE)

**\$20,000 (EX GST)**

## 1. LOGO

Your **logo** prominently on all:

- **daily programs** issued to all delegates and visitors,
- **regular advertisements** placed throughout **LexisNexis Network** (exposure to 62 % of Australian lawyers) and,
- conference event **webpage**.

## 2. VERBAL ACKNOWLEDGEMENT

**Verbal acknowledgment at:**

- **Opening Ceremony,**
- **New Year's Eve** cocktail party at King's College within the University of Queensland,
- **Vice Regal** function at Fernberg House hosted by the Governor, (tbc)
- **Reception** at City Hall hosted by the Lord Mayor, (tbc)
- **Sports Law Conference** at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington,
- TC Beirne School of Law cocktail party at the **Art Museum** at the University of Queensland,
- **DLA Piper cocktail party** hosted by the Chairman of Queensland Cricket, Jim Holding and his partners, and
- **Closing Ceremony** hosted by the Queensland Cricketer's Club.

## 3. ATTENDING FUNCTIONS

**10 representatives at:**

- **Opening Ceremony,**
- **New Year's Eve** cocktail party at King's College within the University of Queensland,
- **Vice Regal** function at Fernberg House hosted by the Governor,
- **Reception** at City Hall hosted by the Lord Mayor,
- **Sports Law Conference** at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington,
- TC Beirne School of Law cocktail party at the **Art Museum** at the University of Queensland, and
- **Closing Ceremony** hosted by the Queensland Cricketer's Club. (tbc)

#### 4. BANNERS / SIGNAGE

Signage at:

- **semi** final (x2), and
- all **round robin** matches.

**Other signage / banners** at the following high volume locations:

- **King's College** within the University of Queensland,
- WEP Harris **Club House** at University of Queensland No 1 cricket ground,
- TC Beirne **School of Law** at the University of Queensland,
- TC Beirne School of Law cocktail party at the **Art Gallery** at the University of Queensland, and
- **Queensland's Cricketer's Club** for the final. (tbc)

#### 5. SPEECH

A 10 minute **sponsor's speech** at Sports Law Conference at the TC Beirne School of Law at the University of Queensland.

#### 6. NAMING RIGHTS

Naming rights for:

- **New Year's Eve** cocktail party at King's College within the University of Queensland,
- **Sports Law Conference** at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington, (tbc)
- **Sleeve sponsorship Australia A and B**, and
- **Final** at the Gabba. (tbc)

# GOLD SPONSOR (EXCLUSIVE)

**\$9,500 (EX GST)**

## 1. LOGO

Your **logo** prominently on all:

- **daily programs** issued to all delegates and visitors,
- **regular advertisements** placed throughout **LexisNexis Network** (exposure to 62 % of Australian lawyers), and
- conference event **webpage**.

## 2. VERBAL ACKNOWLEDGEMENT

Verbal acknowledgement at:

- **Opening Ceremony**,
- **Vice Regal** function at Fernberg House hosted by the Governor, (tbc)
- **Reception** at City Hall hosted by the Lord Mayor, (tbc)
- **Sports Law Conference** at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington, and
- **Closing Ceremony** hosted by the Queensland Cricketer's Club. (tbc)

## 3. ATTENDING FUNCTIONS

6 representatives at:

- **Opening Ceremony**,
- **New Year's Eve** cocktail party at King's College within the University of Queensland,
- **Vice Regal** function at Fernberg House hosted by the Governor, (tbc)
- **Reception** at City Hall hosted by the Lord Mayor, (tbc)
- **Sports Law Conference** at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington,
- TC Beirne School of Law cocktail party at the **Art Museum** at the University of Queensland, and
- **Closing Ceremony** hosted by the Queensland Cricketer's Club. (tbc)

#### 4. BANNERS / SIGNAGE

On ground signage at:

- **semi** final (x2), and
- all **round robin** matches.

**Other signage / banners** at the following high volume locations:

- **King's College** within the University of Queensland,
- WEP Harris **Club House** at University of Queensland No 1 cricket ground,
- TC Beirne **School of Law** at the University of Queensland,
- TC Beirne School of Law cocktail party at the **Art Gallery** at the University of Queensland, and
- **Queensland's Cricketer's Club** for the final. (tbc)

#### 5. NAMING RIGHTS

**Naming rights** for:

- **Reception** at City Hall hosted by the Lord Mayor,
- TC Beirne School of Law cocktail party at the **Art Museum** at the University of Queensland, and
- **Semi Finals** (x2).



# SILVER SPONSOR (ONLY 2 AVAILABLE)

**\$5,000 (EX GST)**

## 1. LOGO

Your **logo** prominently on all:

- **daily programs** issued to all delegates and visitors (inside cover positioning),
- **regular advertisements** placed throughout **LexisNexis Network** (exposure to 62 % of Australian lawyers), and
- conference event **webpage**.

## 2. Verbal acknowledgement

**Verbal acknowledgement** at:

- **Opening Ceremony**.

## 3. ATTENDING FUNCTIONS

**4 representatives** at:

- **Opening Ceremony**,
- **New Year's Eve** cocktail party at King's College within the University of Queensland,
- **Vice Regal** function at Fernberg House hosted by the Governor, (tbc)
- **Reception** at City Hall hosted by the Lord Mayor, (tbc)
- **Sports Law Conference** at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington,
- TC Beirne School of Law cocktail party at the **Art Museum** at the University of Queensland, and
- **Closing Ceremony** hosted by the Queensland Cricketer's Club. (tbc)

## 4. BANNERS / SIGNAGE

**On ground signage** at:

- all **round robin** matches.

## **BRONZE SPONSOR (ONLY SIX AVAILABLE)**

**\$2,000 (EX GST)**

### **ATTENDANCE AT FUNCTIONS**

**2 representatives at:**

- **Opening Ceremony,**
- **New Year's Eve** cocktail party at King's College within the University of Queensland,
- **Vice Regal** function at Fernberg House hosted by the Governor, (tbc)
- **Reception** at City Hall hosted by the Lord Mayor, (tbc)
- **Sports Law Conference** at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington,
- TC Beirne School of Law cocktail party at the **Art Museum** at the University of Queensland,
- **Closing Ceremony** hosted by the Queensland Cricketer's Club, and
- logo on conference event web page.

	Platinum	Gold	Silver	Bronze
<b>1 Your logo</b> prominently on all				
• <b>Daily Program</b> issued to all delegates and visitors	✓	✓	✓	
• <b>Regular advertisements</b> placed throughout <i>LexisNexis Newspaper</i> (exposure to 62 % of Australian lawyers)	✓	✓	✓	
• Conference event <b>webpage</b>	✓	✓	✓	
<b>2 Verbal acknowledgement:</b>				
• <b>Opening Ceremony</b>	✓	✓	✓	
• <b>New Year's Eve</b> cocktail party at King's College within the University of Queensland	✓			
• <b>Vice Regal</b> function at Fernberg House hosted by the Governor (tbc)	✓	✓		
• <b>Reception</b> at City Hall hosted by the Lord Mayor (tbc)		✓		
• <b>Sports Law Conference</b> at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington	✓	✓		
• TC Beirne School of Law cocktail party at the <b>Art Museum</b> at the University of Queensland	✓			
• <b>DLA Piper cocktail party</b> hosted by the Chairman of Queensland Cricket, Jim Holding and his partners	✓			
• <b>Closing Ceremony</b> hosted by the Queensland Cricketer's Club	✓	✓		
<b>3 Your representatives</b> at these functions:	✓	✓	✓	✓
• <b>Opening Ceremony</b>	10	6	4	2
• <b>New Year's Eve</b> cocktail party at King's College within the University of Queensland	10	6	4	2
• <b>Vice Regal</b> function at Fernberg House hosted by the Governor (tbc)	10	6	4	2
• <b>Reception</b> at City Hall hosted by the Lord Mayor (tbc)	10	6	4	2
• <b>Sports Law Conference</b> at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington	10	6	4	2
• TC Beirne School of Law cocktail party at the <b>Art Museum</b> at the University of Queensland	10	6	4	2
• <b>Closing Ceremony</b> hosted by the Queensland Cricketer's Club	10	6	4	2

	Platinum	Gold	Silver	Bronze
<b>4 Signage at:</b>				
• semi finals (x2)	✔	✔		
• all round robin matches?	✔	✔	✔	
<b>5</b> A 10 minute <b>sponsor's speech</b> at Sports Law Conference at the TC Beirne School of Law at the University of Queensland	✔			
<b>6</b> Your <b>signage</b> on display at <b>high volume locations:</b>				
• <b>King's College</b> within the University of Queensland	✔	✔		
• WEP Harris <b>Club House</b> at University of Queensland No 1 cricket ground	✔	✔		
• TC Beirne <b>School of Law</b> at the University of Queensland	✔	✔		
• TC Beirne School of Law cocktail party at the <b>Art Museum</b> at the University of Queensland	✔	✔		
• <b>Queensland's Cricketer's Club</b> for the final	✔	✔		
<b>7 Naming rights for:</b>				
• <b>New Year's Eve</b> cocktail party at King's College within the University of Queensland	✔			
• <b>Civic Reception</b> at City Hall hosted by the Lord Mayor		✔		
• <b>Sports Law Conference</b> at TC Beirne School of Law at the University of Queensland hosted by the Dean of Law, Professor Derrington	✔			
• TC Beirne School of Law cocktail party at the <b>Art Museum</b> at the University of Queensland		✔		
• <b>Teams</b>				
➤ Australia <b>A</b>	✔			
➤ Australia <b>B</b>				
• <b>Semi Finals</b> (x2)		✔		