



# ACT PREMIER CRICKET COMMERCIAL GUIDELINES 2021-22

As of 27 August 2021

<b>1</b>	<b>COMMERCIAL GUIDELINES</b>	<b>PAGE</b>
1.1	Overview	2
1.2	Purpose	2
1.3	Background	2
1.4	Official Designations	2
1.5	Retained Assets	3
1.6	Official Supplier Rights	3
1.7	Protected Categories	3
1.8	Supplier Agreements – Club Benefits	4
<b>2</b>	<b>APPAREL GUIDELINES</b>	<b>PAGE</b>
2.1	Uniforms – Guiding Principles	5
2.2	Uniforms – Allocation of Commercial Assets	5
2.3	Uniforms – Colour and Design	7
2.4	Name & Numbers	7
2.5	Undergarments	7
2.6	Sweaters	7
2.7	Trousers	7
2.8	Socks	8
2.9	Headband and Wristlets	8
2.10	Caps and Sunhats	8
2.11	Turbans and Bandanas	8
<b>3</b>	<b>LIVE STREAMING GUIDELINES</b>	<b>PAGE</b>
3.1	Broadcast Rights	8
3.2	Annual & Set Up fees	8
3.3	Streaming Responsibilities	8
3.4	Advertising Structure	9
<b>4</b>	<b>CONTACT DETAILS</b>	<b>10</b>



Canberra Toyota



## COMMERCIAL GUIDELINES

### 1.1 ACT Premier Cricket Overview

Cricket ACT (CACT), through ACT Premier Cricket (ACTPC), administers the highest level of club cricket competition in the ACT and region.

Eight Premier Clubs contest competitions across multiple grades played at venues throughout the ACT and region.

### 1.2 Commercial Guidelines – Purpose

These Commercial Guidelines seek to:

- Provide Clubs with an understanding of the allocation of the commercial rights between CACT / ACTPC and the Premier clubs, i.e. who has the right to sell what;
- Simplify and formalise an existing process as well as provide clubs with clarity around the obligations to CACT / ACTPC commercial partners;
- Encourage Clubs to think about further sponsorship opportunities but also to maximise the professionalism and commercialisation of the ACTPC competition;
- Drive key pillars of the CACT strategic plan;
- Significantly grow investment and raise the profile of CACT Competitions.

### 1.3 Commercial Guidelines – Background

- Premier Clubs receive combined annual grants worth over \$150k.
- Cricket ACT sponsors supporting ACTPC generates approx. \$15+k in benefits to member clubs (if clubs choose to utilise Cricket ACT partners and suppliers).
- The frameworks outlined within the document provide structure and commercial accountability from CACT, ACTPC and Clubs.
- No club will be required to breach any existing sponsorship agreement as a result of the commercial guidelines.

### 1.4 Official Designations

CACT / ACTPC has rights to the following terms:

Designation	2021/22 Partner
ACTPC Naming Rights Partner	TBC
ACTPC 2-day Competition Naming Rights Partner	TBC
ACTPC 1-day Competition Naming Rights Partner	TBC
ACTPC T20 Competition Naming Rights Partner	Greg Chappell Cricket Centre <ul style="list-style-type: none"> <li>• Official T20 partner of Cricket ACT</li> </ul>
Exclusive Cricket Ball Supplier	Kookaburra: <ul style="list-style-type: none"> <li>• Cricket Ball of Cricket ACT</li> </ul>
ACTPC Non-Alcoholic Beverage Partner	TBC
ACTPC Alcoholic Beverage Partners	TBC

## 1.5 Retained Assets

CACT and the ACTPC retain the rights to the following assets:

Asset	Usage
<b>Stumps</b>	ACTPC Major Sponsor. <ul style="list-style-type: none"> <li>ACTPC will provide stump stickers and/or stumps for the clubs to use.</li> </ul>
<b>Perimeter Fence</b>	CACT / ACTPC sponsors are entitled to display 2 x 6m banner on the perimeter fence at each Club home ground (if supplied). <ul style="list-style-type: none"> <li>If a ground doesn't have a perimeter fence the club is required to find a suitable solution (e.g. grandstand, canteen etc.).</li> <li>It is the responsibility of the club to erect and remove the banners for each home match.</li> <li>The production of banners will be at the cost of CACT / ACTPC.</li> <li>All other perimeter fence and signage space is available for club sponsors.</li> </ul>

## 1.6 Official Supplier Rights

CACT and ACTPC may appoint an Official Supplier across a number of assets. In summary, the following rights and others as determined may be granted by CACT and the ACTPC:

Rights	Guidelines
<b>Pourage Rights – Alcoholic</b>	ACTPC clubs must stock and sell a brand of beer, cider, ready to drink, wine and/or spirits as directed by CACT and the ACTPC. Other brands may be sold by clubs in addition to the ACTPC partner products. <ul style="list-style-type: none"> <li>This includes the club house / canteen on match day</li> </ul>
<b>Pourage Rights – Non-alcoholic</b>	ACTPC Clubs must stock and sell brands of soft drink, water and sport drinks as directed by CACT and the ACTPC. Other brands may be sold by clubs in addition to the ACTPC partner products. <ul style="list-style-type: none"> <li>This includes the club house / canteen on match day.</li> </ul>
<b>Cricket Balls</b>	ACTPC Clubs must <b>only</b> stock and use brands of cricket balls as directed by CACT and the ACTPC. <ul style="list-style-type: none"> <li>This includes match and training balls.</li> </ul>

## 1.7 Commercial Guidelines – Protected Categories

As at the date of this document, the protected categories for which clubs are unable to sell competing Sponsorships or have arrangements with, including supplier / contra deals are:

Sponsor	Category
<b>Vacant</b>	Fast Food.
<b>Vacant</b>	Beer, cider, ready-to-drink.
<b>Vacant</b>	Soft drinks, sports drinks, water.
<b>Vacant</b>	Wine.
<b>Vacant</b>	Spirits.
<b>Kookaburra</b>	Cricket Balls.

- CACT / ACTPC can add categories to the protected list above at any time and will advise clubs as required.
- If a club has a pre-existing contractual agreement in place with a competing protected CACT / ACTPC sponsor, then that club will be permitted to fulfil the obligations of that agreement up until the expiry date of that agreement. The club may be permitted to extend the terms of that agreement where potential category conflicts exist between competition and Club partners based on the following principles:
  - a) Pre-existing club sponsorships will be encouraged to continue where possible.
  - b) The sponsorship must be significant in value, i.e. worth \$10k or greater to the club.
  - c) The partner cannot be a major competitor of a competition partner. By way of example, if for argument's sake ACTPC appointed Commonwealth Bank as the official sponsor of ACTPC, a pre-existing sponsorship of a Club by the local *branch* of a competitor bank (e.g. Westpac Manuka) would NOT be considered a major competitor, but a sponsorship by another bank *brand* (a brand sponsorship by NAB for example) would be.

**Note:**

The Board of Cricket ACT have decided that the Association will not enter into any agreements with agencies or organisations that exists only to provide gambling services to the community. Therefore, no Premier clubs are able to develop and secure a partnership with a gambling agency. A casino is considered a primary gambling agency. Whereas a registered club (e.g. Canberra Southern Cross Club) or pub (Lighthouse) provide a large number of services to the community (Food & Beverage, Meeting spaces, Health & Fitness etc.) separate to their gambling provision.

Additionally, Cricket ACT and our clubs will not develop or secure a partnership with strip clubs, brothels, escort agencies, tattoo parlours or body modification studios.

## 1.8 Commercial Guidelines – Supplier Agreements – Club Benefits

As at the date of this document, the below benefits are supplied to all Premier Clubs within the ACT. These benefits have been negotiated by CACT to provide support to clubs and reduce running costs whilst assist those businesses who are involved in the growth of the game. There is no obligation for a club to utilise the below benefits or source a conflicting partner for such supplies.

Responsibility	Partner + benefits
<b>Cricket ACT</b> Official Equipment Supplier	Greg Chappell Cricket Centre <ul style="list-style-type: none"> <li>• 20% off all equipment purchased by clubs</li> </ul>
<b>Cricket ACT</b> Ball of Cricket ACT	Kookaburra Sport <ul style="list-style-type: none"> <li>• Provide rebates for purchases of specific cricket balls through Greg Chappell CC</li> </ul>
<b>Cricket ACT</b> Accommodation Partner	Abode Apartment Hotels <ul style="list-style-type: none"> <li>• Preferential pricing on accommodation across the ACT and South Coast region.</li> </ul>
<b>Cricket ACT</b> Banking Partner	Beyond Bank <ul style="list-style-type: none"> <li>• Fee free banking</li> <li>• Batch payments for accountability standards</li> <li>• Community Rewards Accounts</li> </ul>
<b>Cricket ACT</b> Official Vehicle of CACT	Canberra Toyota/Janrule Pty Ltd <ul style="list-style-type: none"> <li>• \$150 rebate on vehicle purchases by club members</li> <li>• Servicing benefits across 9 separate brands</li> </ul>
<b>Cricket ACT</b> Apparel Partner	ISC Sport <ul style="list-style-type: none"> <li>• Preferential pricing for all member clubs of Cricket ACT</li> </ul>
<b>Cricket ACT</b> Hospitality & Event Partner	Canberra Southern Cross Club <ul style="list-style-type: none"> <li>• Meeting and Event support across all sites within the ACT.</li> </ul>
<b>Cricket ACT</b> Trophy Supplier	Capital Trophies & Sportswear <ul style="list-style-type: none"> <li>• 20% off all products and services purchased by clubs (except specific items)</li> </ul>

<b>Cricket ACT</b> Hire Equipment Partner	Kennards Hire <ul style="list-style-type: none"> <li>• \$200 contra amount to open a club account.</li> <li>• 15% reduction in hire equipment post the use on \$200 contra.</li> </ul>
<b>Cricket ACT</b> Publications Partner	Brindabella Print <ul style="list-style-type: none"> <li>• 20% off all publications – annual reports, handbooks etc</li> </ul>
<b>Cricket ACT</b> Signage Partner	Mavericks Print <ul style="list-style-type: none"> <li>• 20% off a set fee per item (please see CACT for detail)</li> </ul>
<b>Cricket ACT</b> Curation Equipment Supplier	Mow Master Australia <ul style="list-style-type: none"> <li>• 7% off all products purchased by clubs</li> </ul>
<b>Cricket ACT</b> Scorebook Partner	Finny's Scorebooks <ul style="list-style-type: none"> <li>• Provision of scorebooks to Premier and Junior Cricket in the ACT.</li> </ul>

CACT / ACTPC may add categories to the list above at any time and will advise clubs as required

## APPAREL GUIDELINES

### 2.1 Uniforms – Guiding Principles

The guiding principles to be applied in the positioning and size of logos are:

- The positioning and size are consistent across all clubs;
- The overall appearance of the shirt is uncluttered;
- All playing apparel designs, including the application of logos and marks including logo size and position, must be approved by CACT / ACTPC prior to production;
- If a club has an existing partnership that impacts on the division of the uniform branding assets, then CACT / ACTPC will work in good faith with that club to find an agreeable solution;
- CACT / ACTPC can review Club Sponsors inventory / assets as it relates to playing apparel and vary the entitlements.

### 2.2 Uniforms – Allocation of Commercial Assets

#### Uniforms – Playing Apparel

Name and design of logo is subject to prior approval by ACTPC. ACTPC reserves the right to prohibit the use of any sponsor's logo that is in direct competition to CACT sponsors.

The assignment of rights for use on playing apparel is summarised in the table below and shown in the diagram that follows and applies to both coloured and white clothing:

#### Playing Shirt

#	Asset	Usage	Max Size
1	Right Arm	Club sponsor	64.5sq cm
2	Right Chest	Apparel manufacturer's logo or club sponsor	64.5sq cm
3	Left Chest	Club logo (no sponsor)	64.5sq cm
4	Left Arm	Club sponsor	64.5sq cm
5	Front of Shirt	Club sponsor	206.45sq cm
6	Back of Shirt (Top)	Player Name or Club sponsor	206.45sq cm
7	Back of Shirt (Middle)	2-digit number or Club sponsor	206.45sq cm
8	Back of Shirt (Bottom)	Player Name or Club sponsor	206.45sq cm

### Playing Pant

#	Asset	Usage	Max Size
1	Left Pants Leg	Club sponsor logo	64.5sq cm
2	Right Pants Leg	Club logo (no sponsor)	64.5sq cm

### Playing Cap

#	Asset	Usage	Max Size
1	Cap Centre	Club logo (no sponsor)	64.5sq cm
2	Cap Rear	Headwear manufacturer's logo	12.9sq cm
3	Cap Left	Club sponsor logo	39sq cm
4	Cap Right	Club sponsor logo	39sq cm

### Uniforms – Training Apparel

It is at the club's discretion as to which club's sponsor/s will appear on all club casual and training apparel.

PLAYING APPAREL

**PLAYING SHIRT**

**Right hand side**

- 1 Club Sponsor logo
- 2 Apparel manufacturer's logo or Club Sponsor

**Left hand side**

- 3 Club logo (no sponsor)
- 4 Club Sponsor logo

**Front of shirt**

- 5 Club Sponsor logo

**Back of shirt**

- 6 Player Name or Club Sponsor
- 7 2-digit number or Club Sponsor
- 8 Player Name or Club Sponsor

**FRONT**                      **BACK**

**PLAYING PANT**

- 1 Club sponsor logo
- 2 Club logo (no sponsor)

**RIGHT**            **FRONT**            **LEFT**            **BACK**

**PLAYING CAP**

- 1 Club logo (no sponsor)
- 2 Headwear manufacturers logo
- 3 Club Sponsor logo
- 4 Club Sponsor logo

**FRONT**

**BACK**

**LEFT**

**RIGHT**

## 2.3 Uniforms – Colours and Designs

CACT has relinquished logo rights to any club apparel but reserve the right to obtain the right chest or right arm in future and as negotiated between Premier Clubs & CACT.

### a) Playing Shirts (Men’s Competitions):

- Shall be plain white or cream;
- Coloured piping may be used to emphasize a seam; Piping is a hollow tube of fabric that is used to emphasise or furnish a seam or edge of a garment. Piping must not be more than 4mm thick when laid flat;
- Coloured V-Neck is permitted, except on the outer-facing seam;
- The colours and design of the shirts shall be uniform to all members of the same team;
- Refer examples in Appendix as a guide.

### b) Coloured Clothing (Male & Female - Limited-Overs and T20 Cup Competitions) white ball matches:

- Coloured Clothing is compulsory in the above competitions only, subject to the prior approval of design by the CACT Senior Manager, Competitions & Operations;
- Shirts, Sweaters and Trousers- the base colour shall not be white, cream or light grey;
- Batting Pads shall not be white, cream or light grey;
- Wicket keeping pads shall not be white, cream or light grey;
- Headbands and Wristlets- shall not be white, cream or light grey.

## 2.4 Names and/or numbers (optional)

Names and/or numbers of players may be carried on the shirts, and they must correctly reflect the identity (i.e. family name rather than nickname or other name) and comply with the following specifications:

- Number (height): between 20cm and 22cm;
- Number (character width): between 10cm and 11cm;
- Name (height): between 4.5cm and 6cm;
- Name (width): between 2cm and 3cm;
- A player’s shirt number shall be either one or two digits, must be clearly legible and positioned in the centre back of the shirt and entirely visible when the shirt is tucked into the trousers;
- Names must be positioned above or below the number on the back of the shirt, provided that the positioning of the player’s name be uniform to all team members.
- The numbers must be sewn on or fixed by heat transfer and not affixed by Velcro or any temporary means;
- Numbers of players must not be carried on the playing trousers.

## 2.5 Undergarments including “Skins” and T-Shirts (worn under playing shirt).

- a) Shall be plain white, or
- b) Limited-Over’s competitions, the same colour as the base colour of the playing shirt, or plain white provided they do not protrude from the sleeves.

## 2.6 Sweaters

Shall be plain white/cream (except in Limited-Overs & Twenty20 Cup Competition matches) and may incorporate each club’s colours.

## 2.7 Trousers

Shall be plain white/cream (except in Limited-Overs and T20 Cup competitions).

## 2.8 Socks

Shall be white, cream or light grey.

## 2.9 Headbands and Wristlets

Shall be plain white (except in Limited-Overs and T20 Cup competitions, refer point 2.3 above).

## 2.10 Caps and Sunhats

The colours and design of caps and sunhats shall be uniform to all members of the same team.

## 2.11 Turbans and Bandanas

Shall be plain black or plain white. Note: A bandana may only be worn as a cover to a turban or beneath a helmet.

# LIVE STREAMING GUIDELINES

## 3.1 Broadcast Rights

In consultation with ACT Premier Clubs, CACT will assume Broadcast Rights for ACTPC and hold contractual terms with Interact Sport Australia as the live streaming partner for CACT.

During the term of the Broadcast Rights, CACT will pay all fees obligated to the Live Streaming Partner.

## 3.2 Annual & Set Up Fees

The annual fee structure for live streaming is enclosed below:

Organisation	Annual License Fee	Access
CACT	\$5,500 + GST	<ul style="list-style-type: none"> <li>Full access to broadcast matches under their control (unless Broadcast Rights are retained by governing body). These may include – WNCL, 2<sup>nd</sup> Xi, Premier Cricket Finals, CDC Pathway competitions, Junior Cricket Finals etc.</li> <li>Full advertising rights to the stream and modified for ACTPC Finals matches as per item 3.4.</li> </ul>
Premier Clubs	\$500 + GST	<ul style="list-style-type: none"> <li>Full access to broadcast matches at their home grounds and including their registered players only.</li> <li>Advertising rights modified as per item 3.4</li> </ul>

CACT has agreed to purchase an annual licence for each club. Clubs may purchase subsequent licenses via a request to CACT and payment of the Annual license fee.

Each ACT Premier Club is responsible to source hardware, maintenance of the hardware, any additional equipment to support the stream and match day management of the stream. Hardware may be purchased from Interact Sport – please seek information from CACT.

## 3.3 Streaming Responsibilities

To ensure the delivery of an appropriate live streaming broadcast to the public, the following requirements must be adhered to by Premier Clubs, ACT PC and CACT:

- Clubs & CACT must develop and finalise an advertising sheet for the placement of partner logos for the season. The advertising sheet will be structured as per item 3.4.



- CACT will lodge the stream requirements per match with Interact Sports and lodge the required advertising sheet. The stream link will be developed and provided to CACT and Clubs via the match centre.
- The Home Club or CACT (in the event of a PC Finals match) will set up the hardware at the desired location at each ground and ensure the stream is working via support from Interact Sport.
- Clubs and CACT will promote the live streaming of matches across their media channels.
- CACT staff and Premier Club members must comply with any policies or education programs endorsed by the Board of CACT. This may include approval to use personal images, integrity education seminars, code of behaviour etc.

### 3.4 Advertising Structure

The following advertising structure will apply for all Premier Cricket matches live streamed during the term:

#### Match Centre

Advertising Space	Primary Owner	Details
Top Left watermark	CACT	Competition Logo incorporating competition sponsor

#### Club delivered matches (as viewer looks at the screen)

Advertising Space	Primary Owner	Details
Top Left watermark	CACT	Competition Logo incorporating competition sponsor
Top Right watermark	Premier Club	Club Sponsor or Club Logo
Central bottom of screen	Interact Sport	Frogbox logo will be displayed above the running score of the match.
Left bottom of screen	Premier Club (Bat)	Club logo
Right bottom of screen	Premier Club (Bowl)	Club logo
Team list - sponsor board	Premier Club	Maximum of 4 club sponsors displayed
Break in play – sponsor board	Premier Club	Maximum of 4 club sponsors displayed
Banner Advertising and the end of each over.	Premier Club	Maximum of 3 club sponsor advertisements. Maximum of 1 CACT sponsor advert. One (1) advertisement every: <ul style="list-style-type: none"> <li>○ 4 overs in 2-day cricket (4 ads per 16 overs)</li> <li>○ 2 overs in 1-day cricket (4 ads per 8 overs)</li> <li>○ Over in T20 cricket (4 ads per 4 overs)</li> </ul>

#### Cricket ACT delivered finals matches (as viewer looks at the screen)

Advertising Space	Primary Owner	Details
Top Left watermark	CACT	Competition Logo incorporating competition sponsor
Top Right watermark	CACT	Competition Sponsor
Central bottom of screen	Interact Sport	Frogbox logo will be displayed above the running score of the match.
Left bottom of screen	Premier Club (Bat)	Club logo
Right bottom of screen	Premier Club (Bowl)	Club logo
Team list - sponsor board	CACT	Maximum 4 sponsor logo's Two (2) competition or CACT sponsors displayed One (1) club sponsor logo per club
Break in play – sponsor board	CACT	Maximum 4 sponsor logo's Two (2) competition or CACT sponsors displayed One (1) club sponsor logo per club
Banner Advertising and the end of each over.	CACT	Maximum of 4 sponsor advertisements. Two (2) competition or CACT sponsor advertisements One (1) club sponsor advertisement per club One (1) advertisement every:

		<ul style="list-style-type: none"><li>○ 4 overs in 2-day cricket (4 ads per 16 overs)</li><li>○ 2 overs in 1-day cricket (4 ads per 8 overs)</li><li>○ Over in T20 cricket (4 ads per 4 overs)</li></ul>
--	--	--

CACT and Premier Clubs agree to consult on all partnerships involving live streaming advertising to ensure conflicts are minimised.

## CONTACT DETAILS

For all matters relating to the commercial guidelines for Premier Cricket, please contact:

Andrew Crozier  
Senior Manager – Competitions & Operations  
[premiercricket@cricketact.com.au](mailto:premiercricket@cricketact.com.au)