



# GRASSROOTS CRICKET SOUTH AFRICA

SPONSORSHIP OPPORTUNITY



LEVELLING THE PLAYING FIELDS



# About Grassroots Cricket

Grassroots Cricket is an organisation that harnesses the power of cricket to educate, inspire and mobilise disadvantaged communities.

Originally established in Zimbabwe by Tawanda Karasa, the initiative has expanded its reach, providing life skills coaching, mentorship and essential support to young cricketers.

Grassroots Cricket builds networks with clubs and schools, collects pre-loved gear, builds much needed facilities and promotes healthy lifestyles through active participation in cricket.

<https://grassrootscricket.com.au/>







**Grassroots**  
CRICKET







## Launching Grassroots Cricket SOUTH AFRICA

South Africa is set to welcome an exciting new initiative in youth cricket development with the launch of Grassroots Cricket South Africa taking place from 5-7 September 2025 in Cape Town.

The launch will coincide with highly anticipated coaching clinics, led by renowned Australian coaches, Paul Wilson and Trevor Chappell, offering local cricketers the rare opportunity to receive world-class expert guidance thanks to funding from Starting Chance. Through a blend of technical training, mentorship and life skills development, young players will gain invaluable insights that go beyond the game itself.

Grassroots Cricket South Africa is proud to partner with Starting Chance, Mfuleni Primary School, Mfuleni Cricket Club and Rondebosch Cricket Club, ensuring that this initiative reaches aspiring cricketers from early years through to young adults irrespective of gender or background.

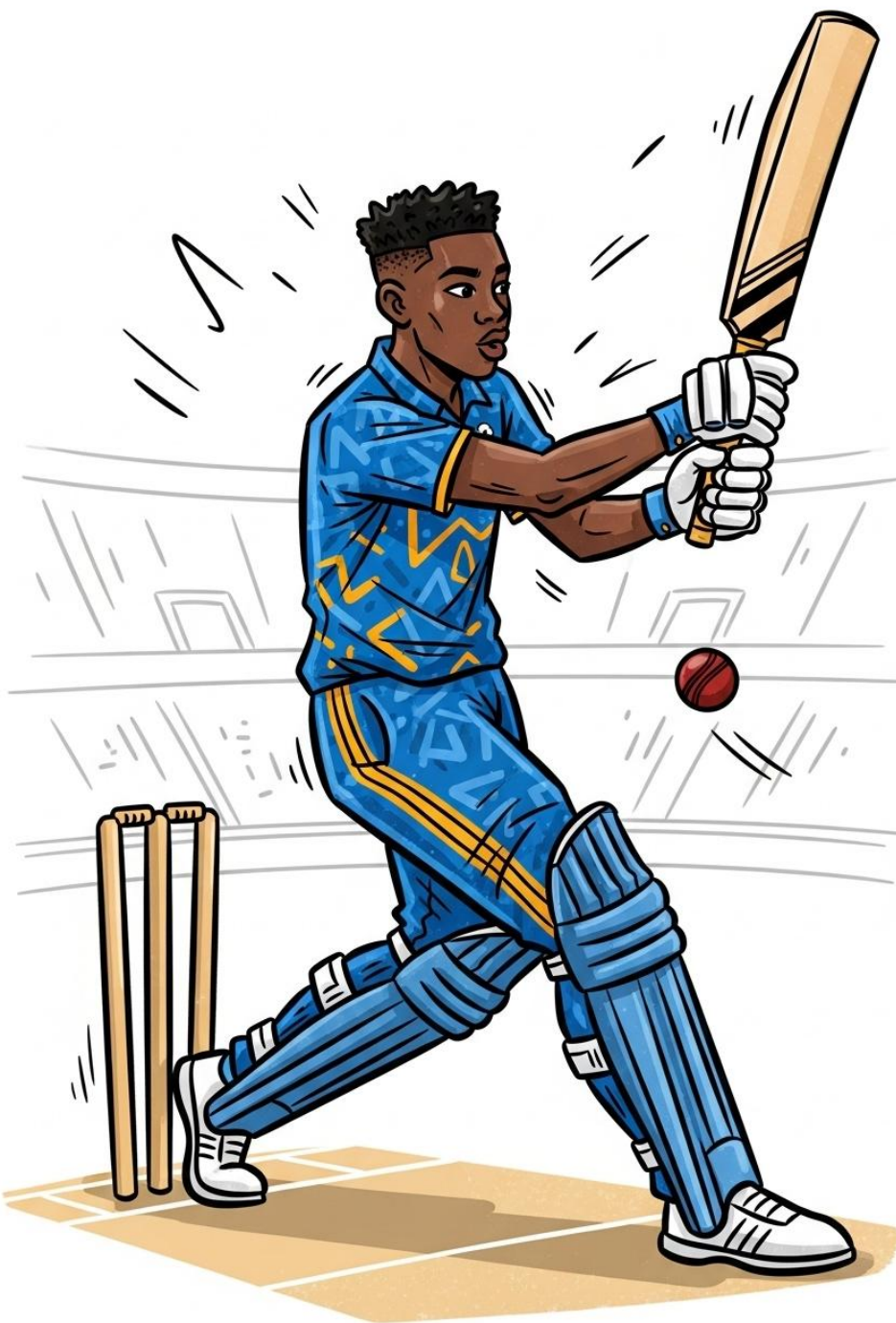


## Event Overview – Coaching Clinic

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<b>Dates:</b>	6–7 September 2025
<b>Locations:</b>	Rondebosch Cricket Club & Mfuleni Primary School, Cape Town
<b>Lead Coaches:</b>	Australian cricket legends Paul Wilson and Trevor Chappell
<b>Audience:</b>	Youth players (ages 4–14), local coaches, educators and community leaders
<b>Reach:</b>	Over 200 participants across two communities, with media and stakeholder visibility



# Coaching Clinic Program

## Saturday 06 September

Venue: Rondebosch Cricket Club

1000hrs – 1300hrs:

1300hrs – 1400hrs:

1400hrs – 1600hrs:

1630hrs:

1800hrs:



Cricket & Life Skills training (Coaches and Practitioners )

LUNCH (Coaches & Practitioners)

Grassroots Cricket Coaching Clinic (11-14 years)

Braai (11-14 years)

Cocktail Party (Coaches & Practitioners & Special Guests)

## Sunday 07 September

Venue: Mfuleni Primary School

1000hrs – 1300hrs:

1300hrs – 1400hrs:

1400hrs – 1600hrs:

1630hrs:



Grassroots Cricket Coaching Clinic (4-6 years)

LUNCH (4-6 years)

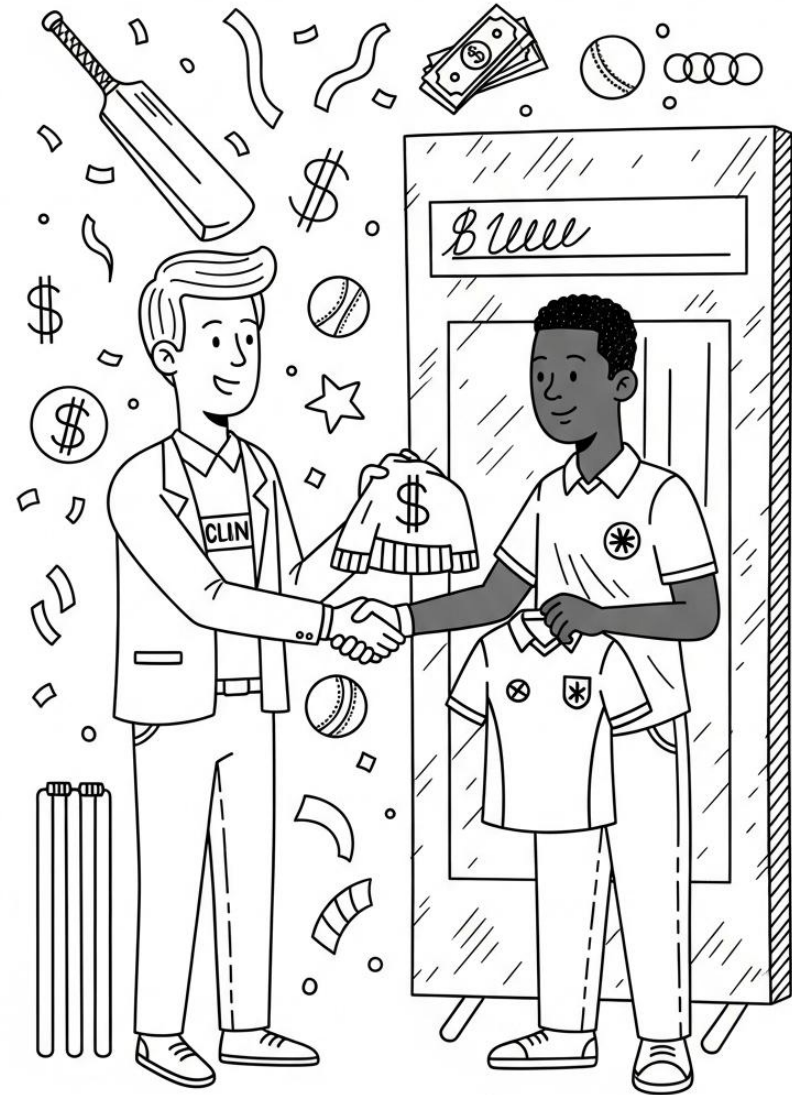
Grassroots Cricket Coaching Clinic (7-10 years)

Braai (7-10 years)

# COACHING CLINIC PROGRAMME

WE'RE INVITING SPONSORS TO JOIN GRASSROOTS  
CRICKET SOUTH AFRICA IN LEVELLING THE PLAYING  
FIELDS OF LIFE.

YOUR SUPPORT FOR OUR LAUNCH AND FUTURE  
PROGRAMMES EMPOWERS UNDER-SERVED YOUTH  
THROUGH COACHING, MENTORSHIP AND LIFE SKILLS—  
TURNING CRICKET INTO A CATALYST FOR EQUITY,  
RESILIENCE AND COMMUNITY UPLIFTMENT.





## Vision & Impact

Grassroots Cricket South Africa is a long-term initiative aimed at:

1. Empowering youth through access to quality coaching and mentorship
2. Fostering inclusion in historically under-served communities
3. Building bilateral ties between South Africa and Australia through sport
4. Creating legacy projects including:
  - Equipment drives and coach development
  - School partnerships and mentorship programmes
  - Development of community cricket facilities to ensure safe, inclusive and sustainable access to the game
  - Integration of life skills education through our partnership with Starting Chance, using their proven curriculum to support personal growth, resilience and leadership among young participants







## Life Skills Through Sport

In collaboration with Starting Chance, we will embed life skills modules into the coaching clinics and follow-up programmes.

These include:

- Emotional intelligence and teamwork
- Conflict resolution and communication
- Goal-setting and personal responsibility

This ensures that cricket becomes a vehicle not only for physical development, but for character-building and long-term empowerment.

# Facility Development Goals

We aim to upgrade and build cricket infrastructure in under-resourced areas, starting with:

- Practice nets and pitches at Mfuleni Primary School
- Safe playing surfaces that meet coaching and match standards

These facilities will serve as hubs for ongoing training, tournaments, and community engagement.





# Sponsorship Opportunities

We invite potential sponsors to support the launch and legacy of this initiative through:

Partner Tier	Contribution	Impact Highlights	Recognition & Benefits
Legacy Partner	R300,000+	Naming rights, strategic branding, long-term programme integration	Logo on all materials, speaking opportunity, media coverage, co-branded legacy project (e.g. facility naming)
Development Sponsor	R200,000+	Coaching support, visibility across events, life skills delivery	Logo on event banners, social media features, sponsor spotlight
Community Sponsor	R100,000+	Nutrition, transport, and access provision for local programme participants	Recognition in event programme, social media mention, thank you certificate
In-Kind Support	Equipment, transport, catering, building materials, educational resources	Essential infrastructure, direct engagement with grassroots delivery	Custom recognition based on contribution

*Custom packages available upon request*

# Facility Development Goals

## Strategic Benefits:

Co-branding opportunities across events, media and programme collateral

Recognition as a founding investor in cricket-led community transformation

Inclusion in legacy naming opportunities (e.g. tournament titles, facility spaces)

## Impact Highlights:

Supports infrastructure development: pitches, coaching hubs, safe training zones

Funds long-term mentorship, nutrition and educational frameworks for sustained outcomes

Enables programme expansion into additional schools and townships across Cape Town

## Emotional Equity:

Your brand becomes synonymous with empowerment, equity and youth leadership

You leave a lasting footprint where sport meets dignity and development





# Legacy Partner – R300,000+

## **Strategic Benefits:**

Co-branding opportunities across events, media and programme collateral  
Recognition as a founding investor in cricket-led community transformation  
Inclusion in legacy naming opportunities (e.g. tournament titles, facility spaces)

## **Impact Highlights:**

Supports infrastructure development: pitches, coaching hubs, safe training zones  
Funds long-term mentorship, nutrition and educational frameworks for sustained outcomes  
Enables programme expansion into additional schools and townships across Cape Town

## **Emotional Equity:**

Your brand becomes synonymous with empowerment, equity and youth leadership  
You leave a lasting footprint where sport meets dignity and development

## Development Sponsor – R200,000+

### **Strategic Benefits:**

- Prominent logo placement on coaching kits, materials and event signage
- Invitations to key programme launches, tournaments and recognition ceremonies
- Profiling in media stories that showcase partnership impact

### **Impact Highlights:**

- Equips youth with professional coaching, gear and access to structured life skills
- Covers costs for trained facilitators, athlete wellness programmes and transport
- Supports targeted interventions in schools, including health and education modules

### **Emotional Equity:**

- You fuel personal transformation and talent development
- You're part of turning potential into purpose, one match at a time



# Community Supporter – R100,000+

## **Strategic Benefits:**

- Name acknowledgement in supporter walls, social media shoutouts and event flyers
- Opportunity to sponsor specific player journeys or local school programmes

## **Impact Highlights:**

- Provides essentials: transport to venues, meals for participants, basic equipment
- Covers entry-level coaching, values-based mentorship and tournament participation
- Ensures continuity for kids who may otherwise be excluded due to financial strain

## **Emotional Equity:**

- You keep dreams alive—game by game, child by child
- Your support echoes through families, friendships and community pride

## In-Kind Support

### Accepted Contributions:

- **Equipment:** Balls, bats, kits, protective gear
- **Transport:** Minibuses, fuel vouchers, shuttle sponsorship
- **Catering:** Meals for players and staff during tournaments or camps
- **Building materials:** Help develop safe training zones and classrooms
- **Educational resources:** Books, digital devices, training manuals

### Impact Highlights:

- Enables hands-on delivery of programmes and events
- Reduces operational costs, allowing funding to go further
- Builds collaborative spirit and shared ownership in the initiative

### Emotional Equity:

- Your contribution becomes part of the game itself
- It's tangible, visible, and often the difference between inclusion and exclusion





# Why Partner with Us?

## 1. Purpose With Impact

Transform under-served youth into confident, skilled citizens through:

- Life skills, education and nutrition support
- Lasting investment in dignity and opportunity

## 2. Brand With Integrity

Position your brand alongside:

- Equity, inclusion elite coaching and structured mentorship and local upliftment engagement
- Impact-driven storytelling with deep resonance
- Cross-border collaboration (SA ↔ AUS ↔ UK)
- Systems that build legacy-not just visibility

## 3. Strategic Reach

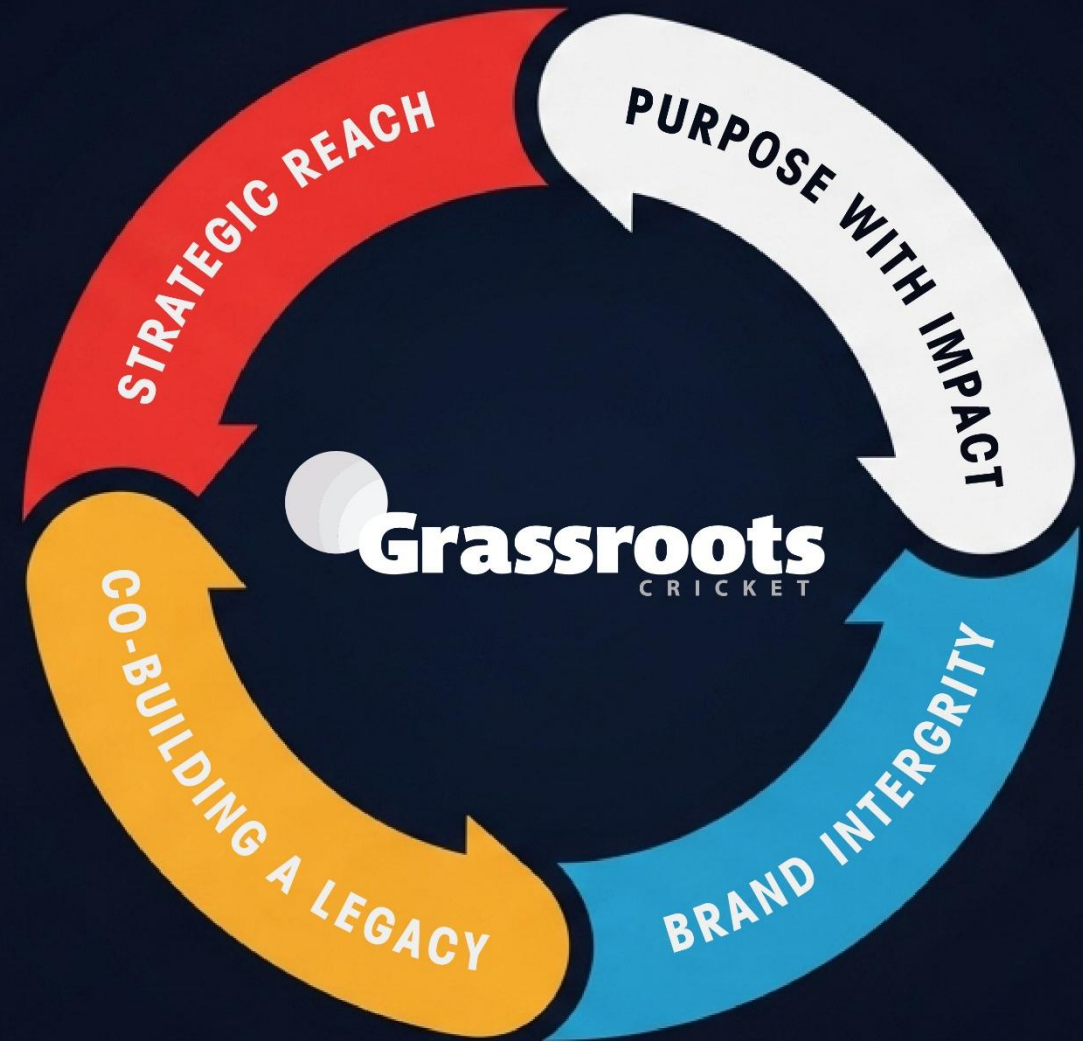
Your contribution delivers:

- Presence across townships, schools and media
- Authentic community

## 4. Co-Building a Legacy

Grassroots Cricket is more than sport-it's a movement.

Together, we level the playing fields of life, nurturing leaders beyond the boundaries





## Contact:

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GRASSROOTS CRICKET SOUTH AFRICA

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## ABOUT STARTING CHANCE

Starting Chance is a South African non-profit organization dedicated to Early Childhood Development (ECD), ensuring that children from disadvantaged backgrounds receive a strong foundation in education.

Based in Mfuleni, Cape Town, Starting Chance focuses on training educators, upgrading learning facilities, and providing mentorship to young learners.

Through its Shack to Chic initiative, the organization transforms under-resourced schools into safe and inspiring environments for children to thrive.



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<https://startingchance.org.za/>



