SEASON 2026/27

PERTH · WESTERN AUSTRALIA



ALLPLAY T20 LEAGUE

PARTNER OVERVIEW

PERTH'S HEALTHCARE CRICKET LEAGUE

EVERYONE BATS. EVERYONE BOWLS.

ALLPLAYT20.COM · SEASON 2026/27

About the league

CRICKET MADE FOR HEALTHCARE

The AllPlay T20 League (ATL) is a new outdoor T20 competition built for Perth's healthcare community: doctors, dentists, nurses, allied health, students and the people who keep hospitals and clinics running. It launched on Sunday 15 November 2026 at Leeming Spartan Cricket Club with men's and women's games, three Chief Guests and a full live stream.

70+
REGISTERED PLAYERS

20+
WORKPLACES

100%
MATCHES STREAMED

496
VIEWS, FIRST 28 DAYS

A FORMAT WHERE NOBODY SITS OUT

EIGHT A SIDE

Four fixed batting pairs, each batting five overs. Every player bats and every player bowls.

OUT COSTS RUNS

A dismissal costs the team five runs, never a player's place. Fast, inclusive and friendly to first timers.

BUILT TO BE WATCHED

Ball by ball live scoring on allplayt20.com and a live YouTube stream with a professional score overlay.

WHO PLAYS

- Consultants, registrars and junior doctors
- Dentists and dental practice owners
- Nurses, allied health and healthcare students
- Hospital and clinic support and admin staff
- A men's competition plus women's games

WHERE THEY WORK

- Sir Charles Gairdner, Royal Perth and Fiona Stanley hospitals
- Joondalup, Rockingham and Perth Children's hospitals
- St John of God Midland and Murdoch
- Private GP, dental and radiology practices across Perth

THE SEASON

Summer 2026/27. Men's matches on Sunday afternoons at John Connell Reserve, Leeming, with women's games on a separate day. Registered and insured through WA Cricket's PlayHQ. Season finishes with a Finals Day and an awards night.

Why partner with ATL

REACH PERTH'S HEALTHCARE PROFESSIONALS

ATL gives your brand repeated, friendly contact with a hard to reach, high value audience: healthcare professionals and their families, in a relaxed weekend setting rather than at work.

A FOCUSED AUDIENCE

Almost every player works in healthcare. Your message reaches a community that is otherwise hard to reach through general advertising.

SEEN EVERY WEEK

Your logo appears on the live stream, the website and at the ground, every match day, all season.

LIVE AND ON DEMAND

Every match is streamed live on YouTube and stays on the channel as a replay, so exposure keeps building after the day.

COMMUNITY GOODWILL

Be known as a backer of healthcare workers' wellbeing, teamwork and physical activity across Perth's hospitals and practices.

WHERE YOUR BRAND APPEARS

LIVE STREAM

Score overlay logos, "brought to you by" cards and award presentations on every streamed match.

WEBSITE

Partners page, fixtures, ladder, results and live score pages on allplayt20.com, with a link to your site.

MATCH DAY

Banners at the ground, trophy presentations, Finals Day and the end of season awards night.

WELL SUITED TO

- Medical accountants, financial planners and bank medical teams
- Mortgage brokers and insurers for healthcare professionals
- Private hospitals, clinics and diagnostic groups
- Locum and healthcare recruitment agencies
- Practice software, equipment and fit out suppliers
- Car dealers, local businesses and hospitality

OUR NAME STAYS OUR OWN

The league is always the AllPlay T20 League. We do not sell naming rights to the league itself. Our Principal Partner sits alongside the ATL name, never inside it.

Partnership options · Season 2026/27

LEAD PARTNERSHIPS

PRINCIPAL PARTNER

1 AVAILABLE

- Logo always on screen on the live stream, directly under the team names, every streamed match all season
- Top position on the website Partners page and the home page partner strip
- Finals Day presented by your brand, with your logo on the presentation backdrop
- Speaking slot and award presentation at the end of season awards night
- Banner at every home match (supplied by partner)
- Category exclusivity across all partnerships
- Shown as "AllPlay T20 League, with Principal Partner [your brand]"

MAJOR PARTNER

2 AVAILABLE

- Logo slides onto the live stream at the end of every over, in rotation, every streamed match
- Featured position on the Partners page
- Logo on the fixtures, ladder and results pages
- Banner at home matches (supplied by partner)
- Category exclusivity within Major level

LIVE STREAM PARTNER

1 AVAILABLE

- "Live stream brought to you by [your brand]" card at the start of every stream
- The same card again at each innings break and at full time
- Your name and link in the description of every match video on YouTube
- Listing on the Partners page

Packages and pricing are available on request: allplayt20@gmail.com. Benefits start from the date the partnership is confirmed.

AWARDS, TEAMS AND COMMUNITY

AWARD PARTNER

3 AVAILABLE

- Your brand on one season award: Player of the Match, Best Pair or Bowler of the Season
- "Presented by [your brand]" every time the award appears on the live stream
- Present the award at the end of season awards night
- Listing on the Partners page

WOMEN'S CRICKET PARTNER

1 AVAILABLE

- Logo on the live stream of every women's game
- Logo on the women's registration page and women's fixtures
- Recognised as the backer of women's cricket in ATL
- Listing on the Partners page

TEAM PARTNER

8 AVAILABLE, ONE PER TEAM

- Logo on your team's page on allplayt20.com
- Logo on team shirts if kits are produced (subject to timing)
- Logo slides onto the live stream at the end of overs whenever your team plays
- Included in the team photo and end of season team post

COMMUNITY SUPPORTER

OPEN

- Logo and link on the Partners page
- A thank you post on ATL channels
- Ideal for local practices and small businesses

IN-KIND PARTNER

OPEN

- Equipment, venue, prizes, printing or services
- Recognised at the partnership level that matches the value provided

Partnership options · Sundays

MATCH DAY PARTNER

Every ATL Sunday ends the same way: players, families and friends together in the Leeming Spartan clubhouse for food and drinks after the cricket. A Match Day Partner hosts one of those Sundays, and everyone knows who to thank.

MATCH DAY PARTNER

ONE PER SUNDAY

YOUR CONTRIBUTION COVERS

- A capped bar tab at the Leeming Spartan Cricket Club clubhouse: drink tokens for every player and official (beer, wine or soft drinks)
- Post-match food for the players

WHAT YOU RECEIVE

- "Today's food and drinks are brought to you by [your brand]" on the live stream at the innings break and at full time
- Your banner at the ground for the day (supplied by partner)
- Present the Player of the Match award on the day
- Your logo on that Sunday's fixtures on allplayt20.com, and a thank you post
- An open invitation to join the players in the clubhouse

1 Sunday

HOST ONE SUNDAY, OR BOOK SEVERAL

~35

PLAYERS AND OFFICIALS EACH SUNDAY

IDEAL FOR

Local practices, clinics, accountants, brokers, cafes and any business that wants a friendly, face to face afternoon with Perth's healthcare community.

SERVED RESPONSIBLY

Drinks are served by club bar staff under the club's licence. The tab is capped, food is always included and soft drinks are always available.

Sundays are booked in order of confirmation. Principal and Major Partners get first choice of dates.

At a glance

BENEFITS BY PARTNERSHIP

BENEFIT	PRINCIPAL	MAJOR	LIVE STREAM	AWARD	WOMEN'S	TEAM	COMMUNITY
Logo always on live stream (under team names)	✓	·	·	·	·	·	·
Logo in end of over rotation	·	✓	·	·	Women's	Own games	·
"Brought to you by" stream card	·	·	✓	·	·	·	·
Named award on stream	·	·	·	✓	·	·	·
Finals Day presented by	✓	·	·	·	·	·	·
Partners page listing	Top	Featured	✓	✓	✓	✓	✓
Logo on fixtures, ladder, results	✓	✓	·	·	Women's	Team page	·
YouTube description link	✓	·	✓	·	·	·	·
Banner at home matches	✓	✓	·	·	·	·	·
Awards night presence	Speech	✓	·	Present	·	·	·
Category exclusivity	Full	Level	·	·	·	·	·
Available	1	2	1	3	1	8	Open

Founding PARTNERS

FOUNDING PARTNER OFFER

Partners who join in our first season receive special founding partner benefits, permanent recognition as an ATL Founding Partner, and first right of renewal. Ask us for details.

PARTNER CATEGORIES

ATL does not partner with gambling, tobacco or vaping brands. Healthcare industry partners are welcome at corporate level, without product promotion.

TAILORED PACKAGES

Happy to combine options or build a package around your goals, such as a clinic open day, a player offer or a healthcare event tie in.

Get involved

NEXT STEPS

1. **TALK TO US**
   Email us with the partnership you are interested in, or ask for a quick chat to shape a package.
2. **CONFIRM**
   We send a short one page partnership agreement covering benefits, dates and payment.
3. **SEND YOUR LOGO**
   A PNG or SVG with a transparent background, ideally with a white version for the dark stream overlay.
4. **GO LIVE**
   Your brand appears on the website and live stream within a few days of confirmation.

CONTACT

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