



**WA
CRICKET**

PLAY CRICKET ASSET PACK

2026/2027

GUIDELINES TO PROMOTE YOUR CRICKET SEASON

Asset Pack

Thank you for your support promoting the incredible season of cricket in WA upcoming.

We have attached an asset pack in the lead up to registrations being open with some collateral you are welcome to use.

These include:

- PNG/JPG branded tiles for Instagram/Facebook/LinkedIn posting.
- Images from Play Cricket experiences
- Any approved video content available for use.
- Promotional tiles for any digital screens available in your space.

You are welcome to use one, or all, whatever helps to amplify this message while sharing these unmissable cricket experiences in Perth.

Where applicable, please ensure to tag us so we can amplify your message on our own channels when we can.

Instagram | @waca_cricket

Facebook | WACA – Western Australian Cricket Association

Interacting with WA Cricket community

Like, share and comment on posts about Perth Scorchers.

Like and share posts tagged #perthscorchers #westfest on Instagram and Facebook. This is a great way to connect to new audiences and support WA events.

Received a question?

If you receive a question that you don't have the answer to surrounding the experience, seek advice from the WA Cricket team prior to responding. The email you received this pack from is your best point of contact.

Sharing the message

Thanks for joining our team in bringing the joy of cricket to the next generation.

Here is some messaging you are welcome to use to help promote the experience or inspire your own messaging around it.

[Assets here.](#)



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Email message for use to your former participants/community.

Subject: It's Your Turn Back at the Club - Registrations Now Open!

Hey [Name],

There's nothing quite like being back at the club — the sound of the bat, the laughs with mates, and kids discovering their love for cricket.

Whether you've played before or it's been a little while, now's the perfect time to get involved again. Registrations for our Cricket Blast and junior teams are now open, and we'd love to see you (and your family) back for another big season.

🏏 Woolworths Cricket Blast – fun, action-packed programs for younger kids just starting out

🏏 Junior cricket – great competition, skill-building, and team spirit for growing players

It's all about participation, friendships, and enjoying the game in a relaxed, community environment. No matter your experience level, there's a place for everyone.

Spots fill quickly, so don't miss out on being part of the season ahead.

👉 Register now and get back into cricket: [Insert registration link]

If you have any questions or want help finding the right program, just reply to this email — we're always happy to help.

Looking forward to seeing you back at the club soon!

Cheers,

[Your Name]

[Club Name]

Social media messages for use.

Your summer. Your team. Your moment. Sign up for the 2026–27 season today!

👉 <https://play.cricket.com.au/play> #PlayCricket

More than a game. It's your club, your people, your summer. 🏏

Join cricket this season. 👉 <https://play.cricket.com.au/play> #PlayCricket

New mates. Big hits. Weekend wins. Cricket starts now 🔥

Join today - <https://play.cricket.com.au/play> #PlayCricket

Never played? Perfect. There's a place for you in cricket this season.

Join today - <https://play.cricket.com.au/play> #PlayCricket

Whether you're picking up a bat for the first time or coming back for another big season, there's a team waiting for you. Register now for 2026–27.

👉 <https://play.cricket.com.au/play> #PlayCricket

From juniors to seniors, social teams to competitive leagues—cricket has a place for everyone. Sign up today. 👉 <https://play.cricket.com.au/play> #PlayCricket



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