



East Torrens Payneham
Lacrosse Club Inc
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RE: East Torrens Payneham Lacrosse Club Sponsorship

The **East Torrens Payneham Lacrosse Club** invites you to consider our sponsorship program for the 2015 season and beyond. The following document outlines our sponsorship levels, information about our club and benefits you will receive by becoming an East Torrens Payneham Lacrosse Club sponsor.

With over 100 years of proud history, the East Torrens Payneham Lacrosse Club has been a long respected force in Australian Lacrosse. We aim to increase the number of school students in the local area to participate in Lacrosse and regularly hold coaching clinics and school carnivals to help achieve this. Our club provides a fun, friendly and community based environment for all players, families and friends. East Torrens Payneham Lacrosse club is run by a devoted group of volunteers who spend countless hours on the daily operations of the club.

Our club has a very strong social atmosphere, with regular events on Saturday nights, cheap meals after trainings and a fully licensed bar with well-priced drinks. We use our club website (www.redwingslax.com), Facebook pages (facebook.com/redwingslax), email mailing list, newsletter, SMS campaigns and print flyers to communicate with our members on a regular basis. The club website and Facebook pages are read on a daily basis by our members and are updated regularly. They are a great source for our members to see what's happening at the club, check results and find out information about our sponsors. It is one of the most comprehensive Lacrosse Club websites in South Australia and provides excellent exposure for our club sponsors – rotating banner ads and a dedicated sponsor's page help achieve this. Each email mailout we send also includes a banner advertisement from one of our sponsors. Each mailout is sent to over 150 members (approximately 1-2 mailouts per week), and the website is viewed by over 500 people per month.

The club also has excellent signage positions inside the club and around the grounds and are viewed by hundreds of people per week. As a sponsor, you will have complete access to this audience. Given the community environment at our club, our members are always more than willing to support our sponsors.

Please review our sponsorship packages on the following page and contact me if you are interested in supporting the East Torrens Payneham Lacrosse Club. Our packages are all open to negotiation and by no means do they all require a financial input. We welcome the donation of products, services or discounts for our members.



Bronze Sponsors:

Bronze Sponsors are those who sponsor the club to a value over \$250.

Silver Sponsors:

Silver Sponsors includes those who sponsor the club to a value over \$500.

Gold Sponsors:

These major sponsors support the club to a value of over \$1000.

Platinum Sponsors:

These major sponsors support the club to a value of \$2000 per year for 2 years (\$4000 commitment).

What you receive in return:

Bronze packages receive a logo and link on the sponsors page on the clubs website and a 1/6 page advert in the clubs newsletter, the 'Redwings Rag'.

Silver packages receive a banner ad on the clubs website (and email mailouts) and a 1/3 page advertising space in the clubs newsletter. Silver sponsors receive signage inside the clubrooms and a free invitation to the club's Black Tie Presentation Night.

Gold packages receive a banner ad on the clubs website on higher rotation than silver sponsors and a full page advertising space in the newsletter with the opportunity to advertise specific products through this medium, plus their logo or name on official club letterheads. Gold sponsors receive signage inside the clubrooms and a free invitation to all club events, including the club's Black Tie Presentation Night.

Platinum packages get all the features of a Gold Package, but also have the option to display a number of advertisements on the website with the highest level of rotation. The highlight of the Platinum package is the ability for a sponsor to have their name or logo printed on the back of our uniforms. This would essentially allow us to purchase a brand new set of uniforms for our Women's senior team, which would have your logo on the back. Even though this is technically a 2 year financial sponsorship, it would actually be more like a 10 year deal because the logo would stay on the uniforms for the lifetime of the uniform (which could be anywhere between 10-15 years). After 2 years though, the uniforms may be passed down to our lower grades (only if we get a new Platinum Sponsor after 2 years).

All sponsors at any level are welcome to bring their own signage to be displayed inside the clubrooms or around the grounds.

Please contact the East Torrens Payneham Lacrosse Club's Promotions Director, Simon Gill, to further discuss sponsorship opportunities at our club.

Regards

Simon Gill

ETPLC Promotions Director

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