



## 2019/2020 Sponsorship Packages Brighton Little Athletics

### Brighton Little Athletics Club (BLAC):

Brighton Little Athletics Club (BLAC) is celebrating its 50<sup>th</sup> year in 2019 and has established a reputation for our focus on family, fun, fitness and friendship. With our grass track ideally suited towards growing bodies, we continue to strive to create the best possible environment for your athletes, regardless of their ability.

The BLAC Values are derived from Little Athletics Victoria's own Mission Statements which are:

1. To develop children of all abilities by promoting positive attitudes and a healthy lifestyle through family and community involvement in athletics activities.
2. Through the enjoyment of athletics develop positive attitudes and a healthy lifestyle for our children, families and community.

At BLAC we have a great culture where the focus is on participation, personal best and community support. BLAC has developed a reputation for developing great athletes and an even better club-environment that openly welcomes new families and athletes into the fold. Our culture not only produces great athletes but also great administrators and coaches.

Like most local sporting clubs, BLAC is largely run by a committed and passionate and the success its success and long-term viability is under-pinned by the generous support of the local government and more so business community.

### BLAC Sponsorship benefits and objectives:

BLAC seeks to provide our sponsors and supporters with an opportunity to;

- Create greater awareness of our club and our sponsors in the wider Bayside community
- Reinforce sponsors brand image throughout this community
- Increase consumer loyalty and awareness to your brand
- Demonstrate to the general athletics populace and your staff how your brand contributes towards community responsibility
- Increase sales opportunities across our populace
- Membership exposure with 400 listed club members
- Opportunities to motivate your employees
- Opportunities to entertain clients



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### Sponsorship Packages

#### 1. Major Sponsor - \$5,000 per annum

##### Package Features and Benefits

- Your business details including business write up advertised on Club Website
- Regular business promotions advertised through social media pages including Instagram and Facebook
- Sponsor promotional material provided to all Athletes families via their registration bag at commencement of Season
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Caps or T-Shirts with your Logo (Supplied by your business) worn by all canteen and BBQ Staff throughout the season
- Twice per year exclusive product promotion at Club Event days including presenting to the parents and kids prior to competition commencement
- Temporary Signage displayed in the clubroom and on Competition Days
- Complimentary invitations to BLAC events & exclusive sponsors invite to BLAC's 'Meet the parents' event
- Recognition and presentation of an exclusive "Item of appreciation" for display in your premises at club function

#### 2. Gold Partner - \$2,500 per annum

##### Package Features and Benefits

- Your business details including business write up advertised on Club Website
- Regular business promotions advertised through social media pages including Instagram and Facebook
- Sponsor promotional material provided to all Athletes families via their registration bag at commencement of Season
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Twice per year exclusive product promotion at Club Event days including presenting to the parents and kids prior to competition commencement
- Temporary Signage displayed in the clubroom and on Competition Days
- Complimentary invitations to BLAC events & exclusive sponsors invite to BLAC's 'Meet the parents' event
- Recognition and presentation of an exclusive "Item of appreciation" for display in your premises at club function



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### 3. Silver Partner - \$1,000 per annum

#### **Package Features and Benefits**

- Your business details advertised on Club Website
- Regular business promotions advertised through social media pages including Instagram and Facebook
- Sponsor promotional material provided to all Athletes families via their registration bag at commencement of Season
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Once per year exclusive product promotion at Club Event days
- Temporary Signage displayed in the clubroom and on Competition Days
- Presentation of an exclusive “Item of appreciation” for display in your premises

### 4. Bronze Partner - \$500 per annum

#### **Package Features and Benefits**

- Your business details advertised on Club Website
- Sponsor promotional material provided to all Athletes families via their registration bag at commencement of Season
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Temporary Signage displayed in the clubroom and on Competition Days
- Presentation of an exclusive “Item of appreciation” for display in your premises

### Canteen / Product Partner – Product donation

#### **Package Features and Benefits**

- Your business details advertised on Club Website
- Sponsor promotional material provided to all Athletes families and displayed around the BBQ and Club Canteen
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Presentation of an exclusive “Item of appreciation” for display in your premises