



2018-19 Sponsorship Program

With nearly 800,000 youth and high school athletes now playing, lacrosse is the fastest growing sport in the US, and highest growth sport for men and women at the collegiate level. The tremendous growth is a result of increased popularity at the youth level, which begins right here in our community.

The McKinney Lacrosse Club is **non-profit** organization that administers the game of lacrosse to the McKinney Community. The Club has boys and girls teams from first to 12th grade broken into four youth programs (Grades 1/2, 3/4, 5/6, 7/8) and JV and Varsity High School programs. Our club has grown to **over 225 players and growing** and provides scholarships for 12 student-athletes. McKinney Lacrosse receives no financial support from McKinney Independent School District. Our program is run solely by parent financial obligation and fundraising.

The sponsorship program provides local/regional businesses with the opportunity to create exposure and engagement with our member base, a **favorable demographic of young families with high earning power** and active lifestyles. Income from our **tiered sponsorship program** is used to cover the operational costs to run our program. These costs include field rental, referee fees, team supplies, tournament entry fees, coaching fees and capital projects to improve our facilities. The McKinney Lacrosse Club thanks you in advance for sponsorship consideration and welcomes the opportunity to meet and plan how best to help meet your business objectives with our loyal fan base.



2018-19 McKinney Lacrosse Sponsorship Program

Basic Sponsor - \$100

- Ad placement (Business Card) within club program

Bronze Sponsor - \$250

- Ad placement (1/4 Page) within club program
- Logo placement on sponsor page of McKinneyLacrosse.com with link to company website
- One (1) promotional email blast by club in Spring to entire club membership

Silver Sponsor - \$500

- Logo placement on sponsor page of McKinneyLacrosse.com with link to company website
- Ad placement (1/2 Page) within club program
- One (1) promotional email blast by club in Spring to entire club membership
- Wall posting on McKinney Lacrosse Facebook page
- Logo placement on team banner at home games and annual 150+ team and over 2,000 players at McKinney TurLaxin' tournament
- Banner placement at Spring Parent Mixer and acknowledgement end of season banquet

Gold Sponsor (6) - \$2,000

- Logo placement on sponsor page of McKinneyLacrosse.com with link to company website
- Full page ad placement in club program
- Two (2) promotional club email blasts (1 in Spring, 1 in Fall) to entire club membership
- Wall posting on McKinney Lacrosse Facebook page
- Banner placement at Spring Parent Mixer and acknowledgement end of season banquet
- Logo placement on team banner at home games and annual 150+ team and over 2,000 players at McKinney TurLaxin' tournament

Platinum Sponsor (3) - \$5,000/year

Requires 2-year commitment due to logo production

- McKinneyLacrosse.com home page and sponsor page logo placements with link to company website
- Back inside cover ad placement (full-page) on club program or full-page promo insert
- Four (4) promotional email blasts (2 in Spring, 2 in Fall) by club to entire club membership to align with company initiative
- Wall posting on McKinney Lacrosse Facebook page
- Ability to distribute marketing materials at home games
- McKinney TurLaxin' Fall Tournaments at Al Ruschhaupt Park
 - 3 weekends in mid-October and early November with 150+ teams and over 2,000 players
 - Exclusive rights within industry category (sporting goods reserved)
 - Signage placement of business sponsor logo on event fencing and field feather banners, and sponsorship banner
 - Logo placement on McKinney Lacrosse social media sites and tournament promotions
 - 10 x 20 Exhibit booth
 - Mobile food venue option
- Banner placement and acknowledgment at end of season banquet

Presenting Sponsor (1) - \$10,000/year

Requires 3-year commitment due to logo production

- Exclusive rights within industry category
- McKinneyLacrosse.com home page and sponsor page logo placements with link to company website

- Back outside cover ad placement (full-page) on club program and full-page promo insert
- Six (6) promotional email blasts (3 in Spring, 3 in Fall) to entire club membership to align with company initiative
- Wall posting on McKinney Lacrosse Facebook page
- Ability to distribute marketing materials at home games
- Exclusive back logo on youth uniforms
- Logo placement on fence banners at home games
 - High School games at McKinney High School & McKinney Boyd High School
 - Youth games at Al Rushhaupt Park
- Logo placement on field feather banners (3-5) at all youth home games at Al Ruschhaupt Park
- Logo placement on venue entrance at all High School home games:
 - High School games at McKinney High School and McKinney Boyd High School
 - Youth games at Al Rushhaupt Park
- McKinney TurLaxin' Fall Tournaments at Al Ruschhaupt Park
 - 3 weekends in mid-October and early November with 150+ teams and over 2,000 players
 - Exclusive rights within industry category (sporting goods reserved)
 - Signage placement of business sponsor logo on event fencing and field feather banners, and sponsorship banner
 - Logo placement on McKinney Lacrosse social media sites and tournament promotions
 - 10 x 20 Exhibit booth
- Banner placement and acknowledgment at end of season banquet
- All Star team - 2 players from each spring youth team to be acknowledged as sponsor's All Star Team and will receive a personalized sponsor All Star Lacrosse Jersey with their name & number.
 - Presented at the annual end of year celebration in May
 - Presented by a representative of the Presenting sponsor

NOTE: ANNUAL SPONSORSHIPS LAST FROM SEPTEMBER 1 THROUGH AUGUST 31. DEADLINE FOR AD PLACEMENT FOR CLUB PROGRAM AND BANNER IS FEBRUARY 1



2018-19 McKinney Lacrosse Annual Sponsorship Program

- Presenting Sponsor - \$10,000
- Platinum Sponsor - \$5,000
- Gold Sponsor - \$2,000
- Silver Sponsor - \$500
- Bronze Sponsor - \$250
- Basic Sponsor - \$100

Please fill out the information below and return to the McKinney Lacrosse Club via email (marketing@mckinneylacrosse.com) or mail. **Sponsorship Program: McKinney Lacrosse 4100 W. Eldorado Parkway, Suite 100, PMB 154 McKinney, TX 75070.** Payment can be included by check (made out to McKinney Lacrosse) or by Paypal to treasurer@mckinneylacrosse.com. Please include "Program Ad" in Memo line.

Business Sponsor Name:

Sponsorship Level:

Address / Zip:

Contact Name:

Phone:

Contact Email:

Signature:

Date:

NOTE: ANNUAL SPONSORSHIPS LAST FROM SEPTEMBER 1 THROUGH AUGUST 31. DEADLINE FOR AD PLACEMENT FOR CLUB PROGRAM AND BANNER IS FEBRUARY 1. WE WILL CONTACT YOU FOR AD ARTWORK AT EMAIL ABOVE.