



**Lake Forest College Athletic Department  
and  
Great Lakes Adaptive Sports Association**

8th Annual Sled Hockey Event

***The Sleds are Coming***

January 28, 2018

Alumni Memorial Ice Arena

**OBJECTIVE**

***The Sleds are Coming*** is a joint venture between the Lake Forest College Athletic Department and the Great Lakes Adaptive Sports Association (GLASA) to sponsor a non-alcoholic, campus and community event to raise funds for a local service organization; GLASA. The purpose of the event is to bring exposure to the Great Lakes Adaptive Sports Association (GLASA) and showcase their sled hockey program while providing an opportunity for athletes who have physical disabilities or visual impairments to embrace the GLASA motto of “*Let No One Sit on the Sidelines*”. The proceeds from this event will assist GLASA in the financial costs of running their sled hockey program and provide financial assistance for over 63% of GLASA athletes through the Athlete Scholarship Fund. Our goals are to help increase the overall health and wellness of our athletes, assist with funding of athlete scholarships and to expand outreach to at risk communities in the Chicagoland area and Southern Wisconsin.

**MARKETING PLAN**

***The Sleds are Coming*** will be marketed for community awareness, entertainment and attendance. The target audience will include the Lake Forest College community (faculty, staff, and students), GLASA participants/families, Falcons Hockey families and members of the surrounding communities at large. We will utilize several different avenues to advertise including periodical resources, community connections (community sign boards, etc), campus outlets (i.e. Involvement Fair, bulletin boards, Athletic Programs, etc), and GLASA’s / Lake Forest College’s social media.

## **PRESENTING SPONSOR - \$2500**

### **BENEFITS**

- Recognition as *Presenting Sponsor* in select public relations media
- Recognition in select social media marketing through Lake Forest College Public Relations
- Recognition in select social media marketing through GLASA Public Relations
- Logo placement on contest give-away
- Name and logo placement in press releases posted on the Lake Forest College Athletics website, GLASA website and GLASA Falcons Hockey website
- Logo placement , paragraph and hyperlink on GLASA website
- Logo placement and recognition in GLASA program brochure for one year
- Logo placement with hyperlink on GLASA Falcons Hockey website
- Individual sponsor banner will be displayed at the event (provided by sponsor)
- Individual sponsor banner to be displayed off-site at Hot Shot Ice Arena, home of GLASA Falcons
- Prominent logo recognition as *Presenting Sponsor* on event sponsor board
- On-site presence Exhibit/Booth space
- On-ice sponsorship recognition along with welcome from Lake Forest College Director of Athletics and GLASA Executive Director
- Recognition in event PA announcements
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## **SILVER SPONSOR - \$1000 +**

### **BENEFITS**

- Recognition in select social media marketing through Lake Forest College Public Relations
- Recognition in select social media through GLASA
- Logo placement with hyper-link on GLASA website for one year
- Logo and recognition in GLASA program brochure for 6 months
- Name recognition on GLASA Falcons Hockey website
- Individual Sponsor Banner will be displayed (provided by Sponsor)
- Logo placement displayed at event on sponsor board (provided by GLASA & LFC)
- On-site presence Exhibit/Booth Space
- Recognition in event PA announcements

## **BRONZE SPONSOR - \$500 +**

### **BENEFITS**

- Recognition in select social media marketing through Lake Forest College Public Relations
- Recognition in select social media through GLASA
- Recognition in GLASA program brochure for 3 months
- Logo placement displayed at event on sponsor board (provided by GLASA & LFC)
- Recognition in event PA announcements

### **For more Information contact:**

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