



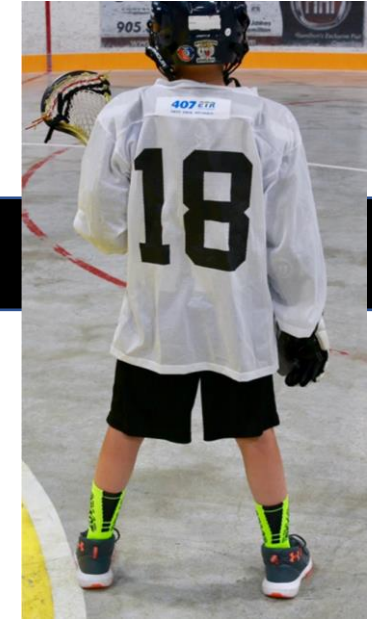
2021 Hamilton Lacrosse Association Sponsorship Opportunities



The Value of Partnering with Hamilton Lacrosse

A partnership with Hamilton Lacrosse gives your business exposure to a large customer base that represents every corner of our great city. Our Association offers Lacrosse programs for players ages 3-21 that includes all levels of competitive play from house league to rep and includes a Jr B Lacrosse Club. The size and scale of our organization provides a large variety of direct to consumer communication channels with a multitude of options to connect with potential customers for an extremely reasonable price point

- A robust email communication base with over 1700 families
- A growing social media platform with over 4000 followers across our platforms
 - Over 100,000 impressions alone on Twitter and Facebook during the lacrosse season (May-August)!
- An established sponsorship night allowing direct interaction with our association members
- A dedicated social media director and robust media strategy
- A dedicated sponsorship team that will work with you directly to ensure value for your investment
- A lacrosse tournament that bring in over 1000 kids and their families to the city in early July
- A Jr B Team allowing additional opportunities for exposure to an expanded customer base



House League Sponsorship- \$750 per Division

- Company logo will be displayed on the HLA website and sponsor page
- Company logo will be displayed on HLA House League sponsorship banner at Chedoke Arena (April-July)
- Optional table at “Sponsors Night” at Chedoke House League
- Company name will receive a social media shout out (and tag where applicable) in our Monday “Sponsor Highlight” post
- Company name will be printed on the back of all jerseys for a select age group
- Company will receive 20 flex tickets for Hamilton Bengals JR B home games

House League Sponsorships Available:

- JR Paperweight (3-4 year olds)
- Paperweight (5-6 year olds)
- Tyke (7-8 year olds)
- Novice (9-10 year olds)
- Peewee (11-12 year olds)
- Bantam/Midget (13-16 year olds)
- Girls Field House League

*Interested in one of more divisions or combining a package? Please reach out for special pricing

 Hamilton Lacrosse
@HLAlacrosse

🎁🎄 PUT GREAT LACROSSE GEAR UNDER THE TREE! 🎄🎁

Looking for gifts for the #Lacrosse and/or hockey player in your house? For all the top brands at the best prices, go to Hamilton Lacrosse partner, @ilasports! ilasports.com

"The Shop of CHAMPIONS"
I.L.A. SPORTS



GROW THE GAME T-SHIRT

\$375

- ✓ **Your company logo on the back of over 700 t-shirts**
 - Every HLA player will rock this shirt!
 - Giveaways at JR B Games
 - Giveaways at Try Lacrosse Events
 - Giveaways at Community Events
- ✓ **Your company proudly promoted via Hamilton Lacrosse social media**
- ✓ **Your company logo proudly displayed on the Hamilton Lacrosse website**
- ✓ **Your company materials distributed to all HLA families via email OR printed materials**
- ✓ **4 tickets to enjoy a Hamilton Bengals JR B Game**



*Interested in one of more divisions or combining a package? Please reach out for special pricing



Additional House League Sponsorship Opportunities

Player of the Week

- Business is to provide “prize” to be given to each player of the week throughout the house league season (10 weeks)
- Company name will receive weekly social media shout outs (and tag where applicable) in a post that showcases the player of the week
 - House league Player of the week
 - Bengals Rep Player of the week
 - Girls Field Player of the week



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Peanut House League Sponsorship- \$5000

This sponsorship represents a strategic partnership that is designed to help grow Canada's national summer sport in the city of Hamilton, and will provide free registration to players in the Peanut age group

- Company logo will be displayed on the HLA website and sponsor page
- Oversized Company logo will be displayed on HLA House League sponsorship banner at Chedoke Arena (April-July)
- Company name will receive 4 social media shout outs (and tag where applicable) in a personalized spotlight
- Company name will be printed on the back of all jerseys in peanut age group
- Logo included on registration t-shirts
- Hamilton Lacrosse media release promoting sponsorship/partnership to grow the game
- Company will receive 40 flex tickets for Hamilton Bengals JR B home games



Rep Team Sponsorship- \$750 per team

- Company logo will be displayed on the HLA website and sponsor page
- Company logo will be displayed on HLA House League sponsorship banner at Mountain Arena (April-August)
- Optional table at “Sponsors Night” at Chedoke House League
- Company name will receive a social media shout out (and tag where applicable) in our Monday “Sponsor Highlight” post
- Company name will be printed on mandatory travel wear golf shirt for a select age group
- Company name will be printed on all dressing room door magnets
- Company will receive 20 flex tickets for Hamilton Bengals JR B home games

Bengal Team Sponsorships Available:

- Tyke (7-8 year olds)
- Novice (9-10 year olds)
- Peewee (11-12 year olds)
- Bantam (13-14 year olds)
- Midget (15-16 year olds)
- Intermediate (17-18 year olds)
- Girls Field (Peewee, Bantam, Midget)

*Interested in one of more divisions or combining a package? Please reach out for special pricing