



## 2021-2022 Lambert Lacrosse Sponsorship Program - Parent & Player Support -

We don't believe any child should have to opt out of playing a sport because the dues are too high. Sports programs are not funded by the school, they are funded by the participating families. To keep costs down for our families we fundraise, as well as partner with local businesses who provide sponsorship funds to help offset the costs of running our program. In exchange, they get high visibility for their business, excellent publicity, and options for community involvement. **Your job as a parent and player is to connect with the local community and gather support for the program. Your participation in fundraising and securing corporate sponsorships will reduce the spring fees! We appreciate your commitment to the Lacrosse Program.**

### How Will Your Family Be Involved?

1. **Fundraise.** We have two fundraisers – selling poinsettias and selling sheets. We ask that each family sell at least 10 poinsettia plants. The information and selling packet is attached. While selling sheets are optional, it is available until April via our personalized online pop-up store and your efforts to participate are minimal but very beneficial.
2. **Secure corporate sponsorships.** We ask that each family secures at least one corporate sponsor OR 2 Community Supporters. The 2021-2022 Corporate Sponsorship Program packet is attached.
  - If your family, or someone you know, owns a business please consider becoming a sponsor of the program.
  - Reach out to your service providers (hair stylists, lawn services, restaurants, dentists, doctors, etc).
  - Ask your employer to become a sponsor.

*Every time your family secures a sponsorship, your player account will be credited for the amounts listed below. This is a win-win for both families and our program!*

**COMMUNITY SUPPORTER \$100 - \$20 credit to procuring family**  
**CORPORATE - BRONZE \$300 - \$75 credit to procuring family**  
**CORPORATE - SILVER \$600 - \$125 credit to procuring family**  
**CORPORATE - GOLD \$900 - \$200 credit to procuring family**

3. **Bring business to our generous corporate sponsors.** We ask that each family visit and use the services of our corporate sponsors whenever possible. When using the services, make sure you thank them for being a Lambert Lacrosse sponsor so that they know their investment in our program has brought.

**What's the benefit to the sponsor?** We have many ways to help advertise their business:

- Weekly game programs with their logo.
- Logo posted (starting immediately) on our newly refreshed main page of our website.
- Social media mentions and posts.
- Announcements of their business at all home games.
- Listed as a footer on all emails sent out from the program to parents.
- Additional business from Lambert Lacrosse Families.