

## BURLINGTON MINOR LACROSSE ASSOCIATION

Dear Prospective BMLA Sponsor,

The Burlington Minor Lacrosse Association is gearing up for another exciting season of the fastest game on two feet! Once again, we expect to attract more than 750 players between the ages of 3 to 21 to our house league and competitive rep box and field programs. In 2022 BMLA had the largest membership in the Ontario Lacrosse Association. An incredible accomplishment and a true testament to the passion and dedication of our lacrosse families in Burlington.

Our association is run by an enthusiastic and committed group of volunteer parents who strive for excellence. Our goal is to ensure that the players have fun while they learn and develop their skills.

Much like you and your business, we take a lot of pride in our community and being active partners to bring recognition and honour to our hometown. We're excited to rebrand Burlington lacrosse this spring and continue to grow the game and work closely with partners like you.

With ushering in a new look and feel to the organization, we will purchase new jerseys and team apparel for all participants. We want everyone to look their best and represent Burlington with the respect this city deserves and has earned. We're also making sure our participants have the best protective equipment in our house leagues and rep programs as well as purchasing new technology such as iPads for scorekeeping to keep our lacrosse community connected. It's a lot to take on financially, however with great community partners and an aggressive approach to sponsorship, we hope to maintain the status quo or even reduce registration fees.

Sponsor names and/or logos along with links to your business will appear on our association website – [www.burlingtonlacrosse.com](http://www.burlingtonlacrosse.com) - throughout the 2023 lacrosse season. We will also promote our partnership with your business through our social media channels to help engage our lacrosse families with your services and products. Sponsors of teams will also receive a team photo at the end of the season that you can proudly display at your business showing your customers that you support grassroots sports in our community.

The BMLA has varying levels of sponsorship options for the 2023 season starting from \$500.00. Please reach out to the email address below and we'll discuss what level of sponsorship is best for your business.

Thank you in advance for your generous support of the Burlington Minor Lacrosse Association.

BMLA Sponsorship Team

Dan Dawson/Tara Chalmers

Cell: 905-464-1943

Email: [sponsorship@burlingtonlacrosse.com](mailto:sponsorship@burlingtonlacrosse.com)

## **BMLA Sponsorship Options**

***Friends of Lacrosse - \$500:*** Your name, logo and links will be posted on our website & social media.

***House League Sponsor - \$1,000:*** Your name will appear on one set of team jerseys. Your name, logo, and links will be posted to our website & social media. You will have the ability to distribute flyers/coupons to families and potentially have banners in the arena on game days (BMLA will not create flyers/coupons/banners on your behalf.)

***Rep Box Team Warm Up Shirt Sponsor - \$1,500:*** Your name/logo will appear on the “shooter shirt” the teams wear for warm ups and many kids wear them out in the community as well. Your name, logo, and links will be posted to our website & social media. You will have the ability to distribute flyers/coupons to families and potentially have banners in the arena on game days (BMLA will not create flyers/coupons/banners on your behalf.) You will enjoy the benefits of more games and bigger audiences at both the local and provincial levels than a House League sponsor.

***Rep Team Jersey Sponsor - \$2,000:*** Your name/logo will appear on one set of team jerseys. You will receive the same privileges as sponsoring a House League team but enjoy the benefits of more games and bigger audiences at both the local and provincial levels.

***Tent Sponsor - \$2,000:*** Your name/logo will appear on a tent that will be used at the local and provincial levels for both field games and box tournaments.

***“Official” Sponsor - \$2,500:*** Promo video on social media and email blast to the membership with exclusive deals for BMLA families. Your company will also have exclusivity as the official sponsor within your industry.