



LACROSSE CLUB



SPONSORSHIP PROGRAM

Partner with the Redbirds Lacrosse Club and help further our commitment to providing quality recreational and competitive lacrosse programs for the youth of York Region.

ABOUT US

Lacrosse in Newmarket has come a long way. The picture below is of the Newmarket Tagaloo in 1909. The Redbirds Lacrosse Club is proud to carry on the tradition of offering lacrosse to the youth of our community. The Redbirds Lacrosse Club provides for boys and girls ages 4 through 16, an opportunity to participate in organized field and box lacrosse programs.

The objective of the Club is to increase youth participation and skill levels, as well as to develop and promote the game of lacrosse in Newmarket, Aurora, East Gwillimbury and Georgina.

Every year our Representative teams, under the name of Newmarket, compete with other clubs from across the GTA and Province. Our field teams travel throughout Ontario and the United States, attending tournaments, while representing the Club and the Town of Newmarket.



ABOUT US

The Club is also host to a number of annual events. Of these, the highlight is the year-end House League Lax Fest, which is held at the end of June. Many family and friends come out to cheer the participants and to support lacrosse. This end of season event is held for our entire Youth House League. Lax Fest has all House League teams compete in a series of round robin games that wrap up with Division championship games. To make this day memorable for young lacrosse players, there will be fun-filled activities to make the season memorable.

Our Representative teams also participate in the Ontario Lacrosse Festival, where teams from across the province compete for 24 different Division championships. The Ontario Lacrosse Festival is a combination of competition and great fun for the entire family.

The Redbirds Lacrosse Club is governed by an all volunteer, 8 member Board of Directors and is ably assisted by a club administrator. In addition, numerous volunteers participate in the various tasks of Club, either as coaches, assistant coaches, conveners, photo day or Lax Fest helpers.



Why Sponsor the Redbirds Lacrosse Club

- Provides a tremendous sense of satisfaction.
- Gives you an opportunity to give back to the community in which you live and work.
- Provides your employees with a sense of community pride.
- Significantly enhances the profile of your business within the community.
- Drives sales revenues through exposure and reciprocal loyalty.

RLC Programs & Clinics that are aided by Sponsorship:

- Ongoing player and coach development clinics with top level elite coaches.
- Elite and Recreational player development programs in both winter and summer seasons.
- Ongoing training and development of our house league coaches.
- Increasing Lacrosse exposure (and sponsor exposure) in the Newmarket community.



SPONSOR REWARDS

Sponsors will receive the following at all levels of sponsorship:

- Sponsor name on back of jersey
- Team photo, thank you plaque & letter
- Sponsor name on website with a link to your website (if applicable)
- Weekly updates in the Era Banner
- A means of distributing marketing materials to the target audience of Redbird players and their families.

Team & Division Sponsorship Opportunities

Paperweight (4 Teams)

Division Demographics:

5 & 6 (Male/Female)

Tyke (4 Teams)

Division Demographics:

7 & 8 (Male/Female)

Novice (6 Teams)

Division Demographics:

9 & 10 (Male/Female)

PeeWee (6 Teams)

Division Demographics:

11 & 12 (Male)

Bantam (6 Teams)

Division Demographics:

13 & 14 (Male)

Midget (4 Teams)

Division Demographics:

15 & 16 (Male)



Event Sponsorship Opportunities

LAXfest - June 27-28, 2009

- Participation of all recreational teams and players
- A fun celebration of their efforts and improvements
- Approximately 500 Newmarket families in attendance
- 1,500- 2,000 Newmarket Community residents to attend games
- Participant ages 4-18

Sponsorship Rates:

League Sponsor

\$5,000

- *Laxfest Naming rights*
- *Name on all team sweaters in league (Arm)*
- *Sponsor name on website with a link to your website (if applicable)*
- *Weekly updates in Era Banner*
- *Name or Logo on trophies*
- *Advertising in Laxfest publication*

Division Sponsor

\$1,500

- *Divisional title sponsor*
- *Name on sweaters of all teams in Division (Arm)*
- *Photos of Division teams & thank you letter*
- *Name or Logo on divisional trophies*
- *Sponsor name on website with a link to your website (if applicable)*
- *Weekly updates in the Era Banner*
- *Advertising in Laxfest publication*

Team Sponsorship

\$250

- *Sponsor name on back of jersey*
- *Team photo, thank you plaque & letter*
- *Sponsor name on website with a link to your website (if applicable)*
- *Weekly updates in the Era Banner*



