



# 2016 YOUTH/HIGH SCHOOL LACROSSE LEAGUE SPONSORSHIP PROPOSAL

## INTRODUCTION

On behalf of Northeast Tennessee Sports Association (NTSA), we would like to extend an invitation to you and your company to become a sponsor partner of our youth lacrosse program. We are a non-profit, all volunteer organization whose mission is to provide low-cost and no cost athletic opportunities to the youth of Northeast Tennessee to get them active and improve their well being.

### Our mission also includes:

- Provide opportunities for kids to be active, be fit, and be healthy.
- Reduce sedentary behavior which is attributable to childhood obesity.
- Remove economic barriers to participation in youth sport.
- Bring our youth closer together through common interests in sportsmanship and competition.
- Teach sportsmanship, teamwork and accountability; build character and discipline and love of sport.
- Encourage the players to have respect for the game, others, and themselves.

The most important steps in the planning process for a successful season is obtaining local and corporate sponsorships from businesses and organizations, to help offset some of the costs associated with league operations. We are looking for sponsors who are willing to donate to assist in covering our essential expenses such as: player helmets, player uniforms, field use fees, game day equipment, officials, uniforms, insurance, and other administrative costs to operate the league. All sponsorship funding is directly invested into the sport and is used to manage and improve athletic opportunities in Northeast Tennessee. When sponsoring with us, we will do everything in our power to maximize your business exposure, and match your company with a desired family target audience.

If providing sponsorship for youth athletics and NTSA is an option for you and your company, please take some time to review the sponsorship information I have included with this letter. I am confident you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization and community youth participants.

Sincerely,

Mark N Bodo  
Board President  
Northeast Tennessee Sports Association



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## LACROSSE MARKET RESEARCH

### Some important things to know about the lacrosse demographic:

- Lacrosse is the oldest sport native to North America.
- Lacrosse is the fastest growing sport in the Southeast and the NCAA over the last 10 years. (The Lacrosse Market © The Active Network)
- More colleges are adding lacrosse programs to attract families that can afford a private education. (Forbes Magazine)
- Less than 10% of lacrosse players come from households with incomes of less than \$50,000, and nearly 75% of all lacrosse-playing families value their primary residence at \$200,000 or more. (Forbes Magazine)
- 33% of players have a household income of more than \$75K per year compared to the national average of 22%. (The Lacrosse Market © The Active Network)
- Because of the relative infancy of the sport's popularity, many of the coaches and other people involved in growing the sport are young as well. (The Lacrosse Market © The Active Network)
- The culture that surrounds lacrosse is attractive to marketers because, like the game itself, it is defined by a high degree of freedom, tight bonds among peers, and a genuine enjoyment of sport and life.

### Some important things to know about advertising with the Northeast Tennessee Sports Association Youth Lacrosse League:

- We anticipate having between 240 to 300 boys and girls participating in our leagues this spring and this number will grow each season as we add more cities.
- We have expanded our league and now have teams in six cities: Bristol, Elizabethton, Greeneville, Johnson City, Kingsport, and Morristown.
- We will continue to expand and add teams West towards Knoxville and Southeast towards Erwin.
- NTSA provides dynamic opportunities for sponsors to reach a desired market demographic through our game day sponsorships.
- Our sponsors will receive maximum and consistent recognition through the NTSA website, lacrosse league website, social media, league newsletter, sponsor of the week program, and league notifications.
- NTSA will notify sponsors when their logos are visible in images/videos posted by local news media outlets.
- NTSA will drive likes to sponsor Facebook pages and other social media.



# LACROSSE LEAGUE SPONSORSHIP FORM

Name of Business/Sponsor \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact's Phones: Work \_\_\_\_\_ Cell \_\_\_\_\_

Contact's Email \_\_\_\_\_

**Sponsorship** *(select sponsorship level; other amounts are always welcome and higher levels are available)*

## Amount/Level Benefit

Level	Amount	Benefits
<input type="checkbox"/> Field Sponsor	\$1500.00 (per field sponsored)	See attached schedule of benefits for each sponsorship opportunity
<input type="checkbox"/> Halftime Sponsor	\$500.00 (per season)	
<input type="checkbox"/> Scoring Table Sponsor	\$500.00 (per season)	
<input type="checkbox"/> Game Day Sponsor	\$400.00 (per game sponsored)	
<input type="checkbox"/> Sideline Banner Sponsor	\$250.00 (per season/per banner)	
<input type="checkbox"/> Jersey Sponsor	\$350.00 (per team sponsored)	
<input type="checkbox"/> Shorts Sponsor	\$350.00 (per team sponsored)	
<input type="checkbox"/> Web Sponsor	\$100.00 (per season)	

*Please make checks payable to Northeast Tennessee Sports Association. Donations are 100% tax deductible. A receipt will be sent by email or mail.*

check enclosed     check will be sent by \_\_\_\_\_  invoice via Square  
(date)

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**For more info:** visit the [sponsors page](#) or the [NTSA Lacrosse League Website](#) or contact Mark Bodo at 828-773-6214 or [mark@ntsasports.org](mailto:mark@ntsasports.org)



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## SPONSORSHIP OPTIONS

All sponsorship funding is directly invested into the sport and is used to manage and improve lacrosse in Northeast Tennessee.

### Field Sponsor (only 2 available)

**This sponsorship package is only \$1500 per season and includes the following:**

- Your organization will receive four (4) Single-Sided 10' Feather Banners with the sponsoring organization's logo, which will be placed at each corner of the lacrosse field to demarcate the name of the field on game day throughout the entire season.
- Field name will be identified with the sponsoring organization's name on the league calendar, emails, schedules, and social media communications, i.e. YOUR COMPANY NAME Field.
- Company logo to be listed on league homepage and sponsor page, as well as the main NTSA website, with links back to your website.
- Feature story to be posted on the league and NTSA website and can include video or images provided by the sponsoring organization.
- NTSA will recognize sponsor on social media sites.
- Banners to be prominently displayed in picture(s) submitted to social media and/or local news media throughout the season.



### Halftime Sponsor (only 8 available)

**This sponsorship package is only \$500 per season and includes the following:**

- Company logo placed on banner, which will be displayed on the sideline during game play, but brought to the middle of the field at halftime of games to bring emphasis to the sponsor throughout the entire season.
- Announcements will be made over the PA at halftime of the game noting the sponsoring organization.





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## Halftime Sponsor (continued)

- NTSA staff will distribute any marketing materials /coupons provided by the Sponsoring organization throughout the game day.
- Company logo to be listed on league homepage and sponsor page, as well as the main NTSA website, with links back to your website.
- Feature story to be posted on the league and NTSA website and can include video or images provided by the sponsoring organization.
- NTSA will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.
- Banners to be prominently displayed in picture(s) submitted to social media and/or local news media throughout the season.

## Scoring Table Sponsors (only 2 available)

**This sponsorship package is only \$500 per season and includes the following:**

- Company logo placed on a 10' canopy tent half-wall banner which will be displayed every game on the front of the scorers tent throughout the entire season. The scorer's table is one of the most observed parts of the field since it is the only location of the scoreboard to keep track of the score.
- Company logo to be listed on league homepage and sponsor page, as well as the main NTSA website, with links back to your website.
- Feature story to be posted on the league and NTSA website and can include video or images provided by the sponsoring organization.
- NTSA will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.
- Banner to be prominently displayed in picture(s) submitted to social media and/or local news media throughout the season





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## Game Day Sponsors: (8 available)

**This sponsorship package is only \$400 per game day sponsored and includes the following:**

- Your organization can setup a booth on the specific game day you have sponsored to conduct product demos, sell merchandise/food, or distribute any marketing materials or promotional items to create awareness of your brand.  
**Examples:** Vehicle test drives/product demos, food samples, coupons/giveaways, and any creative opportunities you can think of to promote your brand.
- Organization is specifically recognized on their chosen game day as the game day sponsor over the PA.
- Company to be listed as the game day sponsor on weekly newsletter, league website and social media pages. NTSA will drive “likes” to sponsor’s Facebook page during this week as well.
- Company logo to be listed on league homepage and sponsor page, as well as the main NTSA website, with links back to your website.
- Feature story to be posted on the league and NTSA website the week of the sponsoring organization’s sponsored game day. Story can include video or images provided by the sponsoring organization.
- NTSA will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.

## Sideline Banner Sponsor (20 available. 10 signs will be placed at each field)

**This sponsorship package is only \$250 per season and includes the following:**

- Banner to be displayed on the team sideline at all NTSA league games during the season.
- Company logo to be listed on league homepage and sponsor page, as well as the main NTSA website, with links back to your website.
- NTSA will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.
- Banners to be prominently displayed in picture(s) submitted to social media and/or local news media throughout the season.





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## Jersey Sponsor

**This sponsorship package is only \$350 per season and includes the following:**

- Company logo to be placed on the lower back of team jerseys for your team of choice within the following cities: Bristol, Elizabethton, Greeneville, Johnson City, Kingsport, or Morristown.
- Company logo to be listed on league homepage and sponsor page, as well as the main NTSA website, with links back to your website.
- NTSA will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.
- Logo to be prominently displayed in picture(s) submitted to social media and/or local news media throughout the season.



**NOTE:** Only three logos will be placed on jerseys, so this sponsorship is limited.

## Shorts Sponsors:

**This sponsorship package is only \$350 per season and includes the following:**

- Company logo to be placed on the lower front of team shorts for the single team of your choice within the following cities: Bristol, Elizabethton, Greeneville, Johnson City, Kingsport, or Morristown.
- Company logo to be listed on league homepage and sponsor page, as well as the main NTSA website, with links back to your website.
- NTSA will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.
- Logo to be prominently displayed in picture(s) submitted to social media and/or local news media throughout the season.



**NOTE:** Only one logo will be placed on shorts, so this sponsorship is limited.



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## Web Sponsors (unlimited number available)

**This sponsorship package is only \$100 per season and includes the following:**

- Company logo to be listed on league homepage and sponsor page, as well as the main NTSA website, with links back to your website.
- NTSA will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.

## SAMPLE FIELD WITH SPONSORSHIP SIGNAGE:



To sponsor NTSA Youth Lacrosse, please complete the attached sponsorship form or complete the [online sponsorship form](#). If you have any questions in regards to the sponsorship options presented, NTSA, or the youth lacrosse league, please contact Mark Bodo at 828-773-6214 or via email at [mark@ntsasports.org](mailto:mark@ntsasports.org).