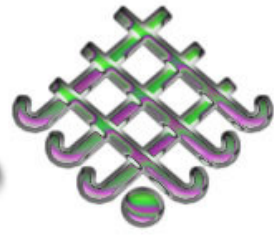


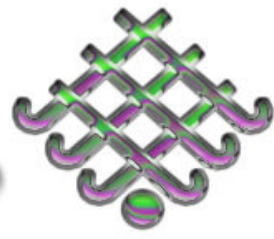
*Joondalup Lakers Hockey Club*

[www.lakers.asn.au](http://www.lakers.asn.au)



# *Sponsor & Partnership Program*

*2007*



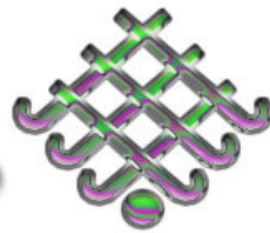
## **Vision**

To be a self sufficient club that provides a service to all its members in a fair and equitable manner.

This involves teams playing and being competitive at the highest levels, and all on-field performances reflecting the clubs goals toward excellence, while still providing a fun and entertaining forum for its members to compete and interact socially in.

## **Mission**

To foster the development of hockey at all levels by promoting participation and inclusiveness in a fair and equitable manner, and ensure the club is always moving forwards.



## **Current Sponsor Exposure**

### **Beamaris Sports Association –**

The BSA membership includes representation from Joondalup District Cricket Club and Beamaris Bowling Club as well as Joondalup Lakers Hockey Club.

Additional sports played at Iluka include Rugby Union ,Soccer, Touch Rugby and additional fitness programs.

In the 2006 season the Joondalup Lakers Hockey Club had 85 senior members and 198 junior members

### **Match Venues –**

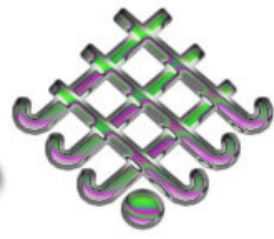
On every match day Sponsors receive exposure to every member of the home team for each sport as well as opposition and any spectators that may attend. Training each weekday for all sports also provides a large degree of exposure for your company.

### **General Exposure –**

Players, wearing their shirts, would be seen by the general public as well as other clubs on every away match.

### **Other Exposure –**

All sponsors' logos appear on the Joondalup Lakers Hockey Club Website ([www.lakers.asn.au](http://www.lakers.asn.au)) with a short description of the business and a link to their website. Logos also appear on the club newsletters and are part of the template which is applied to all official letters from the club.

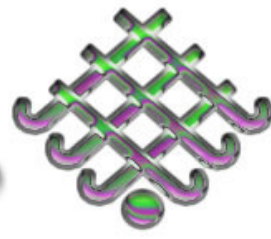


## **Benefit to Joondalup Lakers Hockey Club**

The benefits received from the sponsorship would reach all players/members of the hockey club.

Your investment will assist our club in the promotion of junior hockey, development programs and playing equipment to ensure further recruitment as the club grows in strength and reputation in this fast growing area of Perth and within the local community.

However, we recognize most importantly the opportunities that can be fostered to ensure the long-term benefits of the loyalty that can be achieved between our members (consumers) and you, a valued sponsor (partner).



## **Sponsorship Packages**

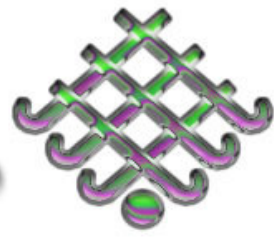
There are four (4) Sponsorship areas available to choose from. Whether your business is small or large, local or national, you will find a package which has been designed to meet your budgetary requirements whilst returning considerable exposure and return on your investment. The three sponsorship packages are as follows:

### **Minimal Sponsorship**

#### **Team Package**

#### **Group Package**

#### **Club Package**



## **Minimal Sponsorship**

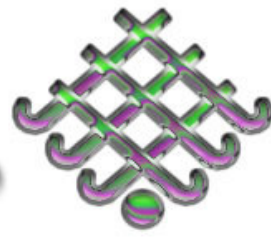
### **\$500 - \$1000 Per Year**

Includes:

- Website link for your business on the club's website
- Business logo on all club newsletters & emails
- Database of all hockey club members \*
- Invitation to Annual Awards Dinner

\* Hockey member information must be requested from the committee

Note that sponsorships can consist of products and/or services to the value of the agreed sponsorship. This will be decided upon negotiation. Package may vary depending on sponsorship offer. All sponsorship packages are negotiable.



## Team Package

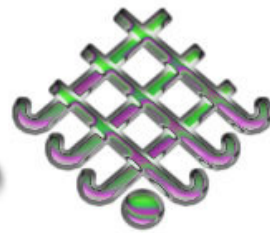
### **\$1000+ Per Year**

Includes:

- Sponsor name or logo on sleeve of 12 playing shirts or shorts from one team not already allocated to group or club sponsor
- Naming rights for the team in all Club Bulletins
- Website link for your business on the club's website
- Business logo on all club newsletters & emails
- Database of all hockey club members \*
- Ground signage (2m x 1m) at Iluka hockey grounds at Beaumaris Sports Association
- Invitation to Annual Awards Dinner

\* Hockey member information must be requested from the committee

Note that sponsorships can consist of products and/or services to the value of the agreed sponsorship. This will be decided upon negotiation. Package may vary depending on sponsorship offer. All sponsorship packages are negotiable.



## Group Package

### **Flexible & Negotiable Packages Available**

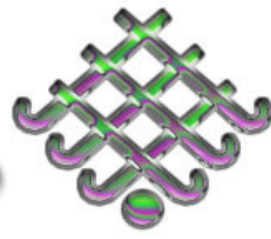
Sponsorship Cost Dependent on Number of Teams Sponsored  
Discount Given For Each Subsequent Team

Includes:

- Sponsor name or logo on playing shirts or shorts from one or more teams not already allocated to club sponsor
- Naming rights for the team in all Club Bulletins for 3 years (produced monthly during the season)
- Website link for your business on the club's website
- Business logo on all club newsletters & emails
- Database of all hockey club members \*
- Ground signage (2m x 1m) at Iluka hockey grounds at Beaumaris Sports Association
- Invitation to Annual Awards Dinner

\* Hockey member information must be requested from the committee

Note that sponsorships can consist of products and/or services to the value of the agreed sponsorship. This will be decided upon negotiation. Package may vary depending on sponsorship offer. All sponsorship packages are negotiable.



## Club Package

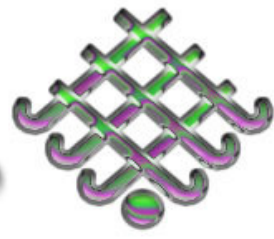
### **\$6000+ Per Year**

Includes:

- Sponsor name or logo on all teams and players in the entire club on shirt and/or shorts (open to negotiation for training shirts and/or social/club shirts)
- Naming rights for the team in all Club Bulletins for 3 years (produced monthly during the season)
- Website link for your business on the club's website
- Business logo on all club newsletters & emails
- Database of all hockey club members \*
- Ground signage (2m x 1m) at Iluka hockey grounds at Beaumaris Sports Association
- Invitation to Annual Awards Dinner

\* Hockey member information must be requested from the committee

Note that sponsorships can consist of products and/or services to the value of the agreed sponsorship. This will be decided upon negotiation. Package may vary depending on sponsorship offer. All sponsorship packages are negotiable.



## **Summary**

By sponsoring Joondalup Lakers Hockey Club, the investment made will give your company maximum exposure throughout the metropolitan area with advertising at the Iluka clubrooms and shirts worn by sponsored teams.

There is also the potential for world-wide exposure given the Joondalup Lakers Hockey Club website ([www.lakers.asn.au](http://www.lakers.asn.au)) given that the website is accessible throughout the world.

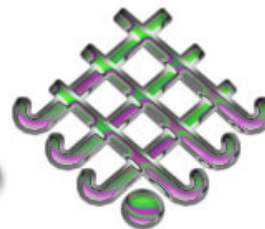
We hope you will join the Joondalup Lakers Hockey Club and help us develop our juniors for the future of existence and success of our club.

For more information:

- email [sponsorship@lakers.asn.au](mailto:sponsorship@lakers.asn.au)
- complete the sponsorship form on our website ([www.lakers.asn.au](http://www.lakers.asn.au))
- or call 0423 973 061.

Mark Aeschlimann

Marketing Manager  
Joondalup Lakers Hockey Club



## Expression of Interest

I am interested in becoming a valued Sponsor and Partner of the Joondalup Lakers Hockey Club. I would like to discuss my interest in the following Package:

Sponsorship Package	Preference
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Minimal	<input type="checkbox"/>
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Team	<input type="checkbox"/>
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Group	<input type="checkbox"/>
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Club	<input type="checkbox"/>
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Please arrange for your Sponsorship Co-ordinator to contact me.

**Contact Name:** .....

**Business Company Name:** .....

**Address:** .....

.....**State:** ..... **P/Code:** .....

**Email:** .....

**Telephone No:** (.....)..... **Fax:** (.....).....

**Please post this form to:**

Sponsorship Co-ordinator  
Joondalup Lakers Hockey Club  
PO Box 157  
Joondalup WA 6919

**Or**

**Complete accompanying document and Email to:**

sponsorship@lakers.asn.au