

Bermuda Lacrosse Association

License #744 Bermuda Charities Act 1978

Sponsorship Proposal 2008



Welcome to Bermuda Lacrosse

Bermuda Lacrosse Association (BLA) is a charity organization, license #744, dedicated to promoting the sport of lacrosse, in Bermuda, through a variety of initiatives aimed at developing the youth of the island into well-rounded, healthy individuals.

Through sport children learn valuable life-skills that will stay with them as they mature into the adults who will run our governments, staff our hospitals, and become the caretakers of our economy.





Welcome Cont.



The fast pace and mental challenges of the sport of lacrosse make it the perfect activity to condition the body and shape the minds of today's young athletes. The lessons learned in playing team sports (strategic thinking, working cohesively as a team unit, learning to respect each other) are also something that will be carried with them as they grow into well-rounded, productive adults. Collegiate scholarships in lacrosse can also provide opportunities for Bermudian athletes to continue their studies at major universities around the globe while enjoying the love of the game.

All of the BLA's activities revolve around the theme of youth development. As a charity organization we depend on the generous donations of our sponsors to continue the programs needed to develop and maintain the growing relationship with the sport of lacrosse with Bermuda's student athletes.

We appreciate the time taken to read through our sponsorship proposal for our upcoming initiatives and hope you will join us in our efforts.

A Little Background

Lacrosse, considered to be America's first sport, was born of the North American Indian, christened by the French, and adapted and raised by the Canadians. Modern lacrosse has been embraced by athletes and enthusiasts of the United States and the British Commonwealth for over a century.

The sport of lacrosse is a combination of basketball, soccer and hockey. Anyone can play lacrosse as the game requires and rewards coordination and agility, not brawn. Quickness and speed are two highly prized qualities in lacrosse. Long sprints up and down the field with abrupt starts and stops, precision passes and dodges are routine in men's and women's lacrosse. Lacrosse is played with a stick (the crosse) which must be mastered by the player to throw, catch and scoop the ball.

Lacrosse Now

Lacrosse is one of the fastest growing team sports in the United States. Youth membership (ages 15 and under) in US Lacrosse clubs has more than tripled since 1999 to nearly 100,000 players. No sport has grown faster at the high school level over the last 10 years and there are now more than 130,000 high school players. Lacrosse is also the fastest-growing sport over the last five years at the NCAA level and that's just the tip of the iceberg. There are more than 500 college club programs, the majority of which compete under the umbrella of US Lacrosse and its "intercollegiate associates" level.

Major long-term TV deals are also being signed with lacrosse leagues:

- NBC coverage of the NLL (indoor professional league) All-Star and championship games
- ESPN coverage of MLL (field-game professional league) and NCAA regular season and championship games

Lacrosse In Bermuda

Growth in the sport of lacrosse, within Bermuda, has been amazing over the past few years. 80% of new members within the Bermuda Lacrosse team are Bermudians and over 90% of the Under 19 team are Bermudian students. Our core of ex-pat players, who bring with them extensive experiences, have been coaching lacrosse to Bermudians, effectively raising their skill-set levels exponentially. A brief history:

- 2002 Bermuda Lacrosse founded by Bermudians and expats at Bernard Park
- 2006 Bermuda Lacrosse participates in Men's ILF World Championships in London, Ontario
- 2007 winter – first Bermuda Indoor Lacrosse League established
- 2007 summer – Bermuda Lacrosse first international win in Newport, Rhode Island
- 2007-2008 winter - BLA partnered with Bermuda's OnionTV to bring lacrosse themed content to Bermuda's television viewers
- 2008 spring – first international lacrosse tournament to be held in Bermuda
- 2008 summer – Bermuda represented at International Lacrosse Federation's Under 19 World Championships

Check Out Our Exposure!

What a wonderful world it would be.



After competing in the 2006 World games, Bermuda Lacrosse gets some worldwide publicity with the inclusion of the team's helmet in a Riddell Lacrosse print advertisement. This ad can be found in Inside Lacrosse, the premier magazine for the sport in the world.

BLA Initiatives

- ◆ Boys Under 19 International Lacrosse World Championships – July 2008 Coquitlam, British Columbia
- ◆ Bermuda domestic lacrosse tournament June 2008
- ◆ Youth and women's development programs
- ◆ Community involvement through BLA volunteer program
- ◆ Partnered projects with Onion TV, Bermuda's new local origination television station





Our Pledge To You



We feel that your contribution to the Bermuda Lacrosse Association should be a partnership and not a one way street. All full time players contribute \$200.00 annually in membership dues as well as numerous contributions of equipment and time to the club and community. These dues go toward practice field and gym rental, club equipment such as nets and storage, instructional materials, and a few social events we hold throughout the year to show our appreciation to friends and family who continuously support our efforts.

Unfortunately, the costs for our upcoming events far surpass what we could provide in dues. In exchange for your generous gift we will work to promote your brand and represent the quality of your organization at all lacrosse events. We will provide marketing and signage opportunities at all events we attend and will include your logo in titles of our video and television projects when applicable.



Our Pledge To You Cont.

Video projects will be broadcast to all cable TV subscribers in Bermuda, allowing you to reach potential customers island-wide!

InsideLacrosse.TV, an ESPN affiliate, has requested rights to display these video projects on their site which means your logo and commitment to Bermuda Lacrosse could potentially be seen by almost one million visitors to that site each year.

The opportunities for growth within the sport of lacrosse are endless and we feel that a partnership with our organization is a win-win relationship that cannot be overlooked.

Benefits of Sponsorship

- **Align your organization with world class athletes in the fastest growing sports demographic in North America at the U19 world championships and other international tournaments**
 - *20,000+ expected spectators over the course of 10 days in Coquitlam, B.C.*
- **Signage and media opportunities**
 - *Your logo on Bermuda Lacrosse website, uniforms, advertisements, video projects, promotional events including apparel sales and vendor tent at the U19 World Championships*
- **Access to growth markets and affluent lacrosse fans through Bermuda Lacrosse travel teams**
- **Partnerships with the BLA, on youth focused community development projects**
- **Partnerships with the BLA, New Atlantic Films and OnionTV to produce lacrosse based community content for local television**



Programming Sponsor



New this year, BLA has joined with Alex Dill and Travis Caines of New Atlantic Films (a Bermuda production company) and OnionTV to produce lacrosse based community content for television. OnionTV, Cablevision channel 75, is Bermuda's premier television channel dedicated to bringing viewers exciting and entertaining Bermuda-based programming.

Sponsors who join us have a unique opportunity to get their message out by partnering with us to bring unique video projects to air.

Any interest in collaborating with us on any of these TV based projects can be discussed on an individual basis to ensure that the project meets your requirements and fulfills our mission of providing lacrosse content in an effort to grow the sport in Bermuda.

Global Lacrosse Sponsors

Diverse companies from all over the world have seen lacrosse as an excellent venue to reach out to new customers; customers who are dedicated and loyal to lacrosse and its supporters. The following is a list of global companies that currently support lacrosse:

- Geico Insurance
- Konica Minolta
- Toyota Motors
- Scion
- Wisk laundry detergent
- Mountain Dew MDX
- Hershey
- Old Spice
- Dicks Sporting Goods
- Reebok



Sponsorship Opportunities: Under 19 World Championships

In July 2008, 20 of Bermuda's brightest student athletes and best junior lacrosse players will compete against other nations for the world Under 19 championship. Your donation will help support travel expenses in order to compete in British Columbia, Canada.

A documentary DVD will be produced by New Atlantic Films, and subsequently viewed on Onion TV as well as portions on InsideLacrosse.TV. The team will also be covered by US media as we travel throughout the US east coast in preparation for the tournament.

What this means is an opportunity for your logo to be seen by millions of potential customers through tournament and TV exposure!

The following page shows a breakdown of how funds will be allocated for the Under 19 students to travel to the tournament

Sponsorship Opportunities : Under 19 World Championships

- ◆ Airfare: \$20,000*
- ◆ Accommodations: \$37,000
- ◆ Equipment and uniforms: \$10,000
- ◆ Entry fees and misc. expenses: \$4,000
- ◆ Total: \$71,000

* Numbers are total amounts for all participants.

Sponsorship Opportunities: Bermuda Domestic Invitational Tournament

In the spring of 2008 the BLA will bring a lacrosse event to the island unlike nothing before. Held at the National Sports Centre, Bermuda will bear witness to some great international lacrosse action from around the globe. Media coverage will extend not only through local coverage in newspapers and on OnionTV, but to international media as well through ESPN's affiliate Inside Lacrosse Magazine, www.INSIDELacrosse.com, and www.INSIDELacrosse.TV. Other benefits include:

- ◆ This event will directly help develop our youth program to bring lacrosse and all the benefits of team sports to the children of Bermuda
- ◆ Bring your brand to the community of Bermuda and the international community through an elite sporting event such as this
- ◆ Stat: [InsideLacrosse.com](http://www.INSIDELacrosse.com)- 950,000 visitors in 2007
- ◆ Lacrosse fans throughout the world have been waiting for a lacrosse event in this island paradise and now they will have one



Sponsorship Opportunities: Bermuda Domestic International Tournament

Costs for an event of this magnitude will be substantial. What follows is a breakdown of how your funds will be allocated:

- ◆ Field Space: \$7,000
- ◆ Medical Staff: \$5,000
- ◆ Team transportation:\$3,000
- ◆ Referees: \$10,000 (includes flights and hotel)
- ◆ Ceremonial events and trophies: \$3,000
- ◆ Advertising: \$10,000
- ◆ Total: \$38,000



Sponsorship Levels

The following pages describe our various sponsorship programs.

Platinum Level

\$20,000.00+

Benefits:

- ◆ Company logo displayed as follows:
 - **Front** shoulder of uniform
 - Prominently on banner raised at all tournaments
 - At Bermuda Lacrosse tent in Vendor Village at U19 World Championships
 - On team T-shirts at tournaments
 - On homepage of www.BermudaLacrosse.com for two years
 - On any advertisements
 - Logo on DVD cover and name in production credits of Under 19 World Championships documentary produced by Bermudian owned New Atlantic Films and OnionTV
- ◆ Links provided from Bermuda Lacrosse website to your homepage

Gold Level

\$15,000.00

Benefits:

- ◆ Company logo displayed as follows:
 - Side shoulder of uniform
 - Prominently on banner raised at all tournaments
 - On team T-shirts at tournaments
 - On homepage of www.BermudaLacrosse.com for one year
 - Prominently on any advertisements
 - On insert of DVD package and name in production credits of Under 19 World Championships documentary produced by Bermudian owned New Atlantic Films and OnionTV
- ◆ Links provided from Bermuda Lacrosse website to your homepage

Silver Level

\$10,000.00

Benefits:

- ◆ Company logo displayed as follows:
 - Back of uniform
 - On banner raised at all tournaments
 - On team T-shirts at tournaments
 - On footer of homepage at www.BermudaLacrosse.com for one year
 - Name in production credits of Under 19 World Championships documentary produced by Bermudian owned New Atlantic Films and OnionTV
- ◆ Links provided from Bermuda Lacrosse website to your homepage



Bronze Level

\$5,000.00

Benefits:

- ◆ Company logo displayed as follows:
 - On banner raised at all tournaments
 - On team T-shirts at tournaments
 - On sponsor page at www.BermudaLacrosse.com for one year
 - Name in production credits of Under 19 World Championships documentary produced by Bermudian owned New Atlantic Films and OnionTV
- ◆ Links provided from Bermuda Lacrosse website page to your homepage



Friends of BLA Level



Up to \$2,500.00

Benefits:

- ◆ Company logo displayed as follows:
 - On banner raised at all tournaments
 - On sponsor page at www.BermudaLacrosse.com for one year

Thank You

Your support is vital in keeping this organization alive and strong. We rely on companies, like yours, to help us reach all potential youths who have never heard of the sport of lacrosse and can benefit from its game.

We truly believe that you, too, will benefit from this partnership and hope to see you at our events and games.



Contact

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