



G.R. Bricker Reserve
Rowans Road
Moorabbin

PO Box 1179
Moorabbin VIC 3189

Dear Potential Sponsor

I take this opportunity to ask for your generosity by becoming a sponsor of Moorabbin Little Athletics Centre (MLAC).

MLAC is a not-for-profit organisation affiliated with Little Athletics Victoria. We currently have 175 registered athletes, ranging in ages five to sixteen, competing in athletic events from October to June each season. Our athletes compete in local, regional, state and national competitions in individual and team-based events.

MLAC is managed by a community of volunteers committed in providing a safe and inclusive environment. Our children learn and enjoy a range of athletic events irrespective of ability, race, gender or disability.

Our primary source of income is registration fees and net proceeds from canteen, barbeque and fundraising activities. These funds are primarily used to upkeep our existing facilities and equipment, payment for specialist track and field coaches and the purchase of trophies for our end of season presentation event.

Our athletics track at G.R. Bricker Reserve in Moorabbin was upgraded to a modern synthetic surface and re-opened in March 2018. MLAC is expecting our membership base to increase to over 400 children within the next three years as a result of this upgrade.

We are seeking sponsorship to assist in the purchase of new modern equipment to support this expected increase in membership. New equipment purchases over the past three seasons include electronic timing gates, high jump covers and a battery golf cart with tray to carry our equipment. In return for your sponsorship, MLAC will actively promote your business as a valued partner to our athletics community.

Accompanying this letter is a list of available sponsorship packages on offer. The packages can also be tailored to suit the needs and budget of your business.

I thank you for your time and sincerely hope that you are in a position to respond favorably. Please do not hesitate to contact me via email or mobile phone with any queries.

Kind regards

Adam Gibson
Vice President
Moorabbin Little Athletics Centre
moorabbin@lavic.com.au
0412 769 219

Introduction

Thank you for the opportunity to present the benefits available from a sponsorship arrangement with Moorabbin Little Athletics Centre Incorporated (MLAC).

This package contains valuable information about MLAC and the range of promotional opportunities available to your business through sponsorship.

About MLAC

MLAC was established in 1975. Since this time, we have helped thousands of children develop their sporting ability. We continue to strive to create the best possible environment for young athletes, regardless of their ability.

We have been located at G. R. Bricker Reserve in Moorabbin for over 40 years. We provide a program that involves running, jumping and throwing events for under 6 to under 16. Little athletics is about promoting fitness, having fun, making friends and encouraging all family members to invest in a healthy lifestyle.

At MLAC, we put an emphasis on personal improvement and participation and continually encourage our athletes to be the best that they can be.

We are proud of our history in producing athletes, coaches and administrators. Over the years, we have had athletes selected in both state and national teams.

Sponsorship benefits and objectives

MLAC seeks to provide our sponsors with an opportunity to:

- Create greater awareness of your business in the wider MLAC community.
- Reinforce your brand image throughout this community.
- Increase consumer loyalty and awareness to your brand.
- Demonstrate to the general athletics community and your staff how your brand contributes towards community responsibility.
- Increase sales opportunities across our community.
- Motivate your employees to become involved in MLAC activities.
- Provide value and opportunity for your business to be part of our community.

Sponsorship Packages

Season 2019/20



Sponsorship packages

Sponsorship is annually from July to June and can be a cash payment or the supply of goods to the same value. To tailor a package to your needs, please contact us directly.

| CATEGORY | | PLATINUM * | GOLD | SILVER | BRONZE |
|-------------------|--|---|-----------------|---------------|---------------|
| Sponsorship Value | | \$3,000 + | \$1,000-\$2,999 | \$500 - \$999 | \$250 - \$499 |
| Package Benefits | Logo in Centre Handbook | Large | Medium | Small | Small |
| | Facebook presence | ✓ | ✓ | | |
| | Twitter presence | ✓ | ✓ | | |
| | Logo on website | ✓ | ✓ | ✓ | ✓ |
| | Business website link | ✓ | ✓ | ✓ | ✓ |
| | Business write-up on website | ✓ | | | |
| | Logo on website landing page | ✓ | | | |
| | Logo in emails | ✓ | | | |
| | Temporary signage (x 1) during centre events ** | Large banner | Large banner | Small banner | |
| | Certificate of appreciation | ✓ | ✓ | ✓ | ✓ |
| | Recognition at end of season presentation night | ✓ | ✓ | | |
| | 'Shout out' on competition nights over loud speaker | ✓ | | | |
| | Opportunity to address centre at one competition night | 4 minutes | 2 minutes | | |
| | Promotional material provided to athlete families during season | ✓ | ✓ | | |
| | Logo attached to both sides of MLAC equipment golf cart *** | ✓ | | | |
| Other | Baseball cap (supplied by you) with logo worn by canteen / barbeque staff throughout season * | Sponsor must supply goods for use by our canteen / barbeque staff equivalent to a Gold sponsorship category value | | | |
| | Permanent signage (24/7 - 365 days) athletic track perimeter fence *** | \$1,000.00 per side (width 4400mm x height 1100mm) | | | |
| | Temporary signage (Fridays 5:00pm - 7:30pm) athletic track perimeter fence *** | \$500.00 per side (width 2200mm x height 1100mm) | | | |
| | Hurdle sponsorship *** | \$110.00 per hurdle | | | |

* Exclusive to one sponsor only

** Large (width 4400mm x height 1100mm) / Small (width 2200mm x height 1100mm)

*** Images shown on page five and six (see below)

MLAC is not registered for GST. No GST is charged on sponsorship packages.

How your support is distributed

By sponsoring MLAC you are supporting a local sporting community and making a vital contribution to our Centre. All sponsorship funds are integral to the running of the Centre and to ensure a strong future for both our athletes and members.

We pride ourselves on offering the most affordable membership fees available. Attracting and maintaining members is vital to the growth and success of our Centre. Sponsorship funds assist in minimising the cost of membership to families and ensures little athletics at MLAC is a more viable option for a wider range of participants.

Sponsorship funds also enable us to improve our service to our young athletes. Over the years we have purchased new throwing nets, timing equipment and recently installed new high jump covers and mats.

In the coming seasons, we are hoping to purchase electronic timing gates, additional hurdles and provide essential training aides for use by our specialist coaches.

How to become a sponsor

For any enquiries regarding these sponsorship opportunities, please contact:

Adam Gibson
Vice President
MLAC
moorabbin@lavic.com.au
0412 769 219

Thank you

The MLAC Centre Executive, athletes, members and volunteers would like to thank you for considering joining our Centre as one of our sponsors.



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SPONSORSHIP AGREEMENT FORM

Please fill out the following agreement

I/We agree to support the Moorabbin Little Athletics Centre as a:
(Please tick your choice)

- | | | |
|--------------------------|------------------|---|
| <input type="checkbox"/> | Platinum Sponsor | \$3,000+ per annum |
| <input type="checkbox"/> | Gold Sponsor | \$1,000+ per annum |
| <input type="checkbox"/> | Silver Sponsor | \$500+ per annum |
| <input type="checkbox"/> | Bronze Sponsor | \$250+ per annum |
| <input type="checkbox"/> | Other | To be detailed in a separate attachment |

The term of my/our sponsorship is for ____ years, commencing __/__/__

My/Our business or company name is _____

The agreed sponsorship commitment is for an amount of \$ _____ per annum payable within 28 days of the execution of this agreement and by the ____ day of _____ annually for the term of this agreement.

My position in the business/company is _____ and I confirm that I have the authority to exercise this agreement on its behalf.

Signed:

Date:

Print Name: _____

Formal confirmation of your sponsorship agreement will be provided in writing within 28 days of executing this agreement form.

Athletics track perimeter fence (facing outwards)



Athletics track perimeter fence (facing inwards)



Equipment golf cart (both sides)



Hurdle sponsorship (rear side)

