



## **2021 Sponsorship Opportunities:**

The Downriver Lacrosse Association began as a not for profit organization 5 years ago with a promise to share lacrosse with Downriver communities, and to support its growth and maturation. Our program has had tremendous success with hundreds of participants finding a new love for the sport. Over the last 2 years, our website has had over 70,000 unique visitors. And, and in our 3 most recent seasons, we hosted single day festivals with hundreds of lacrosse players from several organizations for a series of games in Woodhaven.

This year we would like to reach deeper into communities and attract more players and coaches. We would like to help local school districts add lacrosse to their physical education curriculums, and we would like to establish a grant to make it easier for high schools to add lacrosse as a club or varsity sport.

Lacrosse programs in Michigan have doubled in the past 10 years, and interest in this area is extremely high. In order to help with costs related to facilities, equipment, training of coaches, and to keep registration fees low, we are looking to partner with businesses in the area by offering the following sponsorship opportunities.

### **Sponsorship Opportunities:**

**Game Winner Level** – As recognition and appreciation for a \$250 tax deductible sponsorship donation, we will include the name of your affiliation and/or logo on:

- o The “Special Thanks” section featured on the right side of every page of the DownriverLAX.org website for a period of 1 year
- o The “Sponsors” page of the DownriverLAX.org website (for 1 year)
- o Facebook - integrated into the graphic header at the top of the page (for 1 year)
- o A “Special Thanks” Facebook post drawing attention to your community support and generous contribution

**Hat Trick Level** – As recognition and appreciation for a \$100 tax deductible sponsorship donation, we will include the name of your affiliation and/or logo on:

- o The “Sponsors” page of the DownriverLAX.org website (for 1 year)
- o A “Special Thanks” Facebook post drawing attention to your community support and generous contribution

**Play Maker Level** – As recognition and appreciation for a \$50 tax deductible sponsorship donation, we will include the name of your affiliation and/or logo on the “Sponsors” page of the DownriverLAX.org website (for 1 year)

**Team Builder Level** – Make a donation of your discretion toward a unique grant intended to promote the establishment and growth of high school lacrosse in the downriver area. This grant will be accessed through an application process and will help newly established high School teams fund start up costs such as jerseys, nets, balls, and field equipment.

***\*Additional and custom sponsorship ideas and considerations are welcome.***

The Downriver Lacrosse Association operates with an assumed name under Trenton Hockey Association, Inc. Trenton Hockey Association, Inc. is a registered 501 (c) (3) not for profit organization with EIN of 23-7353974.

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For more information visit our website: [www.DownriverLAX.org](http://www.DownriverLAX.org) or email: [iwanttohelp@DownriverLAX.org](mailto:iwanttohelp@DownriverLAX.org)