



**Kew Little Athletics Centre
Sponsorship Packages
2020/2021 Summer Season**

Kew Little Athletics Centre (**KEWLAC**) has established a reputation for our focus on family, fun, fitness and friendship. With our grass track ideally suited towards growing bodies, we continue to strive to create the best possible environment for your athletes, regardless of their ability.

The KEWLAC values are derived from Little Athletics Victoria's own Mission Statements which are:

1. To develop children of all abilities by promoting positive attitudes and a healthy lifestyle through family and community involvement in athletics activities.
2. Through the enjoyment of athletics develop positive attitudes and a healthy lifestyle for our children, families and community.

At KEWLAC we have a great culture where the focus is on participation, personal best and community support. KEWLAC has developed a reputation for developing great athletes and an even better club-environment that openly welcomes new families and athletes into the fold. Our culture not only produces great athletes but also great administrators and coaches.

Like most local sporting clubs, KEWLAC is largely run by a committed and passionate and the success its success and long-term viability is under-pinned by the generous support of the local government and more so business community.

KEWLAC Sponsorship benefits and objectives

KEWLAC seeks to provide our sponsors and supporters with an opportunity to:

- Create greater awareness of our club and our sponsors in the wider Eastern Suburbs community
- Reinforce sponsors brand image throughout this community
- Increase consumer loyalty and awareness to your brand
- Demonstrate to the general athletics populace and your staff how your brand contributes towards community responsibility
- Increase sales opportunities across our populace
- Membership exposure with over 200 listed club members
- Opportunities to motivate your employees

Kew Little Athletics Centre Inc.

Incorporated Association Registration Number A0061304E
Stradbroke Park, 1369 Burke Road, Kew East



An official affiliate of Little Athletics Victoria

Connect with us



kewlac@lavic.com.au
www.kewlac.org.au



Sponsorship Packages

1. Major Sponsor - \$3,000 per annum

Package Features and Benefits

- Your business logo printed on an extra-large banner which is displayed at weekly KEWLAC Competition at Stradbroke Park and viewed by all Little Athletes (over 200) and their families from October 2020 until ~April 2021.
- Your business details including business write up advertised on Club Website and TeamApp
- Regular business promotions advertised through social media pages including Instagram, Facebook, LinkedIn, Twitter and TeamApp
- Sponsor promotional material provided to all Athletes families when they register at commencement of Season
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Caps or T-Shirts with your Logo (Supplied by your business) worn by all canteen and BBQ Staff throughout the season
- Twice per year exclusive product promotion at Club Event days including presenting to the parents and kids prior to competition commencement
- Temporary Signage displayed in the clubroom and on Competition Days
- Recognition and presentation of an exclusive "Item of appreciation" for display in your premises at club function

2. Gold Partner - \$2,000 per annum

Package Features and Benefits

- Your business details including business write up advertised on Club Website and TeamApp
- Regular business promotions advertised through social media pages including Instagram, Facebook, LinkedIn, Twitter and TeamApp
- Sponsor promotional material provided to all Athletes families when they register at commencement of Season
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Twice per year exclusive product promotion at Club Event days including presenting to the parents and kids prior to competition commencement
- Temporary Signage displayed in the clubroom and on Competition Days
- Recognition and presentation of an exclusive "Item of appreciation" for display in your premises at club function



3. Silver Partner - \$1,000 per annum

Package Features and Benefits

- Your business details advertised on Club Website and TeamApp
- Regular business promotions advertised through social media pages including Instagram, Facebook, LinkedIn, Twitter and TeamApp
- Sponsor promotional material provided to all Athletes families when they register at commencement of Season
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Once per year exclusive product promotion at Club Event days
- Temporary Signage displayed in the clubroom and on Competition Days
- Presentation of an exclusive “Item of appreciation” for display in your premises

4. Bronze Partner - \$500 per annum

Package Features and Benefits

- Your business details advertised on Club Website and TeamApp
- Sponsor promotional material provided to all Athletes families at registration at commencement of Season
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Temporary Signage displayed in the clubroom and on Competition Days
- Presentation of an exclusive “Item of appreciation” for display in your premises

Canteen / Product Partner – Product donation

Package Features and Benefits

- Your business details advertised on Club Website and TeamApp
- Sponsor promotional material provided to all Athletes families and displayed around the BBQ and Club Canteen
- Business Logo and link promoted within Club newsletters and emails sent electronically to the membership database
- Presentation of an exclusive “Item of appreciation” for display in your premises

Thank you for considering sponsorship of Kew Little Athletics Centre!