

**2011 McCallum Knights Lacrosse
Booster Club
Sponsorship Proposal**



Chivalry

Honor

Duty

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<http://maclax.org>

INTRODUCTION

WHO WE ARE:

Founded in 1996 by parents with the common interest of providing the game of lacrosse to the boys at McCallum High School, the McCallum HS Lacrosse Booster Club offers boys grades 9 through 12 a positive coaching and learning environment in the fastest growing sport in Texas. The club provides enrichment of the high school experience, great physical activity, and enjoyment to all watching our boys play lacrosse.

Enduring several coaching, roster, and division changes, the Knights Lacrosse Team has been a part of over 300 young men's high school activity since its inception. With character building comes opportunity and it is the honor of each McCallum Knight to offer back to the community through giving and learning. In 2011, the Knights will begin local outreach and youth involvement for elementary and middle school boys through a series of skills events, "This is Lacrosse" in order to bring the fastest growing sport in Texas to local youth who may not know about the sport, its history or benefits.

BENEFITS OF SPONSORSHIP

LACROSSE HAS MORE THAN 250,000 PLAYERS, COACHES AND OFFICIALS CURRENTLY INVOLVED WITH THE SPORT NATIONWIDE.

McCallum Knights Lacrosse, a Division II program, is centrally located in the Austin Area with many schools, business, and residential neighborhoods nearby. The Team will be actively participating in local community events in order to showcase the history, sportsmanship, and active benefits of the sport.

Additionally, our Booster Organization is searching for those interested in the sport but unable to participate due to financial reasons in order to offer season scholarships to those who wish to play the sport. Academics, community involvement, and leadership will be criteria used to continue their involvement and keep their scholarship active.

AS PART OF THE AUSTIN COMMUNITY FOUNDATION, MCCALLUM KNIGHTS LACROSSE IS ABLE TO PROVIDE BUSINESS AND INDIVIDUALS TAX BENEFITS UNDER 501 C3 GUIDELINES.

YOUR SPONSORSHIP IS 100 % TAX DEDUCTIBLE.

HOW TO SUPPORT THE KNIGHTS



SEASON SPONSOR (\$1000):

- GAME DAY TITLE – ONE DIVISION II GAME OF SPONSORS CHOICE
- LOGO AND AD PLACEMENT ON TEAM WEBPAGE
- LOGO AND RECOGNITION ON SUPPORTER T-SHIRTS AND OTHER PRINTED MATERIALS
- GAME DAY FIELD BANNER AT EACH GAME (10 GAMES)
- PHOTO APPRECIATION (FRAMED AND MATTED) OF 2011 McCALLUM KNIGHTS
- INVITATION AND SEATING FOR FOUR AT END OF SEASON BANQUET (RECOGNIZED FULLY AT EVENT)
- FULL PAGE ALLOCATED IN END OF YEAR PROGRAM

FACE-OFF DUEL (\$750):

- LOGO AND RECOGNITION ON SUPPORTER T-SHIRTS AND OTHER PRINTED MATERIALS
- LOGO AND AD PLACEMENT ON TEAM WEBPAGE
- GAME DAY FIELD BANNER AT FIVE GAMES (10 SCHEDULED)
- PHOTO APPRECIATION OF 2011 McCALLUM KNIGHTS – 11 X 14 COLOR PHOTO
- INVITATION AND SEATING FOR TWO AT END OF SEASON BANQUET (RECOGNIZED FULLY AT EVENT)
- FULL PAGE ALLOCATED IN END OF YEAR PROGRAM

“FULL TILT” (\$500):

- LOGO AND RECOGNITION ON SUPPORTER T-SHIRTS
- GAME DAY FIELD BANNER AT THREE GAMES (10 SCHEDULED)
- LOGO AND AD PLACEMENT ON TEAM WEBPAGE
- PHOTO APPRECIATION OF 2011 McCALLUM KNIGHTS – 8 X 10 COLOR PHOTO
- HALF PAGE ALLOCATED IN END OF YEAR PROGRAM

“ATTACK” (\$250):

- LOGO AND RECOGNITION ON SUPPORTER T-SHIRTS
- GAME DAY FIELD BANNER AT ONE GAME
- LOGO AND AD PLACEMENT ON TEAM WEBPAGE
- PHOTO APPRECIATION OF 2011 McCALLUM KNIGHTS – 8 X 10 COLOR PHOTO
- QUARTER PAGE ALLOCATED IN END OF YEAR PROGRAM

SPONSORSHIP SHOWCASING OPPORTUNITIES



“Supporter” T-Shirt
Logo display on back



Fence Banner
w/Company Logo



End of Season Banquet &
Awards Presentation