

**BURNIE
LITTLE
ATHLETICS
SPONSORSHIP
PROPOSAL**

**FUN
FAMILY
FITNESS
FRIENDS**



ABOUT THE CENTRE

Burnie Little Athletics Centre (BLAC) began in 1989 and is proudly in its 30th year of involvement in athletics. It first started at Marist College, situated close to Emu Bay in Burnie and is why the emu became our logo.

BLAC are now based at the Penguin Regional Athletic Centre, a national-standard venue, and from October to March offers a fun, active program in U6-U15 track and field for around 150 registered boys and girls.

BLAC's involvement and commitment in the community makes us a great organisation for the whole family, enjoying sporting activities and social interaction in a friendly atmosphere, as reflected in our motto: Fun, Family, Fitness, Friends.

Little athletics sets a foundation for learning important life skills, promoting a positive attitude and healthy lifestyle, and providing support to many talented athletes, from State representatives on a national and international level to AFL players.

Our centre has a dedicated committee which is run entirely by volunteers. We hold fundraisers at major sporting events and strive to keep our facilities and equipment as up to date as possible, for not only the benefit of our athletes but to also attract State events to our venue.

It is vital that BLAC gain sponsorship from corporate and local businesses in order that we can survive and thrive in athletics, delivering the best track and field venue in the North West - and even the State, for many years to come.

Why you should get YOUR brand out there this season!

- Sponsor board/PA at centre: 150 athletes and their families visit each meet.
- Facebook: Burnie Little Athletics currently have 490 followers and it grows every year - we value and promote our sponsors via the web, social media and the weekly newsletter.
- Support a local centre and help your community members stay healthy and active.
- Help ensure Burnie Little Athletics have the best facilities on the North West Coast.

HOW YOU AND YOUR ORGANISATION CAN HELP

SEASON PACKAGE: \$1500

- Promotional material in every child's registration bag at the start of the season (provided by sponsor).
- Recognition of your contributions through social media, website, and newsletter throughout the year.
- Business logo displayed on our sponsor board.
- Business supplied sponsor flag to be erected at a site each centre meet.
- Naming rights to our overall PB trophy for the season.
- Business name engraved on trophy.
- 2 tickets to our annual committee dinner.

CENTRE CHAMPIONSHIPS HELD OVER 3 DAYS: \$750 per day

- Naming rights to our Centre Championships on one given Championship day.
- Organisation name on the competition ribbons and medals.
- The honour of presenting the competition medals and ribbons on your given day.
- Recognition of your contributions over PA system throughout the day, through social media, website, newsletter and in the Advocate newspaper with these Centre Championship results.
- Business logo displayed on our sponsor board.

MULTI EVENT PACKAGE: \$500

- Naming rights to our Multi Event Championships, held in February.
- Organisation name on the competition ribbons.
- The honour of presenting the competition ribbons.
- Recognition of your contributions over PA system throughout the day, through social media, website, newsletter and in the Advocate newspaper with our meet results.
- Business logo displayed on our Sponsor board.

AGE GROUP PACKAGE: \$100 per gender

- Able to choose which age group and gender.
- Logo displayed on your age group's field baskets throughout the season.
- Recognition throughout the season through social media, website and newsletter.

INVITATION DAY: January

- Naming rights to an event on the day \$20.
- Donate raffle prizes of your choice and be recognised over the PA system throughout the day, through social media and newsletter.

The term of this sponsorship will conclude at the end of an athletic season being the 31st March of any given year.



FOR MORE DETAILS PLEASE CONTACT:

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TO KEEP UP TO DATE WITH OUR CENTRE:

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Or

www.burnielittleaths.org