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| **Partnership Agreement – Total Sports, LLC**  Introduction - We would like to have a sponsorship agreement between Lake Tapps Lacrosse Club (LTLC) and Total Sports LLC (TS). We hope that creating a partnership/sponsorship will be a benefit to our lacrosse community, LTLC and their members by leveraging access to a nearby lacrosse resource and supporting a relationship with Total Sports a local small business. | |
| LTLC Needs | * Increased funding for LTLC from community sponsorship * Increase sign-ups and participation in LTLC * Improved member benefits for LTLC players (clinics, reduced fee’s, discounts) * Club Equipment – discount provider of team lacrosse equipment, uniform, etc. * Special Events – lacrosse vendor booths at Rally Day, 3/4 Jamboree and other events to make them fun and festive * Individual In-Store Discounts – discounts to players and families when purchasing their personal lacrosse gear * Lacrosse Training – access to services to improve skills |
| What TS will offer: | * Awareness to your program by posting marketing information in-store and on TS roadside reader-boardto recruit new lacrosse boys & girls to participate in the LTLC Program * Donated products and services for LTLC fundraisers (raffles, auctions, etc.) * Leverage buying power with lacrosse retail wholesale vendors for team equipment, balls, helmets, uniforms, goals, nets, etc. TS will have the right to provide LTLC a bid for team equipment and the right to match competing offers**.** * At own risk & expense will order and stock Lake Tapps custom gear to have in store to build LTLC brand and spirit (shafts, bags, gloves, etc.) * Ability to offer high quality retail sales booths with the latest equipment, apparel and sundries in the industry to enhance participant experience Upon mutually agreed dates, TS will provide a retail sales booth. * 10% discounted retail sales to ALL Lake Tapps players while registered members * Free Clinics to LTLC members each year * Free usage of TS facility space when needed (meetings, net stringing, etc.) |
| Mutual Benefit | * Discounted Team products for LTLC, increased sales for TS * Discounts personal purchase products for LTLC members, increased sales for TS * Donated goods will increase funding for LTLC, increased awareness to TS * Partnership paid by TS to LTLC increasing funding, improved loyalty to TS as a local business |
| Key Factors | * Use of LTLC Social Media to promote TS through Web-site awareness * TS will be provided priority partnership listing on the LTLC opportunities website and will have a prominent position on the club website TS will be listed at the top of the opportunities page of our website, which we are going to add, and will be listed as a LTLC Partner. Other opportunities that are not sponsors/partners will not have that recognition and will be listed below. * A monthly email distribution announcing discounted retail products to members and to provide a connection to services**, as requested by TS** * Supporting awareness to TS by hanging a banner at all home games and events * TS will be a preferred provider for wholesale equipment * Awareness that TS reduces profit per sale, but increases volume * Partnership fee is prorated since the2015 season is half over |
| Deliverables | * LTLC - Platinum Level sponsorship * TS – Discounts, rebates, donations, clinics, event booths, awareness to programs |
| Closing - Taking into account the value of the TS deliverables and that it is mid-season; we propose a $1000 sponsorship fee.  LTLC proposes an effective date beginning on Rally Day and an end date of September 30, 2015. | |