



G.R. Bricker Reserve
Rowans Road
Moorabbin

PO Box 1179
Moorabbin VIC 3189

Dear Potential Sponsor

I take this opportunity to ask for your generosity by continuing support as a sponsor of Moorabbin Little Athletics Centre (MLAC).

MLAC is a not-for-profit organisation affiliated with Little Athletics Victoria. We currently have 175 registered athletes, ranging in ages five to seventeen, competing in athletic events from October to June each season. Our athletes compete in local, regional, state and national competitions in individual and team-based events.

MLAC is managed by a community of volunteers committed in providing a safe and inclusive environment. Our children learn and enjoy a range of athletic events irrespective of ability, race, gender or disability.

Our primary source of income is registration fees and net proceeds from canteen, barbeque and fundraising activities. These funds are primarily used to upkeep our existing facilities and equipment, payment for specialist track and field coaches and the purchase of trophies for our end of season presentation event.

Supporting our athletes and their families are at the heart of everything we do at MLAC and in demonstration of our commitment the MLAC Committee unanimously voted against increasing registration fees for the 2022-23 season. The extreme and unexpected increase in the cost of living for everyday Victorians has been staggering and is no doubt being experienced by our community too. With the decision for No Fee Increase MLAC wants to ensure that our athletes and their families can continue to participate in athletics and access our services without additional financial burden being placed on their already reduced household resources.

An exciting new development at MLAC is the construction of a new sports pavilion and upgraded storage shed (expected cost of \$5.9m) at our track location, G.R. Bricker Reserve in Moorabbin. Works on various areas of the reserve have already commenced and we wait in anticipation to hear back from Council as to the expected date for demolition of the existing building and shed.

During this time MLAC will have access to storage containers generously provided by the City of Kingston and the primary area where the construction is to be undertaken will be inaccessible to athletes and volunteers. This will mean limited access to our essential equipment, fridges for cold storage, barbeque equipment and first aid equipment.

We are seeking sponsorship to assist with supplementing the club's annual income for the 2022-23 season to cover costs associated with hosting skills development events for volunteers, providing a wider range of funded specialised coaching sessions for track and field events and improvised operating activities after the demolishment of our existing pavilion and the associated construction phase.



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In return for your sponsorship, MLAC will actively promote your business as a valued partner to our athletics community.

Accompanying this letter is a list of available sponsorship packages on offer. The packages can also be tailored to suit the needs and budget of your business.

I thank you for your time and sincerely hope that you are in a position to respond favourably. Please do not hesitate to contact me via email or mobile phone with any queries.

Kind regards,

A handwritten signature in black ink that reads 'Petzer'.

Jo-Sanra Petzer
Vice President

Mobile: 0415 655 301

Direct email: jo.petzer@icloud.com

MLAC email: moorabbin@lavic.com.au

Sponsorship Packages

Season 2022-23



Introduction

Thank you for the opportunity to present the benefits available from a sponsorship arrangement with Moorabbin Little Athletics Centre Incorporated (MLAC).

This package contains valuable information about MLAC and the range of promotional opportunities available to your business through sponsorship.

About MLAC

MLAC was established in 1975. Since this time, we have helped thousands of children develop their sporting ability. We continue to strive to create the best possible environment for young athletes, regardless of their ability.

We have been located at G. R. Bricker Reserve in Moorabbin for over 50 years. We provide a program that involves running, jumping and throwing events for under 6 to under 17. Little athletics is about promoting fitness, having fun, making friends and encouraging all family members to invest in a healthy lifestyle.

At MLAC, we put an emphasis on personal improvement and participation and continually encourage our athletes to be the best that they can be.

We are proud of our history in producing athletes, coaches and administrators. Over the years, we have had athletes selected in both state and national teams.

Sponsorship benefits and objectives

MLAC seeks to provide our sponsors with an opportunity to:

- Create greater awareness of your business in the wider MLAC community.
- Reinforce your brand image throughout this community.
- Increase consumer loyalty and awareness to your brand.
- Demonstrate to the general athletics community and your staff how your brand contributes towards community responsibility.
- Increase sales opportunities across our community.
- Motivate your employees to become involved in MLAC activities.
- Provide value and opportunity for your business to be part of our community.

Sponsorship Packages

Season 2022-23



Sponsorship Packages

Sponsorship is annually from July to June and can be a cash payment or the supply of goods to the same value. To tailor a package to your needs, please contact us directly.

Package Benefits	Sponsorship value			
	Platinum*	Gold	Silver	Bronze
	\$3,500 +	\$1,000 - \$3,499	\$500 - \$999	\$250 - \$499
Facebook Story	✓	✓		
Facebook Reel	✓			
Facebook Timeline Post	✓	✓	✓	✓
Facebook – Like and Follow Sponsor page	✓			
Instagram Story - @Sponsor	✓	✓		
Instagram Reel - @Sponsor	✓			
Instagram Post - @Sponsor	✓	✓	✓	✓
Instagram Story highlight - @Sponsor	✓			
Instagram - Follow Sponsor page	✓			
Logo on MLAC website landing page	✓	✓	✓	✓
Link to Sponsor website on MLAC website landing page	✓	✓		
Temporary signage (x 1) during centre events **	Large banner	Large banner	Small Banner	
Certificate of Appreciation	✓	✓	✓	✓
Recognition at end of season presentation night	✓	✓		
“Shout out” on competition night over loud speaker	✓			
Opportunity to address centre at one competition night	4 minutes	2 minutes		
Promotional material provided to athlete families during season	✓	✓		

Temporary signage (Fridays 17:00 to 19:30) Athletic track perimeter fence ***	\$1,000 per side (width 4400mm x height 1100mm)
	\$500 per side (width 2200mm x height 1100mm)
Hurdle sponsorship ****	\$150 per hurdle

* Exclusive to one sponsor only

** Large (width 4400mm x height 1100mm) / Small (width 2200mm x height 1100mm)

*** Images shown on page five and six (see below)

MLAC is not registered for GST. No GST is charged on sponsorship packages.

Sponsorship Packages Season 2022-23



How your support is distributed

By sponsoring MLAC you are supporting a local sporting community and making a vital contribution to our Centre. All sponsorship funds are integral to the running of the Centre and to ensure a strong future for both our athletes and members.

We pride ourselves on offering the most affordable membership fees available. In demonstration of our commitment the MLAC Committee unanimously voted against increasing registration fees for the 2022-23 season. Attracting and maintaining members is vital to the growth and success of our Centre. Sponsorship funds assist in minimising the cost of membership to families and ensures little athletics at MLAC is a more viable option for a wider range of participants.

Sponsorship funds also enable us to improve our service to our young athletes. Over the years we have purchased new throwing nets, timing equipment and recently installed new high jump covers and mats. In the coming years are seeking sponsorship to assist with supplementing the club's annual income to cover costs associated with hosting skills development events for volunteers (ITLAS), providing a wider range of funded specialised coaching sessions for track and field events and improvised operating activities after the demolition of our existing pavilion and the associated construction phase.

How to become a sponsor

For any enquiries regarding these sponsorship opportunities, please contact:

Jo-Sanra Petzer
Vice President
MLAC

Mobile: 0415 655 301
Direct email: jo.petzer@icloud.com
MLAC email: moorabbin@lavic.com.au

Thank you

The MLAC Centre Executive, athletes, members and volunteers would like to thank you for considering joining our Centre as one of our sponsors.



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Rowans Road
Moorabbin

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Moorabbin VIC 3189

SPONSORSHIP AGREEMENT FORM

Please fill out the following agreement

I/We agree to support the Moorabbin Little Athletics Centre as a:
(Please tick your choice)

- | | | |
|--------------------------|------------------|---|
| <input type="checkbox"/> | Platinum Sponsor | \$3,500+ per annum |
| <input type="checkbox"/> | Gold Sponsor | \$1,000+ per annum |
| <input type="checkbox"/> | Silver Sponsor | \$500+ per annum |
| <input type="checkbox"/> | Bronze Sponsor | \$250+ per annum |
| <input type="checkbox"/> | Other | To be detailed in a separate attachment |

The term of my/our sponsorship is for ___ years, commencing ___/___/___.

My/Our business or company name is _____

The agreed sponsorship commitment is for an amount of \$_____ per annum payable within 28 days of the execution of this agreement and by the _____ day of _____ annually for the term of this agreement.

My position in the business/company is _____ and I confirm that I have the authority to exercise this agreement on its behalf.

Signed: _____ Date: _____

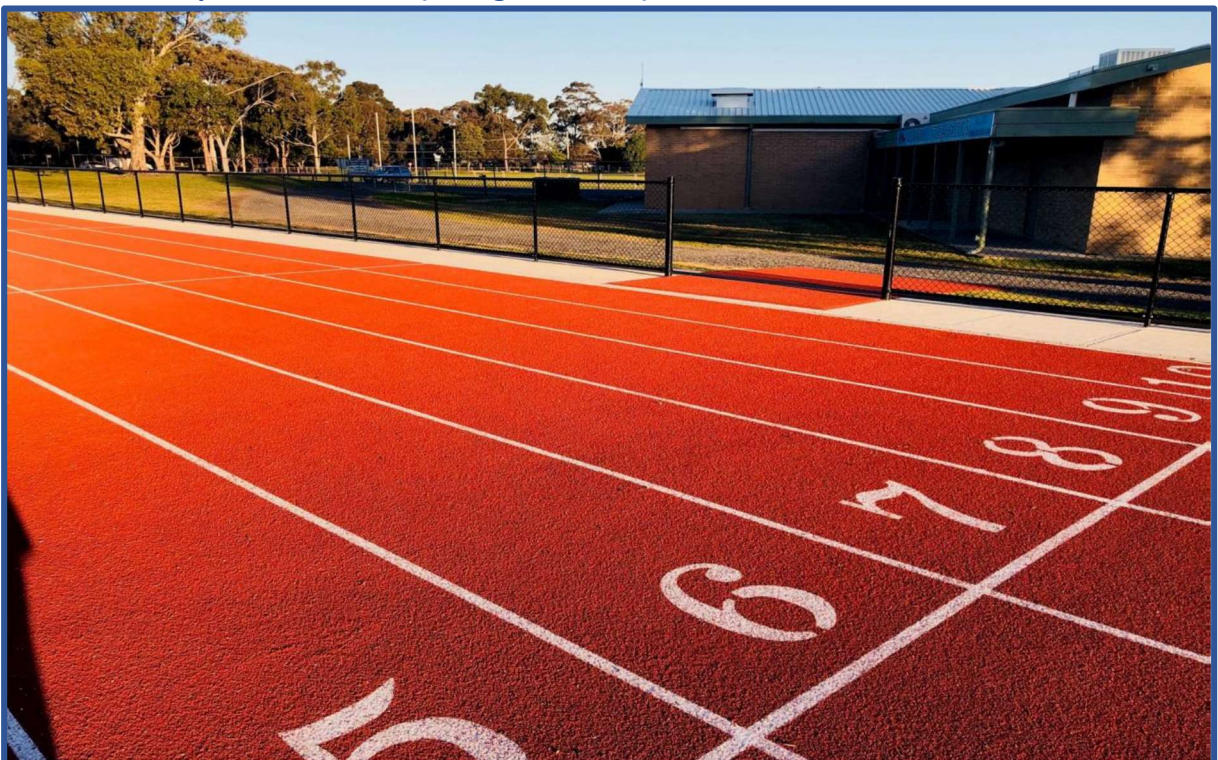
Print Name: _____

Formal confirmation of your sponsorship agreement will be provided in writing within 28 days of executing this agreement form.

Athletics track perimeter fence (facing outwards)



Athletics track perimeter fence (facing outwards)



Hurdle sponsorship (rear side)

