



PRESTON RESERVOIR LITTLE ATHLETICS CENTRE

Partnership Opportunities 2021/22

ABOUT US

Located at Edwardes Lake Park, Preston Reservoir Little Athletics Centre (PRLAC) is an affiliated member of Little Athletics Victoria (LAVic). PRLAC focuses on community, family and fun. Athletes range from U6 to U16 and we expect our membership to grow in the years to come with an improved digital module (social media, website), Olympic/Commonwealth Games and a recently redeveloped new track at Edwardes Lake.

We encourage our athletes to 'Do their best' and focus on improvement in skills over 'winning' and 'high performance'. We do celebrate the achievements and as a centre overall but also reward those who continue to improve and set new PBs. PRLAC is a not-for-profit community club that has successfully been integral to the local community for over 50 years, ran solely by volunteers.'

HOW DOES YOUR SUPPORT HELP US?

Our partners (sponsors) and fundraising is vital to any community sporting club. As a small club, community support is extra important. It enables us to help meet our running costs without increasing membership fees by a big margin. It also strengthens our capability in coaching so we can effectively educate our athletes the correct techniques to improve with a goal of competing and contending at Regional and State events. Sponsorship has also helped massively to assist in purchasing, replacing, and upgrading old equipment to meet regional and state standards, moving to computers from pen/paper, and other essentials for Little Aths such as sunshades and starting equipment.

WHAT DOES A PARTNERSHIP INVOLVE?

At PRLAC, we appreciate all support and are flexible in working with you to find a way you can help our club. Sponsorship can be anything from monetary sponsorship packages, a small community sponsorship or donations of goods/vouchers for raffles or prizes. If you wish, there is also an option of giving promotional giveaways to our athletes if you wish. We will look at innovative opportunities to market your business to our community through a wide range of ways.

WHAT WILL MONEY/DONATIONS GO TOWARDS?

Throughout the year the centre has expenses including payment of bills, coaching to enhance athlete improvement and performance, LAVic affiliation, entry for relay teams, uniforms trophies/awards to acknowledge our athletes just to name a few. Sponsorship helps us drastically to cover these costs which will then mean we can spend more money on equipment for our athletes. Equipment is very important to ensure that athletes are using the equipment at the standard that they would be using at Regional and State events. Each year, we stocktake our equipment and work out what equipment needs replacing. Sponsorship helps to cover the costs of equipment spending.

Donations will go towards raffles that we will then use to fundraise for the centre to help cover costs as mentioned above and put money back into the athletes.

PARTNERSHIP PACKAGES

PARTNERSHIP BENEFITS	MAJOR SPONSOR \$1500	GOLD SPONSOR \$1000	SILVER SPONSOR \$500	BRONZE SPONSOR \$300	COMMUNITY SPONSOR \$50-\$250	COMMUNITY SPONSOR Donation Goods
Certificate of appreciation	✓	✓	✓	✓	✓	✓
Listing in PRLAC Annual Report	✓	✓	✓	✓	✓	✓
Distribution of sponsor promotional items to our members (to be supplied by sponsor) OPTIONAL	✓	✓	✓	✓	✓	✓
Listing on Centre Website sponsors page						✓
Logo on Centre Website sponsors page	✓	✓	✓	✓	✓	
Logo on Team App sponsors page	✓	✓	✓	✓	✓	
Logo on sponsors noticeboard	✓	✓	✓	✓	✓	
Logo in Centre Handbook	✓	✓	✓	✓	✓	
Sponsor spotlight post on social media	✓	✓	✓	✓	✓	
Link to business website on our website and Team App.	✓	✓	✓	✓		
Framed thank you photo to display at your business	✓	✓	✓	✓		
Invitation to address members at a Centre Competition Day throughout the year.	✓	✓	✓	✓		
Logo at on front straight finish line board.	✓	✓	✓			
Temporary weekly venue signage (at partners cost)	✓	✓	✓			
Logo displayed in our canteen	✓	✓	✓			
Logo on social media posts	✓	✓				
Logo on front page of Handbook	✓	✓				
Logo displayed in the presentation area at Centre Championships	✓	✓				
Naming rights for our PRLAC Gift races held in March	✓					
Naming rights for our Centre Championships held in March	✓					
Logo on Gift qualifying tracking sheet displayed on Noticeboard	✓					

COMMUNITY DONATION
<p>Instead of monetary sponsorships, businesses will now have the opportunity to donate goods or vouchers becoming a PRLAC COMMUNITY DONOR including:</p> <ul style="list-style-type: none"> * Donations of food items to sell or raffle such as meat trays, sausages to have BBQs, boxes of fruit * Donations of vouchers to give to athletes for performances throughout the season. We are launching a PB of the Week Award this season and would come community donations to present to the athletes along with a medal or trophy and certificate! We see this as a unique opportunity and will also make sure your business logo is on that weeks certificate! * Donations of promotional items or gifts that we can give to our athletes at different points throughout the season * Donations of equipment to use at the club (such as bibs, extra cones, etc- please speak to use and we can liaise with you!)

If you are interested or would like more information, please let us know. If you have someone in mind that might be interested in sponsoring PRLAC please let them know. It doesn't have to be a big business either! We are extremely flexible with pricing and that is why we've made a whole lot of different options to suit your budget! By becoming a sponsor of Preston Reservoir LAC, you will be joining a fresh and vibrant Centre. The mantra of Little Athletics is FAMILY, FUN, and FITNESS and we look forward to potential partnerships with you to help promote these aspects amongst the community.

Preston Reservoir Little Athletics Centre Inc

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Venue location: Edwardes Lake Park, Reservoir

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