

Langley Mustangs Track and Field Club



2008 Corporate Sponsorship Opportunities Information Package



Langley Mustangs - An exceptional choice for your sponsorship support.

2008 Langley Mustangs Track and Field Club Sponsorship Opportunities

The Langley Mustangs Track and Field Club is located in Langley, BC, Canada and is both a high performance and recreational club ranging in ages from elementary school athletes to Masters.

We are dedicated to the development of the individual as a person and an athlete, and the competitive athlete at the local, provincial, national and international level. We have a long history of successfully developing athletes from our club who are consistently selected for provincial, national and international teams and competitions including the Olympics.

To achieve our goals in helping young athletes evolve, we are raising money through valuable sponsorship opportunities - and provide both monetary and gift-in-kind sponsorship options.

Promote your organization, your products or your services to our athletes, their parents, and all the other community members who visit our website and attend our track practices and meets while contributing to the athletic development of Langley's young aspiring track and field athletes.

We have established a sponsor benefits package, divided into six tiers that allow you to choose which level of sponsorship your company would be interested in. You can demonstrate your support by becoming an overall sponsor through cash or in-kind sponsorship or something in between to suit your needs and budget.

Sponsoring the Langley Mustangs Track and Field Club is an excellent opportunity to reach a wide and desirable demographic audience in Langley and around BC. It's also a great way to raise the prestige of your organization and obtain a tax write-off for your organization, as sponsorships are considered advertising expenses. We look forward to working with you in the near future.

**Bring us your sponsorship ideas on what would best
suit your organization!**

For more information on sponsorships, please contact:
Jamie Houlton, LMTF Sponsorship Coordinator at 604-533-6716
or by email at: jcmaj@shaw.ca

2008 Langley Mustangs Track and Field Event and Sponsorship Highlights

Langley Track Meets

The 2008 Langley Pacific Invitational Track Meet will take place over three days in June at McLeod Athletic Park (MAP) in Langley. Over 5,000 athletes, parents and fans will attend the meet. As a sponsor, you will be able to promote your organization onsite with a booth or table, hang your banner, give out product samples and company brochures, network with people and be recognized as a valued sponsor during the event, in media and on our website.

Other Track Meets

There are upwards of 10 other meets throughout Metro Vancouver and BC where, as a sponsor, your organization will be promoted through the Langley Mustangs “sponsors banner” that will be hung at these track meets held throughout the year.

Breakaway Hurdles Advertising

Our title sponsor will receive, among all other platinum title sponsors benefits, the premium sponsorship benefit of having their name and/or their logo on all breakaway hurdles used in the hurdle races. Hurdles are used at all practices and Langley meets.

Awards Ceremony

Our platinum title sponsor will also receive the benefit of being the only recognized sponsor at the LMTF year-end awards ceremony held in November, which will honour the club’s best male and female athletes of the year and celebrate all the Langley Mustangs athletes. Your organization can be the title sponsor - gain recognition at the event, present awards, hang your banner, set up a sponsor table and more.

Practices

Sponsor benefits are also implemented at all practices, subject to applicable benefits as outlined within this package. Practices are on: Tuesdays, Wednesdays and Thursday starting March 4, 2008 at 4:30 p.m. for 2 hours. All practices are held at Neil McLeod Athletic Park (MAP) located at the corner of 56th Ave and 216th Street, beside Langley Senior Secondary. Practice times may vary/change based on athletes needs.

Overall Sponsorship Opportunities

Platinum Club Title Sponsor (\$5,000) (2 only)

Club Title Recognition

- Company name and/or logo on one side of all breakaway hurdles advertisement boards used at all practices and Langley Mustangs hosted track meets.
- Awards Night title sponsor - see below.

Print Recognition

- Company name and logo in all print material made for Langley Mustangs hosted meets (ie. meet programs, athlete information packages and posters).

Langley Pacific Invitational Year-end Track and Field Meet Event Recognition

- Attendance at our 3-day season-end Langley Pacific Invitational meet at McLeod Athletic Park in Langley, with direct networking opportunities with over 5,000 club and community members in attendance.
- Opportunity to set-up a 10' x 10' booth/tent and promote your company.
- Opportunity to hand out your promotional materials and products.
- Opportunity to hang company banner over the 3-day meet.
- Specific recognition during announcements at the meet.
- Four invitations to the VIP room at McLeod Athletic Park.

Year-end Awards Event Recognition

- Your organization will be one of only two title sponsors of this event - gain recognition, present awards, hang your banner, set up a sponsor table and more.

Website Recognition

- Year-long recognition of company name, logo and web link on the website homepage at: www.langleymustangs.com .
- Year-long recognition of company name, logo and web link on the website sponsors page at: www.langleymustangs.com/sponsors.

Media Recognition

- Promotion and mention of company name in media releases.

Practice and Meet Recognition

- Langley Mustangs sponsor banner with company names and logos displayed at all practices at McLeod Athletic Park and meets throughout the year.

Gold Sponsor (\$2,500)

Print Recognition

- Company name and logo in all print material made for Langley Mustangs hosted meets (ie. meet programs, athlete information packages and posters).

Langley Pacific Invitational Year-end Track and Field Meet Event Recognition

- Attendance at our 3-day season-end Langley Pacific Invitational meet at McLeod Athletic Park in Langley, with direct networking opportunities with over 5,000 club and community members in attendance.
- Opportunity to set-up your 10' x 10' booth/tent and promote your company.
- Opportunity to hand out your promotional materials and products.
- Opportunity to hang company banner over the 3-day meet.
- Specific recognition during announcements at the meet.
- Four invitations to the VIP room at McLeod Athletic Park.

Website Recognition

- Year-long recognition of company name, logo and web link on the website homepage at: www.langleymustangs.com .
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Media Recognition

- Promotion and mention of company name in media releases.

Practice and Meet Recognition

- Langley Mustangs sponsor banner with company names and logos displayed at all practices at McLeod Athletic Park and meets throughout the year.

Silver Sponsor (\$1,000)

Print Recognition

- Company name and logo in all print material made for Langley Mustangs hosted meets (ie. meet programs, athlete information packages and posters).

Langley Pacific Invitational Year-end Track and Field Meet Event Recognition

- Attendance at our 3-day season-end Langley Pacific Invitational meet at McLeod Athletic Park in Langley, with direct networking opportunities with over 5,000 club and community members in attendance.
- Opportunity to set-up your 2' x 8' table and promote your company.
- Opportunity to hand out your promotional materials and products.
- Opportunity to hang company banner over the 3-day meet.
- Specific recognition during announcements at the meet.
- Two invitations to the VIP room at McLeod Athletic Park.

Website Recognition

- Year-long recognition of company name, logo and web link on the website homepage at: www.langleymustangs.com .
- Year-long recognition of company name, logo and web link on the website sponsors page at: www.langleymustangs.com/sponsors.

Bronze Sponsor (\$500)

Print Recognition

- Company name and logo in all print material made for Langley Mustangs hosted meets (ie. meet programs, athlete information packages and posters).

Langley Pacific Invitational Year-end Track and Field Meet Event Recognition

- Attendance at our 3-day season-end Langley Pacific Invitational meet at McLeod Athletic Park in Langley, with direct networking opportunities with over 5,000 club and community members in attendance.
- Opportunity to hang company banner over the 3-day meet.
- Specific recognition during announcements at the meet.

Website Recognition

- Year-long recognition of company name, logo and web link on the website sponsors page at: www.langleymustangs.com/sponsors.

Track and Field Friend (\$250)

Langley Pacific Invitational Year-end Track and Field Meet Event Recognition

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Website Recognition

- Year-long recognition of company name, logo and web link on the website sponsors page at: www.langleymustangs.com/sponsors.

Gift-in-Kind / Partial Gift-in-Kind

Gift-in-kind options are the provision of products or services by sponsors to LMTF instead of money. A gift-in-kind can also be combined with money to reach a higher sponsorship level. Gift-in-kind donations will be slotted into a sponsor level based on total cash value. Minimum value of \$250. A gift-in kind could include:

- Banner and sign services
- Athletic apparel
- Nutritional vitamins
- Athletic drinks
- Training equipment
- Services to advance the LMTF Club
- And many others. Bring us your ideas.

Bring us your sponsorship ideas on what would best suit your organization!

Sponsorship Agreement

Date: _____

Contact: _____

Company: _____

Address: _____

Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Sponsorship Level

PLATINUM (\$5,000)

GOLD (\$2,500)

SILVER (\$1,000)

BRONZE (\$500)

TRACK & FIELD FRIEND (\$250)

IN-KIND (Minimum. \$250)

In-kind (describe and list value) _____

Cash Sponsorship (\$ amount) _____

For cash sponsor, please make cheque payable to Langley Mustangs Track and Field Club within one week of signing agreement.

Please complete this form and contact Jamie Houlton at 604-533-6716 or by email at jcmaj@shaw.ca to arrange delivery or pickup of this form and your cheque.