



Brookfield Lacrosse Club



2026
Sponsorship
Proposal

Who We Are



Brookfield Lacrosse Club (BLC), is a not-for-profit organization who has been serving the youth of Brookfield and surrounding communities for over a decade.

BLC is a grassroots program offering boys and girls from kindergarten through eighth grade the opportunity to play lacrosse competitively which feeds into Brookfield High School teams.

BLC provides a sports program that emphasizes the importance of academics, sportsmanship, teamwork, good character, community and parental involvement.

Our Board of Directors, coaches, and parents work hard to instill qualities that promote the growth and development of our youth.



Mission

- ❖ **Create opportunities** for all kids to experience lacrosse - the fastest-growing sport in the country.
- ❖ **Ensure no child is excluded** from our program due to financial limitations.
- ❖ **Strengthen our community** by bringing young athletes together through shared interests, sportsmanship, and friendly competition.
- ❖ **Help players grow** by teaching teamwork, accountability, and discipline while developing a lifelong love for the sport.
- ❖ **Foster respect** — for the game, for others, and for themselves.





Brookfield Lacrosse Club Reach

BLC has taught more than **5,000 kids** to play lacrosse since its inception and continues to serve **150+ players every season**.

We proudly host one of the largest lacrosse events in the region — our **16th Annual Ice Breakers Tournament**, which attracts approximately **100 teams** from Connecticut and New York each year.

BLC operates out of **Cadigan Park in Brookfield, CT**, a premier **14-acre, state-of-the-art sports complex** that underwent a **\$5M renovation in 2015**. The facility features artificial turf fields, tennis courts, basketball courts, ample parking, restrooms, and a covered pavilion.

Our program delivers exceptional visibility for sponsors, with more than **15,000 visitors** passing by sponsorship signage at Cadigan Park throughout the season (March–August).



Lacrosse is here to stay, and we love it...

According to stats published in 2022, Lacrosse is played at the high school level in 3,077 schools across the nation, with combined participants of 204,627.

In CT (as of 2022), 101 high schools have a boys lacrosse program, and 98 high schools have a girls lacrosse program.

Today, nearly two million players wield lacrosse sticks on fields across the U.S., according to the 2023 Participation Report by the Sports & Fitness Industry Association, and while participation in the sport has slipped slightly in recent pandemic years, locations across the country report that activity continues to increase, especially for school teams.

On the collegiate level, the NCAA said that between 2003 and 2018, Division I lacrosse grew by 61 percent among men and a whopping 97 percent among women. Today, lacrosse is an NCAA staple with 127 Division I women's programs and 75 Division I men's programs.



References:

https://www.nfhs.org/media/5989280/2021-22_participation_survey.pdf



Sponsorship

A successful season begins with securing local and corporate sponsorships from businesses and organizations that help offset the costs of operating our league.

Your sponsorship directly supports the program by helping fund experienced coaches and, most importantly, keeping registration fees affordable for our families.

Sponsor contributions cover essential expenses such as field use fees, game-day equipment, officials, and insurance. Every dollar is reinvested into the program to enhance lacrosse opportunities in Brookfield and the surrounding communities.

If supporting youth athletics aligns with your company's values, we invite you to review the sponsorship options provided.

BLC is confident you will find a sponsorship level that fits your organization while also making a meaningful impact on our athletes and the broader lacrosse community.



16th ANNUAL ICE BREAKERS TOURNAMENT



Brookfield Lacrosse proudly presents the 2026 Ice Breakers Tournament!

Shake off the chill and join 80+ teams from CT and NY for fierce competition, big fun, and cool amenities. Let the season begin!

Registration Now Open

Register @ <https://tourneymachine.com/E172186>



Any questions, contact Ice Breakers Committee:
lacrossetourney@gmail.com



Dates:

BOYS

Senior 7/8 Saturday, March 28th
Junior 5/6 Saturday, March 28th
Lightning 3/4 Sunday, April 26th

GIRLS

Senior 7/8 Sunday, March 29th
Junior 5/6 Sunday, March 29th
Lightning 3/4 Sunday, April 26th

Divisions & Fees:

Boys/Girls Senior 7/8	\$600
Boys/Girls Junior 5/6	\$600
Boys/Girls Lightning 3/4	\$375

***Early Bird Registration* Save \$50 on Junior/Senior registration by Dec 31**

Tournament Details:

- Championship Format with A & B Brackets for Senior/Junior Divisions
- Jamboree style for Lightning 3/4 divisions
- Guaranteed four 25-minute games

Amenities:

- Food Trucks & Concessions
- Lacrosse Merchandise & Vendors

Fields:

- All games played on Turf Fields - Brookfield High School & Cadigan Park
- NO SNOW ON ANY FIELDS!!

<https://www.brookfieldlacrosseclub.org>

Sponsorship Opportunities

Ice Breaker Tournament

BLC proudly hosts one of the largest lacrosse tournaments in the region — the **16th Annual Ice Breaker Tournament**.

This event marks the official start of the boys' and girls' lacrosse season and brings together approximately **100 teams** from Connecticut (Fairfield and Litchfield Counties) and New York (Westchester and Putnam Counties).

The Ice Breaker Tournament provides an exciting venue for players, coaches, and lacrosse families to kick off the season, build community, and celebrate the sport.



Sponsorship Levels

Platinum Level \$2000.00

- ❖ Prominent placement of large banner/signage at Tournament and home season (March - June).
- ❖ Key Advertisement banner placement with link to your company's website from brookfieldlacrosseclub.org homepage for one year.
- ❖ Recognition announcements during Ice Breaker Tournament.
- ❖ Large logo/name placed on Brookfield Lacrosse Club social media sites and T-Shirts.
- ❖ Special Commemorative Plaque for your office

Silver Level \$500.00

- ❖ Placement of smaller banner/signage at Tournament.
- ❖ Recognition announcements during Ice Breaker Tournament.
- ❖ Clickable link to your company's website from brookfieldlacrosseclub.org sponsorship page for one year.
- ❖ Logo/Name placed on Brookfield Lacrosse Club social media sites and T-Shirts.

Brookfield Lacrosse is a Non-Profit 501(c)(3) organization.
Tax ID number available upon request.

Gold Level \$1000.00

- ❖ Prominent placement of banner/signage at Tournament and home season (March - June).
- ❖ Clickable link to your company's website from brookfieldlacrosseclub.org sponsorship page for one year.
- ❖ Recognition announcements during Ice Breaker Tournament.
- ❖ Medium logo/Name placed on Brookfield Lacrosse Club social media sites and T-Shirts.
- ❖ Special Commemorative Plaque for your office.

Bronze Level \$250.00

- ❖ Recognition announcements during Ice Breaker Tournament.
- ❖ Clickable link to your company's website from brookfieldlacrosseclub.org sponsorship page for one year.
- ❖ Logo/Name placed on Brookfield Lacrosse Club social media sites.



All sponsorship applications and donations must be received by BLC by February 28, 2026 to allow adequate time for processing. Upon receipt of application, BLC will contact sponsors to obtain logos and URL's

On behalf of the Brookfield Lacrosse Club (BLC), we invite you and your company to become a valued sponsor of our youth lacrosse program.

Your support enables us to offer more to our athletes and continue growing the program. BLC sincerely appreciates your consideration and looks forward to building a mutually beneficial partnership.

Our mission is to provide a high-quality lacrosse experience at a low cost to our community.

Sponsorships like yours help keep registration fees affordable, fund free clinics, specialized training, team equipment and financial assistance to players who need support in order to participate.

As a BLC sponsor, we are committed to maximizing your business's visibility and ensuring your brand connects with your target audience.

Beyond the satisfaction of supporting a grassroots youth program, your sponsorship fosters long-lasting goodwill and consumer loyalty within our community, our lacrosse families, and the many travel leagues and teams that participate in our annual tournament.



2025 Sponsor T- Shirt & Plaque



Brookfield Lacrosse Club

Thank You!

