

## **IMPORTANT Sponsorship Instructions for Lacrosse Families**

We are excited to announce our Sponsorship Program for the new 2024 season! This is a great way to help pay for your player's club fees and help support the club program.

### **Here's how it works:**

If a player gets a sponsor from a business or individual, 50% of that donation goes towards the player's personal lacrosse club fees and 50% goes to the Club. (Up to the full amount of the fee - any extra will be used for club needs).

For example:

A business sponsors you for \$500. You will receive \$250 towards paying for your club fee. The other \$250 goes to the club. If your fee is \$300, you would then only have to pay \$50 in club fees.

### **Here's what you can do:**

- Go out and find a company/business, friends, or family who would be interested in sponsoring you and helping Ankeny Thunder Lacrosse. Don't be afraid to ask a lot of people. Many local companies are thrilled to sponsor a team!
- Print and give them the sponsorship information. (you can find this in an email or on our website) Tell them a little about yourself, your team, and why you love lacrosse. **Don't forget to SIGN YOUR NAME** on the cover letter under "Sincerely" and above the board members names.
- Politely ask them to consider a sponsorship donation. All donations are tax deductible for them.
- Have them send in their donation. Ask them to send it to the address listed in sponsorship letter, or give it to you directly to turn in to a board member. You can also give them a pre- addressed envelope to make it easier! (VENMO now an option as well)
- Remind them that all donations need to be turned in by March 1, 2024 to make sure their names are represented in the promised ways according to the letter. We will still accept sponsorships after March 1st! However, we cannot guarantee their name on printed material if received after March 1st.
- Send a Thank-You letter or email to your sponsor. **Required! DO NOT FORGET!**
- **YOU will also be required to pick up your posters** and to deliver team posters to your sponsor (if applicable) when they become available.

## FAQ's

### 1. What if I get more than one sponsor?

Awesome! That would be great! You are welcome to get as many sponsors as you can. Remember that 50% of your sponsors donations go to help pay your club fees up to the full amount of your personal fee. If you earn more than your fee amount, all the extra money you earn from sponsorships will be put into our Club to help pay for fields, officials, etc.

### 2. What if I already have paid our club fee before I get a sponsor?

If you have already paid your fees, you will be refunded the difference. The club treasurer will issue you a check.

### 3. Do I have to do this?

Nope! This program is totally optional. But we do encourage all players to give this a try. Not only does it help you and the entire club out financially, it also is a great way to spread the word about lacrosse in our community! It's sure a lot of fun to go into businesses and see our lax posters hanging on their walls.

### 4. Who will be on the team posters?

For the 2024 season, there will be two posters printed. One will be of the senior class for the boys' teams. One will be of the entire girls' varsity team. (extra posters of these may be available for purchase after all sponsors have received theirs).

\*If you have a person that gave you money/equipment but didn't go through our sponsorship program, yay! That is fantastic for you! However, they will not receive a poster or recognition on our website/trailer/banner unless you help pay for the posters or other items. Thanks for understanding)

### 5. What do you mean by "Club Fees"?

"Club Fees" refers to the amount of money due to the Club only (Ankeny Thunder Lacrosse/HALO). There are other fees associated with playing that the sponsorship does not cover. For example: US lacrosse membership fees or NELAX fees. It also does not cover personal equipment or jerseys, decals, apparel, etc.

### 6. What if we really want to play lacrosse, but we can't afford it?

We hope that by offering the sponsorship program - all players interested in playing will be able to have financial help by finding sponsors to support them. For further financial assistance please contact the board directly. We will **NOT** turn any player away who wants to play and arrangements can be made on an individual basis.

### 7. What are Club fees and fundraising money earned used for?

Well - EVERYTHING that it takes to run the club! Including but not limited to indoor facility rental, outdoor field rental, club equipment needs, insurance, officials, balls, nets, etc. It takes funds to provide a safe environment for our players and to ensure all things are provided for the players in our club to have a successful season. Youth coaches, board members, and volunteers are 100% **unpaid**.

If you have any further questions about the sponsorship program or anything else, please ask! We are trying our very best to make sure we can help the players, coaches, and families in any way we can.