



2018 SPONSORSHIP APPEAL

As our primary goal is to promote and grow the game of lacrosse with young men ages 7-18, Asheville Empire Lacrosse - a non-profit organization - provides an outstanding training and development program for youth lacrosse in Western North Carolina.

For the 2017-2018 school year, Asheville Empire Lacrosse will field teams at the 10U, 12U, 14U, JV and Varsity levels to play during our regular Spring 2018 Season. In Fall 2018, we will offer Skills Clinics at the beginner, intermediate and advanced levels as well as Fall Select Travel Teams for players ready to compete at the next level. Our boys will represent Western North Carolina, playing their home games at either Fletcher Park or Memorial Stadium and because of the nature of our sport, we will travel to cities/towns with similar club programs in Spartanburg and Greenville counties in South Carolina, Piedmont-Triad area, Mecklenberg, Gaston and Catawba counties in North Carolina, and Knox county in Tennessee.

On the next page, you will find our 2018 Sponsorship Agreement describing several levels of sponsorship. Your support means a great deal to our organization. Along with your generous contribution, we ask that you provide us with a large high-resolution logo or master logo (in PNG, EPS and AI formats). We will use your logo in a variety of ways based on the level of sponsorship:

- We will provide all our players and coaches a t-shirt for the Spring 2018 Season. This t-shirt will have our sponsor logos on the back – approximately 250 shirts in total. The size of your logos on the t-shirt will be in proportion to the amount donated. Larger donations will have more prominent logos.
- Depending on the level of sponsorship, we will provide another t-shirt for Fall Ball 2018 with sponsor logos on the back of those and provide to all our players and coaches - approximately 230 shirts in total.
- We will have banners with sponsor logos (approximately 4-5 banners in total) displayed at all home playdays and games and at the Guardian Cup (in May). The size of your logos on the banner will be in proportion to the amount donated. Larger donations will have more prominent logos.
- We will display sponsor logos on our website from January 2018 thru December 2018 for all sponsors donating \$1,000 and over.
- For those of you sponsoring Select Teams in the fall, your logo will appear on long sleeve "Select Only" team shirts.
- For all sponsors contributing \$800 or more, your company name and/or logo will be printed on the 2018 Guardian Cup T-shirts that will be available for purchase to all attendees – a potential of up to 800 t-shirts.
- There is a top tier level of corporate sponsorship which involves a uniform shooting shirt. A more detailed description is also attached in the following pages. In addition to logo display on the underlayer uniform shirt (shooting shirt), this sponsor will be included on banners, website and t-shirts as well.

Our players are well-coached, our program is fairly-priced, and we have efficiently-run offerings that endorse our values, player development, and love of the fastest game on two feet. In order to continue operating and to keep the registration fees affordable for all, we must turn to corporate and community sponsorship for much of our financial support to make up the difference needed to provide uniforms, equipment, referees, coaching stipends, administrative costs, facility/field rentals, insurance and other direct expenses related to running our organization. We are seeking sponsors for the 2018 Spring Season and 2018 Fall Clinics/Fall Select wherein a single contribution could potentially sponsor an entire team OR the entire program. Feel confident that 100% of your contribution goes directly to support Asheville Empire Lacrosse.

ASHEVILLE EMPIRE LACROSSE SPONSORSHIP AGREEMENT

As you know, your sponsorship is a great advertising tax write-off. We have listed our Federal Tax ID below for your files. More importantly, your sponsorship is a great opportunity to introduce the game of lacrosse to Western North Carolina. At the end of the year, we will present you with a Team Sponsorship Plaque along with our 2018 All Team/Club photo. We hope you will display the plaque as our true partner in growing lacrosse here in Asheville! Thank you from all of us at The Empire !



Organization: Asheville Empire Lacrosse	Address: 8 Hickory Creek Court, Arden, NC 28704
Administrator: Elaine "Lainey" Sherwood	Email: lainey@ashevilleempire.com Phone: (828) 398-8838
Federal Tax ID: 82-2471093	Sponsorship Season: January 2018 – December 2018
PLEASE SELECT YOUR LEVEL OF SPONSORSHIP	
SILVER	___ \$500 (name on Fall Ball T-Shirt only)
GOLD	___ \$1000 (name on Spring and Fall shirts, smaller logo on banner)
PLATINUM	___ \$1500 (name on Spring and Fall shirts, medium logo on banner & website)
TITANIUM	___ \$2,500 (logo on Spring and Fall Shirts, largest logo on banner and website)
WHOLE PROGRAM Uniform Sponsorship Uniform Underlayer Shooting Shirts/Count: 200	___ \$5,500 (solo logo on ALL underlayer uniform shirts (also called shooting shirts), largest logo on banner and website, logo on Spring and Fall t-shirts)
WHOLE PROGRAM Uniform Sponsorship Uniform Jerseys and Pinnies/Count: 200	___ \$8,000 (solo logo on two sides of jerseys (NOTE: smaller than team logo – on chest with high visibility)
WHOLE PROGRAM Uniform Sponsorship Sublimated Uniform Shorts/Count: 200	___ \$5,500 (solo logo on one side of shorts – opposite player number (NOTE: smaller logo on ohest with high visibility)

Sponsor Information

Date of Agreement:		Name of Business:		
Primary Contact/Title:				Phone:
Street:		City:		State:
Zip Code::		Email:		
Type of Payment: ___ Credit Card ___ Check ___ PayPal ___ In Kind			Amount:	Check #:
Card #:			Expires:	CSV #:

The Sponsor listed here agrees to sponsor the team as identified above during January 2018-December 2018. The Sponsor understands that this is a signed commitment and legal contract to sponsor Asheville Empire Lacrosse or a portion thereof and payment is committed and required. Please make the check payable to **Asheville Empire Lacrosse**. Please send all checks and completed Sponsorship Agreements to: **Asheville Empire Lacrosse, ATTN: Melissa Ciocian, Executive Director, 8 Hickory Creek Court, Arden,, 28704.**

Sponsor Signature:	Date:
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Shooting Shirts for 2018

There is one more option for sponsorship in 2018 which is our player shooting shirts. Player uniforms consist of a jersey, shorts and shooting shirts. **In 2018, the shooting shirts will be the only change in our players uniforms.**

The shooting shirt will include your company logo printed on back of shooting T-shirts. **This opportunity is for only one sponsor. The level of sponsorship is \$5,500.** Your logo will be the only logo on the uniform shirt of **EVERY** Asheville Empire Lacrosse player. These shirts are worn under their jerseys and pads, but will have high visibility in between game times on game days.

If your company would like to sponsor the team shooting shirts, we must have confirmation by January 10, 2018.



Please take a look at all our sponsorship options on the final page. If you have any questions, please contact our Administrator, Lainey Sherwood at lainey@ashevilleempire.com or (828) 398-8838.

Thank you for your support!