



Welcome to Team BC! Whether it's your first time with us or you're a returning family, we're thrilled to have you here.

Team BC offers more than just high-level lacrosse coaching, training and scholarship potential; it's a platform for athletes to learn valuable life lessons. For some athletes, Team BC travel marks their first independent trip. For all of them, travelling as a team builds a multitude of skills and we take immense pride in being a part of that journey for your child.

With rising costs, due to multiple factors, we understand the financial pressures that our families may feel. Fundraising is strongly encouraged to reduce your costs, both individually and as a team.

Our Team BC managers and staff boast a wealth of experience and knowledge and will lead the way for team fundraising. Car washes during the spring and summer months can yield substantial profits, doubling as team-building exercises. Additionally, sales initiatives (such as donuts, flower baskets, or gift cards) are effective in both fundraising and fostering team unity. Some teams or individuals turn to bottle drives as they are a tried-and-tested fundraising method; consider setting up an account at a local recycling center and rallying support from friends and family.

However, please note that any activities involving "gaming" are strictly prohibited. Raffles or 50/50 draws necessitate government gaming licenses, which are only applicable to associations, not individuals or teams. You can hold 'Silent Auctions' as that is not 'gaming'. If you have a couple of people who are great at securing donated items, this can be a good way to raise funds. Please do not offer any alcohol or cannabis products. If you have any questions, please ask!

You may want to encourage your child to approach local businesses with a letter and printed package with the sponsorship offerings listed below. This can often yield better results than a mass email. Businesses owners who may not know the sport of lacrosse might feel more compelled to support when the ask is made in person.

Our sponsorship program benefits this year are again based on social media posts, the details are below. Please feel free to share this information with all of your potential sponsors!

Sponsorship Tiers:

Bronze Sponsorship (\$250 to \$500):

- ❖ Company name featured in a 'Bronze Sponsor Thank You' post on Team BC's Instagram and the BCLA Facebook page. Sponsors will be acknowledged as Individual sponsors or Team Sponsors. Please note that depending on the number of sponsors, bronze and silver tiers may be combined in a post with Silver receiving larger font size. (2 social media mentions)



Silver Sponsorship (\$501-\$1000):

- ❖ Company name showcased in a 'Silver Sponsor Thank You' post on Team BC's Instagram, a story on BCLA Instagram, and a post on the BCLA Facebook page. Sponsors will be acknowledged as Individual sponsors or Team Sponsors. Please note that depending on the number of sponsors, bronze and silver tiers may be combined in a post, with Silver receiving larger font size. (3 social media mentions)

Gold Sponsorship (\$1001-\$1500):

- ❖ Company name and/or logo highlighted in a 'Gold Sponsor Thank You' post on both Team BC and BCLA Instagram accounts, as well as on the BCLA Facebook page. Additionally, two extra mentions on Team BC Instagram stories, coinciding with team travels. Sponsors will be acknowledged as Individual sponsors or Team Sponsors. (5 social media posts, including company logo)

Platinum Sponsorship (\$1501 or more):

- ❖ Company name and logo prominently featured in a standalone 'Platinum Sponsor Thank You' post on both Team BC and BCLA Instagram accounts, along with the BCLA Facebook page. Furthermore, two extra stories on Team BC Instagram and one additional story on BCLA Instagram. Sponsors will be acknowledged as Individual sponsors or Team Sponsors. (6 standalone social media posts, including company name and logo)

Please be aware, tax receipts are unavailable for any sponsorship dollars directed towards specific athletes or teams. If you're acquainted with a business owner seeking a tax receipt, contributions must be channeled through the BC Amateur Sport Fund to benefit the Team BC program. A 5% service fee is levied on contributions, and funds cannot be earmarked for individual athletes or teams but instead go towards the Team BC program. Nonetheless, donors receive a tax receipt for their contributions.

Should you have any questions or concerns, don't hesitate to reach out to our program coordinator: Lucas Greene at Lucasgreene@bclacrosse.com or me jillkrop@bclacrosse.com

We're looking forward to a fantastic season for all our teams!

Thanks for your time,

Jill Krop
Executive Director, BCLA



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