



LETHBRIDGE
STEEL
Sponsorship Package



THE LETHBRIDGE STEEL

Lethbridge Steel is more than a football team. We are a group of diverse people that value competition and our development as athletes. Through this environment there is a focus on physical health through fitness, empowerment and community building.

The Lethbridge Steel Football Association would like to thank you for your consideration in sponsoring our 2024 season. The Western Women's Canadian Football League is the largest full-tackle women's football league in Canada, it began in 2011 with the intention to ensure that the momentum of elite female athletes can grow to their full potential not only in Western Canada, but at a national and international level as well. The Lethbridge Steel Football Association became another branch to the league that provides opportunity for women to play in a competitive environment around Southern Alberta.



IMPACT

The impact of this sponsorship the Lethbridge Steel comes at multiple levels.

- It helps with us to recruit players ranging from ages 16 to 50! The demographic of women athletes gives your organization an opportunity to brand itself with tomorrow's young professionals and their families.
- Sponsorship also allows us to provide updates to equipment, game scheduling and hosting, better safety protocols, better means of transportation and a HUGE increase in opportunity to play other women's football teams in the surrounding provinces.
- Sponsoring our team will allow more opportunity for women in Southern Alberta Lethbridge Area to be able to play sports in a competitive and engaging environment, while promoting active, healthy living at any age.





ADVERTISEMENT

As a sponsor, we appreciate all levels of engagement that a business can provide for our team. In sponsoring our team, we will be able to brand a wide variety of T-Shirts, Posters, Programs and Social Media Pages including our website with your logo! We also provide recognition during press releases, home game announcements and photo opportunities! These things provide us the ability to create a positive community image as well as getting your name out as a sponsor. We will also do a “thank you sponsor” social media blast to all “Silver and Gold” sponsors that will have us come to your business (if desired) to do a photo with players that can be posted on both parties’ social media.

Don't see something that fits your organization?

We are more than happy to develop something that fits your desired level of involvement.



GENERAL SPONSORSHIP



Gold \$1000/Annual

- Logo placement on team apparel
- Local advertising on team website, Instagram and Facebook.
- Full page advertising in Steel program
- Recognition in games and all team publications

Silver \$500/Annual

- Local advertising on team website, Instagram, and Facebook
- Recognition in games and all team publications
- ¼ page advertising in Steel program

Bronze \$250/Annual

- Local advertising on team website, Instagram, and Facebook.
- Recognition in games and all team publications

ADOPT A PLAYER

Lethbridge Steel Football is an amateur endeavor and, pending overall team success, is one that can be costly to our players. Lethbridge Steel players are not paid to play in the WWCF, and as such are required to pay various fees for the privilege to play women's football at its highest level. Through a personal sponsorship of a Steel player, your contribution(s) toward "Adopting" a player will directly support and enable a player's opportunity to play football for our program. For a one-time donation, you can cover the annual team fees of a Steel player.

\$475/Annual

- Recognition on Adopt-A-Steel player page. Company name next to player's name on program and on web page.



GAME DAY SPONSOR- \$1000

Become the official sponsor of a home game! Your support helps provide the Steel with proper facilities to train before the game, the field rental itself and classroom sessions throughout the season. This is vital for athletic development and team growth throughout the season. If you are our game day sponsor you receive...

- Game day recognition over the PA system.
- Minimum of 3 social media shoutouts.
- Local advertising on team website, Instagram and Facebook.
- Full page advertising in Steel program

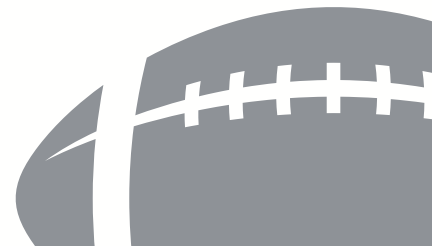


EQUIPMENT SPONSOR - \$1500

Help us keep up-to-date equipment; yearly helmet purchases, shoulder pads, padded practice pants, and more

You get:

- We will place a large sticker from your business on the helmets you help purchase.
- In addition, you will receive a full-page printout ad in our gameday brochure Listed
- on the website as a supporter
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AWAY GAME SPONSOR \$10 000

Your generosity enables our team to take a bus to games, relieving stress from families and players by allowing them to focus on the game rather than how they're getting to the field.

- 8 season tickets
- a bi-monthly business shout-out on social media
- sponsorship announcement during the games
- a full page advertisement in the game day pamphlet
- your logo will appear on our website as a supporter
- a placard on the field sidelines with your business advertised on it



TEAM MERCHANDISE SPONSOR

Your funds provide the players and coaches with a Steel t-shirt + your business logo. We will use any extra funds to sell the merchandise at the games, so that fans can support the Steel and show off your business in our community!

You get:

- 4 season tickets
- T-shirts with the Steel logo and your logo printed covering the back top half of the t-shirt
- You will also receive a half-page advertising in our game-day booklets
- A place on our website as a supporter.



INTERESTED?

To officially become a member of the Lethbridge Steel, please express interest to lethbridgesteelregistrar@gmail.com or through our facebook page!

