



WILLIAMSTOWN LACROSSE CLUB

SPONSORSHIP PROSPECTUS

Williamstown Lacrosse Club has a long and proud history, Of all the sports clubs in Williamstown, the Lacrosse Club is perhaps the club that represents the spirit of this once quiet seaside village and now sought-after suburb of Melbourne in the truest sense. Established in 1898, the club has grown to become a vibrant community hub, providing local youth from as young as 7 years old the opportunity to play, stay active, and foster a healthy, supportive environment.



CLUB HISTORY

1

Establishment

The Williamstown Lacrosse Club was established in 1898 at a meeting held at the Baptist Church, convened by Arthur Whitely, the son of the Baptist Minister at the time. Arthur Whitely would later become the club's first Captain.

2

Growth and Success

By 1936, the club had become the largest sporting club in Williamstown, fielding 8 teams and boasting 139 registered players, making it the largest amateur sporting club in the Southern Hemisphere at the time.

3

Golden Years

The year 1963 marked the beginning of the club's golden years, as they won their first A Grade Premiership. Since then, the club has won 34 State League premierships, in addition to National Club Championships and countless other Senior and Junior division titles.





4

Present Day

The Williamstown Lacrosse Club is a vibrant community organisation focused on promoting and nurturing the sport of lacrosse in the Williamstown area, the club offers opportunities for players of all ages and skill levels to get involved in this fast-paced and thrilling sport.

Central to the club is a passionate community of players, coaches, and supporters who come together to share their love for lacrosse. The club runs programs catering to youth, junior, and senior players, allowing individuals to grow their skills and compete at different levels of play.

The club's values centre around sportsmanship, teamwork, and personal growth both on and off the field.

Backed by committed volunteers and experienced coaches, the Williamstown Lacrosse Club provides a welcoming and inclusive atmosphere for anyone keen to join the lacrosse community. Whether you're a beginner wanting to learn the basics or a seasoned player seeking competitive opportunities, the club has something to offer to everyone passionate about lacrosse.

5

Future

With YOUR SPONSORSHIP of our club, we can continue to provide to our community, providing lacrosse equipment for our junior programs and maintaining the lowest junior fee structure for lacrosse in Victoria.



PLAYER ACHIEVEMENTS

National Representation

The club's success has seen many Williamstown players represent the Western Suburbs, Victoria, and Australia at the National and International level.

Scholarships

The club has provided a platform for scores of players to head to the United States on athletic and academic scholarships at prestigious high schools, universities, and colleges.

Unique Opportunities

Very few other sports provide the realistic opportunity to young players that lacrosse does, with the club helping to facilitate these life-changing experiences.



SPONSORSHIP BENEFITS



Reach

Connect with a dedicated and loyal supporter base through the club's significant physical and online presence.



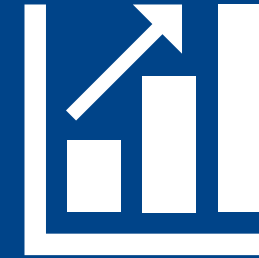
Visibility

Enjoy top-level advertising and branding opportunities on the club's website, social media, and physical assets.



Partnership

Become a true community-based partner, with opportunities to engage with the club and its members.



Exposure

Leverage the club's success and reputation to increase your brand's visibility and reach.



SOCIAL MEDIA PRESENCE

1

Dedicated Supporter Base

With over 150 playing members and hundreds of non-playing supporters, the club has a loyal and engaged community that sponsors can connect with.

2

Robust Online Presence

The club's major social media platforms, including Facebook, Instagram, and Twitter, boast a significant following, with thousands of active engagements per month.

3

Newsletter

The club's weekly newsletter has a reach over +900 subscribers.

4

Live Streaming

Select junior and senior games are now being streamed live on Facebook, providing additional opportunities to recognize and promote sponsors.

Both our Facebook and Instagram page has in excess of 1,000 current followers with our posts reaching 2,700 people and 2,600 actively engaging in the posts via likes or shares on Facebook in month of April 2024 alone.



SPONSORSHIP LEVELS

	Major Gold Level Sponsor	Blue Level Sponsor	Business Partner	Club Sponsor
	+\$2000 Negotiable	\$1,000	\$500	\$250
Website Sponsor Page (Top Level Banner Advertising for your brand or business on Front Page of Club Website for 12 months)	✓	✓	✓	✓
Website Business Profile (Dedicated “profile” article including interviews for your business featured on club website and promoted on Facebook and Twitter accounts)	✓	✓	✓	✓
Newsletter Placement	✓	✓	✓	✓
Social Media Placement (Regular social media posts promoting your business across the current Williamstown social media platforms (Facebook, Instagram, twitter))	✓	✓	✓	✓
Club Room Signage (Prominent Advertising signage inside and outside our busy clubrooms)	✓	✓	✓	✓
Weekly Match Report (Acknowledgment of Support each Saturday night at the club daily match report)	✓	✓		
Game Day Signage (Game Day Signage on Ground at home games)	✓	✓		
Major Club Social Event Tickets (Complimentary tickets (admits 4 people) to Major Club Social Event)	✓	✓		
Live Stream Ads (Pre-Game, Half-time & Fulltime Streaming Advertising opportunities for all streamed matches)	✓			
Club Official & Player Appearances	✓			

SPONSORSHIP COMMITMENT

1

Negotiable

The Major Gold Level Sponsorship package is negotiable, allowing for a customized solution to meet your business needs.

2

\$1,000

The Blue Level Sponsorship package is available for a commitment of \$1,000.

3

\$500

The Business Partner sponsorship option requires a commitment of \$500.

4

\$250

The Club Sponsor package is available for a commitment of \$250.



JOIN THE WILLIAMSTOWN LACROSSE CLUB COMMUNITY

Become a Sponsor

By partnering with the Williamstown Lacrosse Club, you'll have the opportunity to connect with a dedicated and loyal supporter base, while also contributing to the growth and development of the sport in the local community.

Support the Club

Whether you're a player, a parent, or a community member, there are many ways to get involved and support the Williamstown Lacrosse Club, from volunteering to attending events and cheering on the team.

Community Impact

Demonstrate your commitment to the local community by supporting our club's initiatives and engaging with our dedicated members. This mutually beneficial partnership will foster goodwill and position your brand as a responsible corporate citizen.

Join the Team

The club welcomes players of all ages and skill levels, providing a welcoming and inclusive environment for anyone interested in picking up the sport of lacrosse and becoming part of the Williamstown Lacrosse Club family.



GET IN TOUCH

Initiate Contact

Reach out to our sponsorship team to begin the conversation about exploring a tailored sponsorship opportunity that aligns with your business goals.

sponsors@williamstownlacrosse.com.au

Finalize Agreement

Once we've agreed on the terms, we'll finalize the sponsorship agreement and begin the process of implementing the various benefits and activations to elevate your brand's presence.

1

2

3

Collaborate

Our team will work closely with you to understand your unique needs and preferences, crafting a customized sponsorship package that delivers maximum value for your brand.

