



BC Lacrosse Association  
#101 – 7382 Winston Street, Burnaby, BC V5A 2G9

Website: [www.bclacrosse.com](http://www.bclacrosse.com)

Instagram: [@bc\\_lacrosse\\_association](https://www.instagram.com/bc_lacrosse_association)

Facebook: [@BCLacrosseAssociation](https://www.facebook.com/BCLacrosseAssociation)

Twitter: [@BCLacrosse](https://twitter.com/BCLacrosse)

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Dear BCLA Members,

Recently the BCLA Minor Directorate informed you of a new registration marketing signage campaign (also known as lawn signs) that the BCLA would be launching in the new year for our BCLA Minor Box Lacrosse clubs.

Here is more information on this campaign and how to get participate.

#### **What are the lawn signs?**

- Coroplast sign: 24 inches by 18 inches (similar to political signage).
- Signs will say Join me in playing lacrosse or I registered for lacrosse, you should too.
- Minor Club Box Association logo & BCLA logo will be on each sign.
- QR code that launches a BCLA Minor Box Club registration landing page with links to all BCLA Minor Club Box Association registration pages.

#### **How will this work financially?**

- Cost per sign is \$10 (including aluminum "H" hangers).
- Overall, in the entire province of BC, the BCLA will fund up to 2,000 signs to a maximum cost contribution of \$20,000.
- The BCLA will match Association sign purchases 1:1 up to a maximum of 100 signs per association.
- Minor Association buys 100 signs, BCLA will match and buy 100 more = 200 signs for their association.

#### **What are the deadlines?**

- Submit the following to the BCLA by emailing [gerry@bclacrosse.com](mailto:gerry@bclacrosse.com) by December 29<sup>th</sup>:
  - o Vector artwork of your association logo
  - o URL of your registration page
  - o Quantity of signs you want to order.
  - o Signs will be available 3-4 weeks after approval of artwork.

If you have any questions, please email [gerry@bclacrosse.com](mailto:gerry@bclacrosse.com).

Best regards,

Matt Doherty  
Marketing & Communications Director  
BC Lacrosse Association