



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.

Now, onto some essential details. Fundraising is strongly encouraged to reduce your costs, both individually and as a team. 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!

Our Team BC managers 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.

This year, we're introducing changes to our Sponsorship Program. We're discontinuing the practice of displaying company logos on T-shirts due to logistical challenges and fluctuations in sponsorship revenue. Instead, we're rolling out a revamped Sponsorship Program based on social media posts:

Bronze Sponsorship (\$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-\$1500):

- ❖ 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 (\$1501-\$2500):

- ❖ 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 (\$2501 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 that tax receipts are unavailable for any sponsorship items 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.

We are updating the Sponsorship Forms and will send out as soon as possible.

On to the other piece of news, we are returning to our traditional Royal Blue, White and Gold uniforms. We had a redesign last season, and some teams wore Navy Blue and Gold, however, Alberta Lacrosse colours are Navy Blue and Yellow and so we felt a return to Royal Blue and White, with an updated mountainscape would set us apart once again.

What was the sponsor t-shirt is now a dri-fit style shirt, with a large Team BC logo on the front. We think it's a great addition to the Team BC wardrobe.

Should you ever have any questions or concerns, don't hesitate to reach out to our program coordinator: Mitch Cavallarin at cavallarinmitchel@gmail.com or me at jillkrop@bclacrosse.com

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

Thanks for your time,

Jill Krop
Executive Director, BCLA



@teambc_lacrosse



www.bclacrosse.com



teambcfield@bclacrosse.com
teambcbox@bclacrosse.com



(604) 421-9755