

# LEDUC LIGHTNING FOOTBALL CLUB

## 2025 SPONSOR PROPOSAL



# PROPOSAL OUTLINE

1. About Us

2. Events and Engagement

3. Marketing Strategies

4. Opportunities and Rewards

5. THANK YOU

# ABOUT US



The Leduc Lightning Football Club is thrilled to announce its upcoming participation in the Alberta Football League, an esteemed amateur men's Canadian football league, with games and events set to commence in the summer of 2025. Our vision is to celebrate the individuals, programs, and businesses that have cultivated a vibrant sports culture in Leduc, while our purpose is to strengthen community ties and promote inclusivity. Committed to our mission of building a competitive program rooted in discipline, determination, and faith, we invite the entire community to join us in this exciting journey and create unforgettable experiences together!

THERE IS NO POWER  
FOR CHANGE GREATER  
THAN A COMMUNITY  
DISCOVERING WHAT IT  
CARES ABOUT.

MARGARET J. WHEATLEY

# EVENTS AND ENGAGEMENT

Our organization is thrilled to present an exciting series of football games, community events, and charity fundraisers from May through September, providing unparalleled opportunities for sponsors to connect with a wide local demographic. By engaging local schools and organizations, we will host outreach programs, including clinics and workshops that focus on coaching and mentorship for students, while also offering discounted or complimentary tickets to games for families. Furthermore, our collaboration on various community events, such as fundraisers and health awareness campaigns, will strengthen our ties with the community. We also aim to establish partnerships with schools to implement educational initiatives centered around sportsmanship, teamwork, and physical fitness, promoting healthy lifestyles while reinforcing our team's commitment to the local area. These events will not only showcase the talents of emerging athletes but will also attract a diverse audience of fans, families, and supporters as rival teams come to our city, enhancing community spirit and competition. By supporting these initiatives, sponsors will gain exposure within a vibrant community, champion sportsmanship, and bolster their brand visibility among an engaged demographic that is passionate about sports and local culture.

# MARKETING STRATEGIES

**Our team is committed to creating a vibrant and engaging atmosphere that resonates with fans of all ages. Our marketing strategies are designed to maximize visibility and engagement for our sponsors, delivering quality, fun, and family-friendly content that captures the excitement of the game while fostering a sense of community pride.**



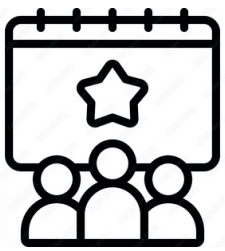
**1. Digital Media Campaigns:** We will leverage social media platforms (Facebook, Instagram, YouTube, etc.) to promote our sponsors through dedicated posts, stories, and video content highlighting their brands during game days and community events. Sponsored content, including player interviews and practice updates, will engage our fan base and expand sponsor reach.



**2. Event Activation:** Sponsors will have the opportunity to set up booths and promotional displays during games and events. This will facilitate direct interaction with fans, allowing sponsors to showcase their products or services, distribute promotional materials, and engage in community initiatives, creating a lasting impression.



**3. Email Marketing:** Our established email newsletter will feature sponsor spotlights, updates, and promotions. This serves to directly communicate with our fanbase, including season ticket holders and community members, ensuring sponsor visibility and connection with potential customers.



**4. Promotional Nights:** We will host themed game nights or community days where sponsors can take center stage. Activities might include giveaways, contests, or on-field brand activations, making these nights an unforgettable experience for fans while spotlighting our sponsors.



**5. Cross-Promotion Partnerships:** Collaborating with local businesses and organizations, we will create bundled promotions that benefit both the team and sponsors, enhancing the sponsor's market presence through synergies that appeal to our shared demographics.



**6. Community Engagement Programs:** By partnering with sponsors in outreach and charity initiatives, we can emphasize their commitment to social responsibility. This includes co-hosting events that advocate for local causes, aligning sponsors' brand values with community support, and enhancing public perception.

**These multifaceted strategies aim to maximize sponsor engagement, increase brand awareness, and deepen connections with our fan base, ultimately driving both sales and community goodwill for our sponsors throughout the sponsorship period.**

THE STRENGTH OF  
THE TEAM IS EACH  
INDIVIDUAL  
MEMBER. THE  
STRENGTH OF  
EACH MEMBER IS  
THE TEAM.

PHIL JACKSON

# OPPORTUNITIES AND REWARDS

We understand that every sponsor has unique goals and visions, and we are excited to explore the various and unlimited ways to tailor a partnership that suits your needs perfectly. Whether you're interested in a comprehensive sponsorship for the entire season or a focused collaboration for a single event, we are flexible and eager to find the right fit for you.

Our offerings include a wide range of promotional opportunities, such as prominent signage, tailored announcements, dedicated website space, and custom social media posts to amplify your brand's visibility. Additionally, we can showcase your logo on our uniforms, merchandise, and apparel, ensuring your brand is prominently displayed throughout our events. We would love to engage in a discussion to craft a partnership that maximizes your benefits and achieves your marketing objectives!



# THANK YOU

At the heart of our organization, we deeply appreciate our sponsors for their unwavering support and commitment to our success. Your contributions play a vital role in helping us achieve our goals and improve our ability to serve our community. We recognize that without your generosity, our initiatives would not be possible, and for that, we are truly grateful. Our organization is dedicated to representing you well and fostering a long-lasting relationship!

## CONNECT

E-MAIL:

**[leduclightning@gmail.com](mailto:leduclightning@gmail.com)**

WEBSITE:

**[leduclightning.wixsite.com/official](http://leduclightning.wixsite.com/official)**

SOCIALS:



**[@leduclightning](https://www.instagram.com/leduclightning)**



**[Leduc Lightning Football Club](https://www.facebook.com/LeducLightningFootballClub)**



**[@LEDUCLIGHTNINGFOOTBALLCLUB](https://www.youtube.com/@LEDUCLIGHTNINGFOOTBALLCLUB)**