



RUSH HENRIETTA LACROSSE CLUB – 2022 SPRING OUTDOOR SEASON

FUNDRAISING GUIDE

3/4/22 – 3/18/22

Why are we seeking business sponsors for the club?

As our club expenses - and our needs - increase, the RH LAX club would like to meet them without passing those costs on to players.

- **Equipment Needs:** For RH Girls, we would like to build a supply of rental equipment for new players. For RH Boys, we need to replace the chest protectors being rented to new players with equipment that complies with commotio cordis standards. Fundraising will also help us replenish and replace team equipment as needed – goals, nets, balls, and the like.
- **Space Rental:** Currently, our club fees cover the cost of one indoor practice session per week for each team level. Additional funds will allow the club to explore the feasibility of additional turf time, to help Rush Henrietta stay competitive with other area teams who practice twice or more per week.
- **New Player Scholarships:** To support our club mission of building youth through sport, and increase our numbers in the RH lacrosse program, we would like to offer reduced participation fees for new players who indicate financial need. This will ensure that financial restraints are not a barrier to promising athletes who would benefit from the sport, whose on-the-field contributions would strengthen our teams, particularly as participation in youth sports continues to drop every year.

As an incentive for you to support these fundraising efforts, we will be raffling off **2 passes to the “Party Deck”** at the **Knighthawks game on Saturday March 26th**. The more you participate, the more raffle tickets you earn! The contest closes at midnight on Friday, March 18th, and we’ll announce the winner on Monday, March 21st

What benefits are we offering sponsors?

In return for their donation, our sponsors will receive varying levels of advertising and publicity in the following areas:

- Their business will receive **advertising on this year’s club T-shirt**, which will be provided to all RH LAX players at the start of the Spring ’22 season.
- Acknowledgement on our **club website** (www.rhlax.com) which is used by all participating families throughout the season for its team calendar and registration.
- Through **posts on our Facebook page**, which is currently followed by 600+ individuals. We’ll tag them in any posts in which their sponsorship is mentioned, so the RH LAX base and their own follower base have visibility into their contribution.

Sounds great! How can I help?

STEP 1: SPREAD THE WORD DIGITALLY

What you can do:	How to do it:	Tickets Earned
Send us a short video describing what you love about lacrosse, which we can share	<ul style="list-style-type: none"> • Your video can feature parents, players, or both! • Show us some of your stick skills if you can • Send your video to our Social Media Coordinator, Sarah Weaver at sarah.jackson.weaver@gmail.com, or in a message to our Facebook page (https://www.facebook.com/rush.henriettalacrosse) 	10 Tickets per Video sent to us before midnight on 3/6/22
Share our fundraising posts on Facebook	<ul style="list-style-type: none"> • Follow our club Facebook page: https://www.facebook.com/rush.henriettalacrosse • Ensure your follow settings are “Favorite / See First” • Click “Share” on posts 	2 Tickets per Share
Send email to potential sponsors	<ul style="list-style-type: none"> • IMPORTANT: When writing your email, add our club email (rhlacrosseclub.com) as a recipient, so we can see you sent the message! • Start with the email template on the next page to ensure all the important information is included in your message – but feel free to add some more personal detail about what lacrosse means to you! • Don’t forget to add the business you contacted to our Fundraising Tracker so the rest of the club knows this business has been contacted! 	4 Tickets per Email

STEP 2: CONNECT WITH LOCAL BUSINESSES IN-PERSON

What you can do:	How to do it:	Tickets Earned
Share our information sheet (page 3 of this packet, and also attached as a separate PDF) with a business and encourage them to sponsor our club	<ul style="list-style-type: none"> Before you visit – check our Fundraising Tracker to make sure someone hasn't already reached out to them Let us know what businesses you visited by adding a line to our Fundraising Tracker 	4 Tickets per business visited
Offer to show them how to sign-up online using our website links	<ul style="list-style-type: none"> On their phone or computer, have them visit www.rhlax.com Have them click on the "Sponsor Us" link Use the "online form" link at the bottom of the "Sponsor Us" page to enter their information: <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>Sounds great! How can I become a sponsor?</p> <p>Step 1: Complete our online form to provide your business name and information.</p> </div> <ul style="list-style-type: none"> Show them the payment options at the bottom of the "Sponsor Us" page (see next 2 items below) 	10 Tickets per Google form completed
Encourage them to pay online using PayPal	<ul style="list-style-type: none"> Sponsors will use this link to pay online with PayPal https://tinyurl.com/yckpis8w There is also a QR code on our Sponsor Information handout, and on our "Sponsor Us" page, which they can scan with their phone to open this page 	15 Tickets per PayPal payment
Volunteer to collect their check in-person	<ul style="list-style-type: none"> If they strongly prefer to pay by check, offer to pick it up in-person rather than sending it by mail, and bring it to your next practice or game 	10 Tickets per check collected in-person
Offer to give them a paper copy of our sponsorship form, if they prefer to do things "old school"	<ul style="list-style-type: none"> Print the form at the end of this packet (Page 4) Let us know what businesses you visited by adding a line to our Fundraising Tracker 	5 Tickets per form collected in-person

Email template

Here's a short email message you can customize and send to prospective sponsors:

"Hi! My name is _____. As a business in our community, I thought you might be willing to consider sponsoring our Rush Henrietta Lacrosse Club. It would give your company some great visibility with our players and their families, and help us in our mission to serve RH students in grades K-6.

Children who participate in youth sports build stamina and strength, teaming skills, self-confidence, fun, and friendships. They also learn the value of hard work – which is why kids who play sports are widely considered great employees as they enter the workforce as young adults.

Our club is excited to offer our sponsors the following promotional opportunities:

- **Facebook:** Our Facebook page is currently followed by 600+ individuals. We'll tag you in the posts in which your sponsorship is mentioned, so the RH LAX base and your own follower base have visibility into your contribution.
- **Club t-shirt listing:** In April, all players will receive a t-shirt with our sponsors' names listed on the back.
- **Website:** Your business will also be listed on the front page of our team website, which is used frequently throughout the season as practice and game updates are pushed to our online team calendar.

If you'd like to learn more about how your donation can help our program, please visit www.rhlax.com and click on the "Sponsor Us" menu item.

Or – if you're already convinced that our kids are a good investment of your charitable dollars – you can sign up right away at <https://forms.gle/WuvqRwZbWNvxGwt7>

Thanks for considering a donation to our youth lacrosse program!

Sincerely,

_____”

Sponsor Information Sheet: See next page – also included in this email as a PDF attachment

Paper Sponsorship Form: See last page of packet. Please encourage online sign-up first before using this form.



RUSH HENRIETTA LACROSSE CLUB - SPRING 2022

SPONSORSHIP OPPORTUNITY

This Spring, the RH LAX Club is offering five ways for local businesses and members of our community to help support youth lacrosse!

How your sponsorship dollars will help our youth lacrosse program:

We'll use your donation to help us with equipment, space rental, and new player scholarships:

- **Equipment Needs:** Your sponsorship dollars will help us maintain our supply of low-cost rental equipment for use by players who are interested in trying lacrosse, allowing them to purchase their own equipment over time.
- **Space Rental:** Currently, our club fees cover the cost of one indoor practice session per week for each team level. Additional funds will allow the club to explore the feasibility of additional turf time, to help the Rush Henrietta program to stay competitive with other area teams who practice twice or more per week.
- **New Player Scholarships:** To support our club mission of building youth through sport, and increase our numbers in the RH lacrosse program, we would like to offer reduced participation fees for new players who indicate financial need. This will ensure that financial restraints are not a barrier to promising athletes who would benefit from the sport, and whose on-the-field contributions would strengthen our teams, particularly as participation in youth sports continues to drop every year.

What benefits does your club offer its sponsors?

As a "Thank You!" for your donation, our club can acknowledge your generous contribution in the following ways:

- On this year's club T-shirt, which will be provided to all RH LAX players at the start of the Spring 2022 season.
- On our club website (www.rhlax.com) which is used by all participating families throughout the season for its team calendar and registration.
- In our social media content on Facebook, currently followed by 600+ individuals. We'll tag you in any posts in which your sponsorship is mentioned, so the RH LAX base and your own follower base have visibility into your contribution to our team.

Details of each sponsorship level follow below:

Sponsor Level	Donation	T-Shirt Placement	Website Promotion	Social Media Feature
Platinum	\$500	Large logo on featured area of shirt back	<ul style="list-style-type: none"> • Featured banner on rhlax.com • Listing as a Platinum sponsor on our "Sponsors" page 	<ul style="list-style-type: none"> • 2 dedicated "Thank you" posts on FB • Listing as a Platinum sponsor on the RH LAX "About Us" page
Gold	\$250 (This amount covers equipment for one new Boys player)	Small logo on featured area of shirt back	<ul style="list-style-type: none"> • Listing as a Gold sponsor on our "Sponsors" page 	<ul style="list-style-type: none"> • 1 dedicated "Thank You" post on FB
Silver	\$100 (This amount covers equipment for one new Girls player)	Business name listed on shirt back, in "Silver" sponsors section	<ul style="list-style-type: none"> • Listing as a Silver sponsor on our "Sponsors" page 	<ul style="list-style-type: none"> • 2 shared "Thank You" posts on FB, listed with other <u>Silver</u> sponsors
Bronze	\$50	n/a	<ul style="list-style-type: none"> • Listing as a Bronze sponsor on our "Sponsors" page 	<ul style="list-style-type: none"> • 1 shared "Thank You" post on FB, listed with other <u>Bronze</u> sponsors
Supporter	Any Amount	n/a	n/a	<ul style="list-style-type: none"> • 1 shared "Thank You" post on FB, listed with other supporters

Sounds great! How can I become a sponsor?

(1) Send us your information	(2) Make your donation
Fill out our Sponsor Information form online. It can be found on our website (www.rhlax.com) under the "Sponsor Us" menu, or access it directly at: https://forms.gle/Hssh97MXbvJ91yk67 (Paper forms also available upon request.)	We offer 3 ways to make your donation: <ol style="list-style-type: none"> 1. Use PayPal: https://tinyurl.com/yckpis8w (Scan the QR code to visit this page) 2. Write a check to RH Lacrosse Club and give it directly to a player 3. Write a check to RH Lacrosse Club and mail it to PO Box 388, Henrietta NY 14467



RUSH HENRIETTA LACROSSE CLUB - SPRING 2022



SPONSORSHIP FORM

This Spring, the RH LAX Club is offering five ways for local businesses and members of our community to help support youth lacrosse!

As a "Thank You" for your donation, our club can acknowledge your generous contribution in the following ways:

- On this year's club T-shirt, which will be provided to all RH LAX players at the start of the Spring '22 season.
- On our club website (www.rhlax.com) which is used by all participating families throughout the season for its team calendar and registration.
- In our social media content on Facebook, currently followed by 600+ individuals. We'll tag you in any posts in which your sponsorship is mentioned, so the RH LAX base and your own follower base have visibility into your contribution to our team.

Details of each sponsorship level follow below:

✓	Sponsor Level	Donation	T-Shirt Placement	Website Promotion	Social Media Feature
<input type="checkbox"/>	Platinum	\$500	Large logo on featured area of shirt back	<ul style="list-style-type: none"> • Featured banner on rhlax.com • Listing as a Platinum sponsor on our "Sponsors" page 	<ul style="list-style-type: none"> • 2 dedicated "Thank you" posts on FB • Listing as a Platinum sponsor on the RH LAX "About Us" page
<input type="checkbox"/>	Gold	\$250 (This amount covers equipment for one new Boys player)	Small logo on featured area of shirt back	<ul style="list-style-type: none"> • Listing as a Gold sponsor on our "Sponsors" page 	<ul style="list-style-type: none"> • 1 dedicated "Thank You" post on FB
<input type="checkbox"/>	Silver	\$100 (This amount covers equipment for one new Girls player)	Business name listed on shirt back, in "Silver" sponsors section	<ul style="list-style-type: none"> • Listing as a Silver sponsor on our "Sponsors" page 	<ul style="list-style-type: none"> • 2 shared "Thank You" posts on FB, listed with other Silver sponsors
<input type="checkbox"/>	Bronze	\$50	n/a	<ul style="list-style-type: none"> • Listing as a Bronze sponsor on our "Sponsors" page 	<ul style="list-style-type: none"> • 1 shared "Thank You" post on FB, listed with other Bronze sponsors
<input type="checkbox"/>	Supporter	Any Amount	n/a	n/a	<ul style="list-style-type: none"> • 1 shared "Thank You" post on FB, listed with other supporters

Please indicate your sponsorship level by checking the appropriate box above, and mail your completed form, with your check made payable to RH Lacrosse Club, to:

RH Lacrosse Club, Inc.
P.O. Box 388
Henrietta, NY 14467

***** Sponsorship forms are due by March 15th to be included on the RH Lacrosse Club T-Shirt *****

Please complete the following information:

Name of player who referred you: _____

Sponsor contact: _____

Business/Sponsor name: _____

Full Address: _____

Phone: _____ Email Address: _____

____ Please Check here if you prefer to be listed as "Friends of RH Lacrosse" for all sponsorship listings