

HAMILTON LACROSSE ASSOCIATION

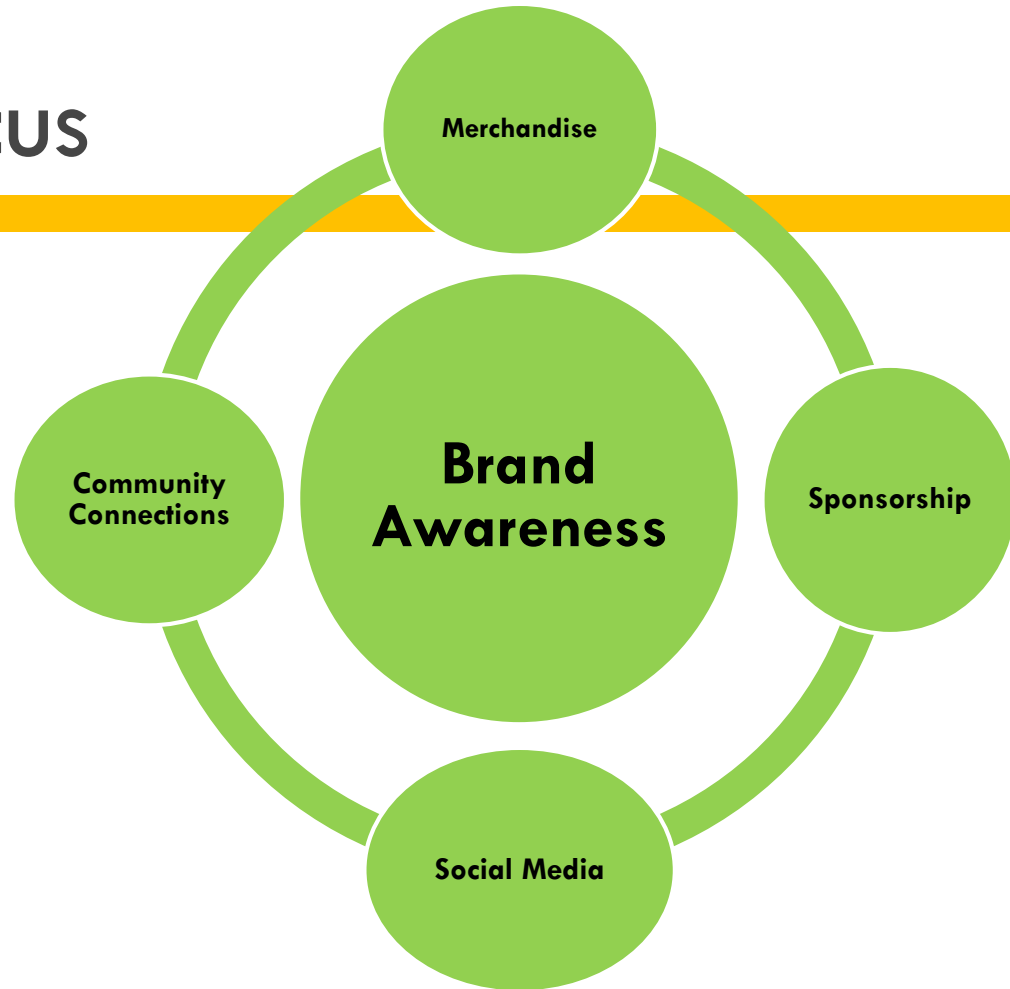
Building Awareness for the Future

The Objective/Opportunity



To drive brand and sport awareness through merchandise development and sponsorship activation

Areas of Focus



Merchandise

Develop a strong relationship with a supplier

- RFP process
- Contract that builds in dollars for the association
- Access to good brands



November 6th, 2018

Dear Claudia,

The Hamilton Lacrosse Association is officially accepting proposals for a 2-year contract for the development, production, and delivery of their associations jerseys, uniform components, pinnys, and spirit wear. This strategic partnership would cover the associations needs for the 2019 and 2020 seasons, with the **potential** to provide apparel for the following league sectors:

Boys Rep Field program, Bengals Rep box program, Girls Field program, HLA House League program, and the JR B program.

Currently the Hamilton Lacrosse Association has over 650 players that participate in programs at varying competitive levels. The league also has a robust base of coaches and supporters who purchase Spirit wear to support their players, teams, and the association.

As Hamilton Lacrosse works to form this two-year strategic partnership, the key areas of focus and consideration will be:

- Value
- Quality & selection of options
- The ability to meet key delivery timelines
- Accurate and timely invoicing
- Accurate and timely metrics

All proposals must be either received in writing or presented to a select executive committee no later than **December 15th, 2018**. Please forward any inquiries on this RFP to Jennifer Pate, Director at Large via email at jpate2@hla.nl.com or directly at 905-870-6982.

The Hamilton Lacrosse Association executive committee looks forward to meeting and discussing the opportunity to form a mutually beneficial partnership, to deliver apparel for our Association and its families.

Jennifer Pate

Director at Large

Merchandise

Distribution Opportunities

- Bricks and mortar location
- On-line sales
- Pop Up Shops
- JR B Clubs
- Leveraging social media & community events to drive sales



**HAMILTON LACROSSE
SPIRIT DAY**

T-SHIRTS, HOODIES, CAPS & MORE!

Two black t-shirts with 'HAMILTON LACROSSE' printed on the back. One t-shirt has a circular graphic with 'THE SPEED THE SKILL' and 'THE WILL' on the back. The other has a circular graphic with 'STRONG AS STEEL' and 'TOUGH AS WAX' on the back. Three grey hoodies with 'HAMILTON LACROSSE' printed on the front. Two black caps with 'HAMILTON LACROSSE' printed on the front.

LOCATION: CHEDOKE ARENA, 91 CHEDMAC DR, HAMILTON
DATE: WEDNESDAY, JUNE 5TH - 5:30PM-8:30PM

THQ
WWW.TEAMHEADQUARTES.CA

Merchandise

HAMILTON LACROSSE LIMITED EDITION

T-SHIRTS



BACK 1

**IF THEY THOUGHT
HAMILTON WAS
TOUGH BEFORE...**

BACK 2

**SOME SAY THEY DON'T
LIKE HAMILTON.
WE'RE THE REASON WHY.**

BACK 3

**IT'S LIKE HOCKEY
WITH BALLS.**

BACK 4

**TOUGHER THAN
A NIGHT IN THE
BARTON JAIL.**

LACROSSE CUSTOM SHORTS



ONLINE ORDERING:
WWW.TEAMHEADQUARTERS.CA
MY TEAM - HAMILTON LACROSSE
ORDER FROM: APRIL 18th - MAY 2nd
DELIVERY: MAY 24th

SIZES AVAILABLE | TO TRY AT THQ
T-SHIRTS
\$20 + TAX KIDS, WOMEN AND MEN'S
SHORTS
\$40 + TAX YOUTH & ADULTS

TEAM HEADQUARTERS
61 HEMPSTEAD DRIVE, HAMILTON - ON
MONDAY - FRIDAY | 9AM - 6PM
(905) 389 9745
SALES@TEAMHEADQUARTERS.CA





U/I Hoody



Peppercorn Hat



Torque




Force Pk




Pre order in time for Christmas

Online Ordering
www.teamheadquarters.ca
My Team - Hamilton Lacrosse
Order from: Nov. 15-30th
Delivery Dec. 16th


Team Headquarters
61 Hempstead Drive, Hamilton, ON
Monday - Friday 10AM-6PM
905.389.9745
sales@teamheadquarters.ca



HAMILTON LACROSSE WARM-UP JACKET & PANTS



Outer Shell: 100% Polyester Jacquard
Lining: 100% anti-static diamond mesh
LTP: safety, Eco-friendly
FEATURES
Cold mesh uniform panels for breathability
Shine away hood with anti-static mesh
Crewneck collar with fleece and adjustable cuff
Two side zippered pockets
Elasticated hem, strong knit elastic pocket
Includes Logo embroidered on the front




Outer Shell: 100% Polyester Jacquard
Lining: 100% anti-static diamond mesh
Includes Logo embroidered

ONLINE ORDERING
WWW.TEAMHEADQUARTERS.CA
MY TEAM - HAMILTON LACROSSE
ORDER FROM: APRIL 22nd - 29th
DELIVERY: MAY 10th

SIZES AVAILABLE | TO TRY AT THQ
YOUTH
\$63 JACKET: 4-6, 8, 10, 12, 14
\$35 PANTS: 4-6, 8, 10, 12, 14
ADULT
\$66 JACKET: XS-5XL
\$35 PANTS: XS-5XL

TEAM HEADQUARTERS
61 HEMPSTEAD DRIVE, HAMILTON - ON
MONDAY - FRIDAY | 9AM - 6PM
(905) 389 9745
SALES@TEAMHEADQUARTERS.CA



Merchandise

Strong creative

- On trend
- Aligns to your associations brand
- Connects back to your community
- Gear that kids are proud to wear



Merchandise



Social Media

Awareness, Identity, Activation

Social Media is key to:

- Building your brand
- Building awareness
- Driving action from followers

Social media is key to “selling”- the sport, your brand, merchandise, and the value of partnership



Social Media



Building your brand

- Our social channels enable us to express our brand identity.
- These communication channels provide a platform for our brand voice.
- By showcasing the personality of our brand it becomes more familiar and memorable.

Social Media

Building your brand



Hamilton Lacrosse @HLAlacrosse · Feb 21, 2019

Let's [#TBT](#) to last Friday night - to one of the best Try Lacrosse Events we've ever hosted! So many new kids trying the game - so many smiling faces. We can't wait until our next one on March 14th!!

Register today at: hamiltonlacrosse.com/news_article/s...
[#HamOnt](#) [#TryLax](#)



Hamilton Lacrosse @HLAlacrosse · Mar 9, 2019

Yesterday we celebrated [#InternationalWomensDay](#). Today we recognize those who continue to have such an incredibly positive impact on the game of [#Lacrosse](#) here in [#HamOnt](#).

"Here's to strong women: may we know them, may we be them, may we raise them."



Hamilton Lacrosse @HLAlacrosse · Mar 14, 2019

Our Try Lacrosse Events aren't just for the kids. Here's [@icoachgreg](#) providing parents with a quick informal info session about what's required and what to expect for their young players.

[#HamOnt](#) [#TryLax](#)



Social Media

Building awareness

- For many people in our community, the introduction to the HLA comes through social media.
- Prospective players/ parents and sponsors become more familiar with us – engaging and interacting.
- The brand strengthens as it becomes more noticed on social media - sponsors recognize this.
- This moves us up higher on consideration list of parents and sponsors.

Social Media



Drive action from followers

- First they notice us, then they engage with us.
- We can inform them and motivate them.
- Our social channels give us the opportunity to turn affinity for our brand into enthusiasm and endorsement.
 - Shares, retweets, attendance at events, word-of-mouth

Social Media

Drive action from followers



Hamilton Lacrosse @HLAlacrosse · Feb 7

🇺🇸 FINAL DAY OF EARLY-BIRD PRICING!! 🇺🇸

Haven't registered your players? Hurry hurry hurry!!
Get 'em in today and save some money!

Head to the hamiltonlacrosse.com now!

[#HamOnt](#) [#PlayLacrosse](#)



Hamilton Lacrosse @HLAlacrosse · Nov 26, 2019

GET 50% OFF BENGALS' GRIPS - ONLY WHILE THEY LAST!

Want an awesome gift idea? Our friends at

[@sniper_skin](#)

have a few Bengals' grips left - get 'em now!

Use promo code: BENGALS50

You'll even get FREE shipping!!



LACROSSE GRIPS - BENGALS

Sniper Skin Custom Fit Lacrosse Grips BENGALS

LACROSSE YES, you can get your team logo on your ...

Social Media

Drive action from followers



Community Events

Connection points that offer value for our association and partners

Connecting our sponsors with our membership & promotional opportunities

- Rep fitting event
- House League Spirit Night
- Sponsor Night

Creating opportunities to foster and grow our brand within the broader community

- Try Lax recruitment
- Sponsorship recruitment



Sponsorship

Build the case of sponsorship

- Leverage your social media following, your association base, club events

Leverage merchandise to drive sponsorship & brand awareness

- Grow the Game T-shirts, Try Lacrosse T-shirts



The Value of Partnering with Hamilton Lacrosse

A partnership with Hamilton Lacrosse gives your business exposure to a large customer base that represents every corner of our great city. Our Association offers Lacrosse programs for players ages 3-21 that includes all levels of competitive play from house league to rep and includes a Jr B Lacrosse Club. The size and scale of our organization provides a large variety of direct to consumer communication channels with a multitude of options to connect with potential customers for an extremely reasonable price point

- A robust email communication base with over 1700 families
- A growing social media platform with over 4000 followers across our platforms
 - Over 100,000 impressions alone on Twitter and Facebook during the lacrosse season (May-August)!
- An established sponsorship night allowing direct interaction with our association members
- A dedicated social media director and robust media strategy
- A dedicated sponsorship team that will work with you directly to ensure value for your investment
- A lacrosse tournament that bring in over 1000 kids and their families to the city in early July
- A Jr B Team allowing additional opportunities for exposure to an expanded customer base

Next Steps

Where is your association at?

- Remember that all pillars are connected
- Identify strengths and gaps
- Leverage your strengths
- Build stronger connections between pillars



Thank You