



G.R. Bricker Reserve
Rowans Road Moorabbin
PO Box 1179
Moorabbin VIC 3189

2024/25

SPONSORSHIP PACKAGES

I take this opportunity to ask for your generosity as a supporting sponsor of Moorabbin Little Athletics Centre (MLAC).

MLAC is a not-for-profit organisation affiliated with Little Athletics Victoria. We currently have 175 registered athletes, ranging in ages five to seventeen, competing in athletic events from October to June each season. Our athletes compete in local, regional, state and national competitions in individual and team-based events. We gather as a club every Friday night with families and the community reaching numbers of 300+.

MLAC is managed by a community of volunteers committed in providing a safe and inclusive environment for children to learn and enjoy a range of athletics event.

Supporting our athletes and their families is at the heart of everything we do at MLAC and in demonstration of our commitment the MLAC Committee unanimously voted against increasing registration fees for the 2024-25 season. The extreme and unexpected increase in the cost of living for everyday Victorians has been staggering and is no doubt being experienced by our community too. With the decision for No Fee Increase MLAC wants to ensure that our athletes and their families can continue to participate in athletics and access our services without additional financial burden being placed on their already reduced household resources.

A new sports pavilion and upgraded storage shed was completed in early 2024 at our track location G.R. Bricker Reserve in Moorabbin. We believe the new facilities will encourage new families to join our club.

We are seeking sponsorship to assist with supplementing the club's annual income for the 2024-25 season to cover costs associated with hosting skills development events for volunteers and providing a wider range of funded specialised coaching sessions for track and field events.

Sponsorship benefits and objectives:

- **Support junior athletes**
- **Build community connection**
- **Increase brand awareness in the local community**
- **Membership exposure with 300+ club members**
- **Increase sales opportunity**



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Overview of Sponsorship Packages

Sponsorship is annually from October to September and can be a cash payment or the supply of goods to the same value. To tailor a package to your needs, please contact us directly.

Package Benefits	\$2,500	\$1,000	\$500
Facebook Story	✓		
Facebook Reel	✓		
Facebook Timeline Post	✓	✓	✓
Facebook – Like and Follow Sponsor page	✓		
Instagram Story - @Sponsor	✓	✓	
Instagram Reel - @Sponsor	✓		
Instagram Post - @Sponsor	✓	✓	✓
Instagram Story highlight - @Sponsor	✓		
Instagram - Follow Sponsor page	✓	✓	
Logo on MLAC website landing page	✓	✓	✓
Link to Sponsor website on MLAC website landing page	✓		
Temporary signage (x 1) during center events	Large Vinyl banner	Small Vinyl banner	
Certificate of Appreciation	✓	✓	✓
Recognition at end of season presentation night	✓	✓	✓
“Shout out” on competition night over loud speaker	✓	✓	
Opportunity to address centre at one competition night	✓		
Promotional material provided to athlete families during season	✓		
Hurdle sponsorship ****	\$150 per hurdle		

** Large (width 440mcm x height 1100mmmm) / Small (width 2200mm x 1100mm)

*** Images shows on page five and six (see below)

MLAC is not registered for GST. No GST is charged on sponsorship packages.

The MLAC Centre Executive, athletes, members and volunteers would like to thank you for considering joining our Centre as one of our sponsors.

Lucy Watson - Sponsorship and Grants Manager

MLAC email: moorabbin@lavic.com.au

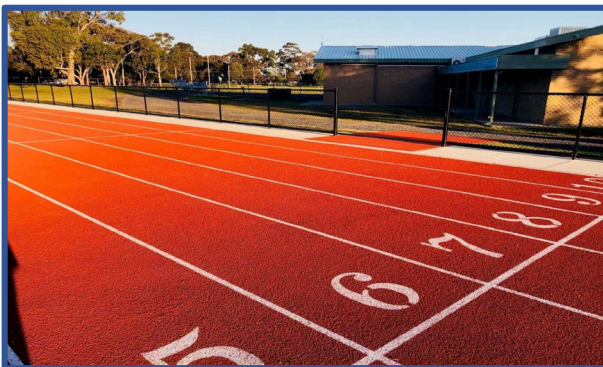


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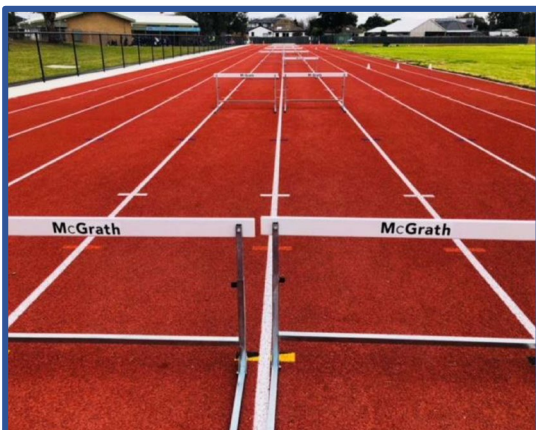
Track fence facing inwards



Track fence facing outwards



Hurdle sponsorship





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2024/2025 SPONSORSHIP APPLICATION FORM

Please tick	Sponsorship package	\$\$
	Gold	2,500
	Silver	1,000
	Bronze	500

Business Name	
Business address	
Postal address	
Primary contact	
Phone no	
Email address	
Website address	

Requirements	High resolution copy of your logo (jpg file)
Brief description of services (including info about your industry, primary services or products)	

Payment details	✓	Method
Cheque		
EFT		BSB: 633 000 Account: 119 878 437 Moorabbin Little Athletics Centre



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Lucy Watson - Sponsorship and Grants Manager

Mobile: 0419 533 715

Direct email: lucinda_w@hotmail.com

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