



# SouthEastern Lacrosse Conference (SELC) 2013 Tournament Sponsor Package

## 2012 Championship teams



**Virginia Tech- Division 1**



**Elon University- Division 2**



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***College Lacrosse comes to Johns Creek...***



# Facts about Lacrosse and the SELC



- Lacrosse is the fastest growing sport in America \*
- Lacrosse participation grew 37% in 2011 \*
- Lacrosse participation grew 218% in the past decade \*
- SELC rosters list over 20 players from Johns Creek and 150 from metro Atlanta
- The SELC is the largest college lacrosse conference in the nation with 41 teams in ten states and the District of Columbia
- Sixteen teams participate on the first day of the tournament
- Conference champions receive an automatic bid to the MCLA National Championship held in Greenville, SC May 13-18

\*Sporting Goods Manufacturers Association



# 2013 SELC



## Championship Weekend

# College Lacrosse Championship Schedule

Friday, April 26

DI / DII - 8 Quarter-final games

Four High Schools\*

Saturday, April 27th

DI / DII - 4 Semi-final games

Northview HS

Sunday, April 28th

DI / DII - 2 Championship games

Northview HS

## 2012 Participants



\* Northview, Alpharetta, South Forsyth and Pope



# SELC Host Committee Goal



**Provide the Johns Creek Community an Annual Family Oriented Weekend Event to promote College and Local Area Lacrosse Programs at all Levels**

**-and-**

**To make the SELC Championship Tournament the Lacrosse Showcase Event in the Southeast**

***SELC Tournament Host Committee Long Term Vision***



# State & Community Endorsements



- State Proclamation expected (7<sup>th</sup> consecutive year)
  - Proclamation signed by Governor Nathan Deal
  - April 27<sup>th</sup> 2013 will be “Georgia Lacrosse Day”
- Johns Creek Community Event
  - City officials and local area business partners
- Great demographics (2500– 3000 fans per day)
  - College players, parents and alumni
  - High school players and parents
  - Middle school players and parents
  - Elementary school players and parents
  - Local business partners

## 2012 Proclamation Signing



## 2012 Proclamation Presentation



***Engage your business with the  
Johns Creek Community and Local High Schools***



# By the numbers...

## 2013 Event and Georgia Demographics



- Georgia lacrosse exploding in popularity
  - College: Over 4000 athletes play college lacrosse in Georgia
  - High School: Over 8000 athletes play at the high school level
  - Middle School: Over 5000 athletes play middle school lacrosse
  - Elementary School : Over 7000 athletes participating in recreational programs throughout the state
- High school and college coaches support and attend event
- Participating teams and fans from UGA, Alabama, Clemson, Va Tech, USC, Kennesaw State, SCAD and Elon to name a few

***Lacrosse is the Fastest Growing Sport in the Nation...***



# Sponsorship Options



<b><u>Level</u></b>	<b><u>Price</u></b>
<b>Title</b>	<b>\$10,000</b>
<b>Platinum</b>	<b>\$5,000</b>
<b>Gold</b>	<b>\$2,500</b>
<b>Silver</b>	<b>\$1,000</b>

## **Sponsorship Entitlements (Varies by Level)**

- Logo on city pole banners and all promotional advertising (Title sponsor only)
- Press box announcements of company with 30 second logo/ad on big screen scoreboard
- Banners (w/ company name/logo) at stadium entrance and inside stadium
- 10' x 10' booth space for sales and marketing
- Full or half page ad in Championship Program
- Weekend passes with access to Hospitality Tent (food and refreshments provided)
- Commemorative coin toss- Sunday's Division I Championship Game
- Commemorative coin toss- Sunday's Division II Championship Game



# Neighbor Newspaper Ads



## April 27 - 29, 2012

Free Admission for students 18 and under wearing a lacrosse jersey.

SouthEastern Lacrosse Conference



## College Lacrosse Playoffs

**4/27**

Friday Locations: South Forsyth, Northview, Alpharetta and Chattahoochee high schools.  
Game Times: Div.2 5:30 - Div.1 8:00pm

**4/27**

All Games At N.H.S.  
10:00am SELC Alumni Game  
12:00pm Div.2 Semi-Final  
2:30pm Div.2 Semi-Final  
5:30pm Div.1 Semi-Final  
25th Anniversary Team Honored  
8:00pm Div.1 Semi-Final  
Lacrosse Day Proclamation

**4/27**

All Games At N.H.S.  
10:00am 25th Anniversary Team Game  
12:00pm Div.2 Championship  
3:00pm Div.1 Championship  
Hall Of Fame Ceremony

**Giveaways at ALL games by:**  
LaxWorld, STX sticks, GT Lacrosse Camps, O-Liminator & NIKE Camps

**Playoff teams will include**  
defending Champion  
Florida State, Clemson, Georgia, Florida and Kennesaw State.

Final schedule will be set 4/23.



Johns Creek, GA

[www.JohnsCreekCVB.com](http://www.JohnsCreekCVB.com)  
[www.SELCTournament.com](http://www.SELCTournament.com)

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Johns Creek, GA

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## **New Activities Introduced in 2012**



- Recognize SELC 25<sup>th</sup> Anniversary Team- 44 alumni participated
- Dinner for 25<sup>th</sup> Team and guests at NHS VIP tent
- Sunday morning 25<sup>th</sup> Anniversary Game
- Inaugural Hall of Fame ceremony Sunday at 4pm

## **Proposed New Activities for 2013**

- Webcast of semi final and championship games
- Golf outing in Johns Creek Saturday morning for alumni
- Shopping in Johns Creek Saturday for wives and girl friends
- Alumni reception at NHS VIP tent Saturday evening
- SELC alumni game Sunday morning at 10am
- Hall of Fame ceremony Sunday at 4pm



# Title- Sponsor Package



1. **Logo on city promotional pole banners and school promotional banners\***
  2. **Access to SELC team key contact email list \***
  3. Preferred 10' x 10' booth location on sponsors row
  4. Press Box Announcements- 14 games- three mentions per game
  5. Two 30 second Big Screen Scoreboard ads per game (provided by sponsor)
  6. **Company name/logo on newspaper ads and promotional flyers \***
  7. Company website link on NHS Lacrosse and SELC websites
  8. Full-page color ad in Championship Program
  9. **Championship games coin toss\***
  10. One- 4' x 8' banner at stadium entrance
  11. Four- 4' x 4' banners in stadium
  12. Weekend/Hospitality passes- Twelve (12)
- \* Title sponsor exclusive**





# Platinum- Sponsor Package



1. 10' x 10' booth location on sponsors row for company sales/marketing
2. Press Box Announcements- 14 games- three mentions per game
3. One 30 second Big Screen Scoreboard ad per game (provided by sponsor)
4. Company website link on Northview High School Lacrosse and SELC websites
5. Access to stadium turf field Saturday 9:00 AM to 11:00 AM for promotional activities (youth tournaments, skills competitions, etc.)
6. Full-page color ad in Championship Program
7. One- 4' x 8' banner at stadium entrance
8. Two- 4' x 4' banners in stadium
9. Weekend/Hospitality passes- Six (6)



***10 x 10 booth location on Sponsors Row  
Banners at stadium entrance & inside stadium***



# Gold- Sponsor Package



1. 10' x 10' booth location on sponsors row for company sales & marketing
2. Press Box Announcements- 14 games- one mention per game
3. One 30 second Big Screen Scoreboard ad per game (provided by sponsor)
4. Company website link on Northview High School Lacrosse and SELC websites
5. Half-page color ad in Championship Program
6. Two- 4' x 4' banners in stadium
7. Weekend/Hospitality passes- Four (4)





# Silver- Sponsor Package



1. 10' x 10' booth space for company marketing/sales
2. Press Box Announcements- 14 games- one mention per game
3. One 30 second Big Screen Scoreboard ad per game (provided by sponsor)
4. Company website link on Northview High School Lacrosse and SELC websites
5. Half-page color ad in  
Championship Program
6. One- 4' x 4' banners inside stadium
7. Weekend/Hospitality passes- Two (2)



***Silver Sponsors have a presence with Sales Booth,  
Big-Screen Ads and Banner inside stadium***



# Weekend Photo Gallery



***Johns Creek - Biggest City Event...come be a part of our "Lacrosse Showcase Event in the Southeast"***