



Maverick Volleyball Club

Sponsorship Guidelines 2014-15

Maverick Volleyball supports teams and individual players seeking sponsorship opportunities. Below is the description of:

1. Guidelines when negotiating sponsorship for teams or individual players
 2. Benefit package offered by the club for Teams
 3. Benefit package offered by the club individual players
 4. Suggestion to enhance these basic packages by players or teams.
 5. Special Targeted Sponsorship packages for club level
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Guidelines when negotiating sponsorship for teams and individual players

- We strongly recommend that you include the Director of Marketing on all sponsorship communications and negotiations to ensure the club is informed.
- If the sponsor cannot provide the recommended minimum amount, Maverick Volleyball will reduce the benefit package to suit the sponsor's contribution.
- It is the team or individual player's discretion to enhance the benefit package. We have offered suggestions on what to include below. Please note that you cannot offer benefits that involve Maverick Volleyball equipment, promo material, uniforms and belongings unless they are specified in the basic package.
- All reproduction of the Maverick Volleyball logo needs to be cleared by the Director of Marketing. Alteration of our logo, name and/or font is not permitted.
- Please note that the cost of producing sponsored materials (logo updates on website, logos on practice shirts, etc). or 10% of the sponsorship package (whichever is more) will be deducted from those sponsorship packages that involve club administrative resources.

Benefits Packages

1. Team Sponsorship

- a. The club will guarantee and pay for the following benefits:
 - Organisation's logo and contact information on the Team page of the Maverick Volleyball website.
 - Recognition in our Partner and Sponsor website page with direct link to the organisation's home website.
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- Logo on the team's practice shirt sleeve (English or French, approx 24 shirts)
- Thank you letter sent by Maverick Volleyball President

b. Recommended minimum amount: \$ 750.00

2. Individual Player Sponsorship

- a. The club will guarantee and pay for the following benefits:
- Recognition on our Partner and Sponsor website page with direct link to the organisation's home website.
 - Logo on the player's practice shirt sleeve (English or French, 2 shirts)
 - Thank you letter sent by Maverick Volleyball President

b. Recommended minimum amount: \$ 250.00

Suggestions to enhance basic sponsorship packages (team and player)

Players and teams can enhance the basic sponsorship packages by adding benefits. However added benefits are the responsibility of the team or the player to pay for and to execute.

- Thank you plaque featuring player's photo
- Thank you plaque featuring a team photo
- Banner to be displayed at every game
- Recognition at the banquet
- Distribution of promo material at Maverick Volleyball events
- Organization of one fun volleyball tournament or clinic for your staff by the team
- Other...

Special Targeted Sponsorship Packages - Club Level

1. Maverick Development Programs Sponsorship: \$5,000

- Exclusivity: Sponsor logo on house league, development and camp T-shirts (approx 600 shirts)
 - Your company name on all our promo material including flyers and posters to be distributed and posted in the region's elementary and secondary schools
 - Exclusivity of your company logo and hyperlink on the Maverick homepage
 - Invitation and opportunity to talk at the annual banquet
 - Logo and hyper link in two e-mail blasts promoting the Maverick Program (membership of over 2000)
 - Your company banner at all Maverick Volleyball recreational programs (house league, 4 Fun, banquet, summer and March camps)
 - Opportunity to distribute promo material during our events
 - Thank you message from Maverick Volleyball President
 - Organisation of one day fun volleyball tournament for your staff by Maverick Volleyball experts
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2. Maverick Competitive Programs Sponsorship: \$2,500

- Your company logo on all tryout shirts (approx 200 shirts)
- Your company logo and hyperlink on Competitive and High Performance pages of the Maverick Volleyball website
- Logo and hyper link in one e-mail blast promoting the Maverick Competitive Program (membership of over 2000)
- Your company banner at all Maverick Volleyball competitive home tournaments
- Recognition message from Maverick Volleyball President

3. Adopt a Program: \$ 1,000

- Opportunity to include your name in the title of a specific program
 - Ex: Maverick 4 Fun presented by *Manderley Turfgrass*

