



Want good marketing?

SPONSOR



A PRODUCTION OF



2 DAYS • 4 FIELDS • 40 TEAMS

3000 LACROSSE FANS



Field rendering donated by Maggie McManus, RKD Architects.

May 10-11, 2008 • Freedom Park, Edwards, CO

Lax Jam 2008

is the result of a partnership between WECMRD and Harebrained Marketing. The 2-day youth lacrosse tournament attracts teams from all over Colorado.

Over 3,000 people mill about Freedom Park in Edwards on this weekend. These people don't just come for an hour to look around. They're there for hours each day, hanging out for their children's 4-5 games over the course of the weekend.

The highly successful Lax Jam first began in 2004. One of the best-run youth tournaments in Colorado, it continues to attract more and more teams and fans each year.

We encourage our member families to support the businesses that support WECMRD lacrosse. Get into lacrosse culture. Sponsor Lax Jam 2008.



Including:

- Fastest Shot Contest
- Longest Shot Contest
- Freestyle Stick Skills Contest



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WANT GOOD MARKETING? Sponsor Lax Jam 2008.

Here's why your company should be a sponsor:

Create awareness and visibility.

The sheer amount of pre-event publicity, as well as the crowds at Lax Jam, is far more visibility than you could do on your own.

Exposure to your target audience.

Are local families a key customer base for you? Heaps of them will be milling about Freedom Park for two days. Will you be there?

Image Transfer.

Align your company image with lacrosse and WECMRD. Lacrosse is an exciting, fast, and hip sport. WECMRD is a family-friendly organization devoted to enhancing our community.

Combat your competitors' larger ad budgets.

Out-flank your larger competitors' ads by leveraging Lax Jam's visibility and the stronger relationships you develop from this sponsorship.



Employee Volunteering.

Lax Jam 2008 has plenty of positions for volunteers—both up-to and during the event. Encouraging your employees to volunteer will...

- Make your sponsorship presence larger.
- Make your community commitment tangible to your employees.
- Train employees in new skills—sales, market research, and leadership.

“ A longtime niche sport, lacrosse is the fastest-growing game in the U.S. at every level. The appeal? It's a neat composite of other sports, it's fast, it's easy to learn. And it's cool. *Sports Illustrated* ”

Reduce cost of acquiring new customers.

Here's your chance to shake hands with 3,000 potential customers. One-on-one interaction: there's no easier way to start strong relationships.

Build relationships with current customers.

Lax Jam is a great venue for creating a two-way dialogue with your customer base. Listen to what they have to say. Show them you care about what they care about.

Showcase your investment in the community.

Make your customers feel good about doing business with you by sponsoring a cause they care about.

Improve employee moral.

Workers are happier when they feel their company makes a difference in their community.

Contact:

Kelly Coffey, Harebrained Marketing,
(970) 926-0888, Kelly@harebrainedmarketing.com



Did you know?

Big corporate brands — like Sprint Nextel Corp., Allstate, and Dick's Sporting Goods — are seeking out sponsorships in smaller community events, according to IEG's 2007 Sponsorship Report. They see the benefits of using these events to build their brands, demonstrate their products, and showcase their local involvement.

PRE-EVENT BUZZ & Demographics



Pre-Event Buzz:



- Vail Daily ads.
- Rocky Mountain News co-op advertisements.
- Plum TV interviews and commercials multiple times a day, every day for a month

- up to the event. Games and events coverage to be replayed after the event.
- KZYR radio interviews and ads.
- 200 posters at high-traffic points up and down the Valley.

- Email newsletter campaign.
- Website with evolving content that participants will check multiple times before and after the event.

“ Lacrosse is gaining a reputation as a lifestyle sport and attracting young obsessives the way surfing and skateboarding do. ”
Sports Illustrated

Audience Demographics:

First Target: Tournament attendees (2000 estimated)

Upper-middle class families. Boys and girls, ages 8-18, with family members. 50% Eagle County residents, 50% residents of other mountain communities and the Front Range.

- They are here to watch their children play in the games.
- They are interested in family bonding.
- They will stay at the fields for 4 or 5 hours each day.
- They will come regardless of weather or amount of publicity.

Second Target: Curious about lacrosse (500 estimated)

Upper-middle class families. 100% Eagle County residents, mostly living in Edwards and Avon.

- They are curious about the sport of lacrosse.

- They want to go to a family-friendly event on a nice weekend.
- They are interested in family bonding.
- They will stay for an hour or two.
- Their attendance is based highly on weather and publicity.

Third Target: Event Junkies (500 estimated)

Wealthy retirees and second-home owners. 100% Eagle County home-owners.

- They are there for the excitement of the event.
- They are there for the vendor booths.
- They are interested in being entertained in a unique way.
- They will stay for an hour or two.
- Their attendance is based highly on weather and publicity.

Fourth Target: Non-attendees experiencing marketing messages (25,000 estimated)

Eagle County residents. They hear or see on the radio, in the newspaper, on local television, and on signs:

- Pre-event advertising: television, radio, newspaper, and posters.
- Pre-event promotions.
- Pre-event publicity.
- Event signage.
- Media coverage of the event.
- Post-event wrap-up coverage.

Did you know?

84% of U.S. adults said they would be likely to switch brands to support a product that associated with a cause they cared about, according to the 2002 Cone/Roper Corporate Citizenship Study.

CONTEST SPONSORS

- “Your Company Long Shot Contest” (win a car) \$7,800
- “Your Company Fastest Shot Contest” \$4,800
- “Your Company Freestyle Stick Skills Contest” \$4,800

Contest Sponsorship Includes:

- 10X10 tent and table provided for promotional use. “Your Company Fastest Shot Contest” on all mentions of this event (advertising, press releases, programs).
- Prominent signage at contest (qualifiers and championships).
- Immediate press release announcing your company has signed on as a contest sponsor to 2008 Lax Jam.
- Mentions on all KZYR radio interviews and advertising.
- Logo on all Vail Daily advertising.
- Mentions on all Plum TV interviews and advertising. Up to five banners on-site at the fields (banners provided by sponsor).
- Listing and link on website.
- Consultations with Harebrained Marketing to create strategy to maximize exposure and sales before, during, and after the tournament.



SWAG SPONSORS

- Camp Chair Sponsor** \$7800
Your logo printed on 250 nylon folding camp/sport chairs given away at fields.
- Bottled Water Sponsor** \$6800
Your logo printed on label of 2,000 bottles of water given away at fields.
- Sunscreen Sponsor** \$4800
Your logo printed on label of 500 sunscreen bottles given away at fields.

Camp Chair, Bottled Water & Sunscreen Sponsorship Includes:

- 10X10 tent and table provided for promotional use.
- Mentions on all KZYR radio interviews and advertising.
- Logo on all Vail Daily advertising.
- Mentions on all Plum TV interviews and advertising.
- Up to five banners on-site at the fields (banners provided by sponsor).
- Listing and link on website.
- Consultations with Harebrained Marketing to create strategy to maximize exposure and sales before, during, and after the tournament.

Got Water?

With parents, players, coaches, and fans spending all day in the hot sun, they need water. Free bottled water with your logo will be in the hands of 2,000 people. Nobody who visits Freedom Park this weekend will avoid seeing your logo dozens of times on these bottles.

Newsletter Sponsor \$4,200 Exhibitor Sponsors \$1,800

- 10 email newsletters branded with your logo sent to Lax Jam participants once a week through the tournament (8 before, 2 after).
- No other sponsors present on the newsletter.
- Training tips and Lax Jam updates to keep users opening the emails.
- Ability to include sponsor-intergraded content.
- 10X10 tent and table provided for promotional use.
- Mentions on all KZYR radio advertising.
- Logo on all Vail Daily advertising.
- Mentions on all Plum TV interviews and advertising.
- Up to 5 banners on-site at the fields (banners provided by sponsor).
- Consultations with Harebrained Marketing to create strategy to maximize exposure and sales before, during, and after the tournament.

- 10X10 tent and table provided for promotional use
- Mentions on all KZYR radio advertising.
- Logo on all Vail Daily advertising.
- Up to 5 banners on-site at the fields (banners provided by sponsor).
- Consultations with Harebrained Marketing to create strategy to maximize exposure and sales before, during, and after the tournament.

Banner Sponsors \$450

- 2 banners on-site at fields (banners provided by sponsor).
- Listing in program.
- Listing and link on website.

Not quite right?

If you don't see a sponsorship package that fits you just right, give us a call. We'll be happy to customize a package that works best for your goals.

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GET INTO LACROSSE CULTURE



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A Note From Harebrained Marketing:

At Harebrained Marketing, we pride ourselves on finding hidden opportunities in local marketing, giving our clients big returns on small budgets.

With Lax Jam, we're able to combine two of our passions: furthering a local youth sport we've been involved in for years, and helping Vail Valley businesses get noticed. We want this to be a win for WECMRD, a win for the kids, and a win for our sponsors.

Sponsoring local events is one of the best ways to market your business... when done right. If Lax Jam doesn't fit your needs, we highly recommend you take a look at other sponsorship opportunities that more closely fit your mission and your target audience.

If Lax Jam does fit, we'll help you do it right. Shake hands with future customers. Stay at the top of their minds. Be a part of what they're passionate about.

--The folks at Harebrained Marketing

For more information on sponsorships, contact:

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Public Response to sponsorship has been overwhelmingly positive. Sponsorship is viewed favorably because it is seen as a form of marketing that gives something back.

"Why Sponsorship is the Fastest-Growing Marketing Medium," IEG whitepaper.