



North West Lightning Hockey Club



2024 SPONSORSHIP PACKAGE



www.northwestlightning.org.au

WHO IS NORTH WEST LIGHTNING?

Our club is a dynamic collaboration dating back to 2019 when Hockey Victoria joined forces with regional associations including Hockey Central Vic, North Central HA, Sunraysia HA, Goulburn Valley HA and Wimmera HA.

Together, we've created a robust Elite pathway for hockey players, spanning from under 13's to senior hockey in the Vic League's for men and women.

Formerly known as the CV Blazers, our teams became North West Lightning in 2019 and entered the Victorian League 1 competition for both men and women the Under 16 mixed Shield competitions. This solidified our status as the third regional representative team in elite Hockey Victoria competitions.

The collaboration with our partnering associations across the state elevates not only our current status in the Victorian hockey leagues, but also establishes junior development pathways, ensuring a flourishing hockey community in the North West region of Victoria.

Our goal is to provide all juniors within our associations with an accessible and elite hockey pathway, eliminating the need to travel to Melbourne for the highest level of competition.

At North West Lightning, we prioritize enjoyable, quality hockey within a vibrant social environment that embraces inclusivity. Whether you're interested in sponsoring, playing, or volunteering, there's a place for you in our club!

Club that spans from Dimboola, to Mildura across to Shepparton with a footprint larger than

38,000 km²

Competing in Hockey Victoria competitions hosting Melbourne clubs in Bendigo and playing in metro areas

951

Facebook followers and growing

349

Instagram followers

Ties to local businesses across the central and north west regions



WHAT WE STAND FOR

The values that we stand by are:



Inclusive

We boast an inclusive club culture that fosters an environment where all members feel welcome and valued.



Integrity

We believe that how we operate as a club is as important as the work we do, and the way we play.



Respectful

Respect is the foundation upon which a culture of fair competition, camaraderie, and personal growth is built.



Passionate

We love hockey; we love the people; we love the culture. We live it! We breathe it! We play it!

Our vision and mission at North West Lightning Hockey is to be a leading hockey community, recognised for providing the opportunity for all to develop as hockey players and individuals in an environment that is safe, welcoming and professional.

We aim to create pathways for aspiring players and ultimately secure a position in the Victorian Premier League.



Something specific you have in mind for how you can partner with us?

We would love to chat further and see where we can tailor your needs while meeting our club goals for the 2024 season.

By supporting our club as a valued sponsor, you will play a pivotal role in our commitment to player development, acquiring essential equipment for games and off-field training, and delivering crucial mental health and wellbeing support to our hockey community.

Your sponsorship directly contributes to the growth and success of our teams, fostering a thriving and supportive community for our athletes and supporters. It also helps us offer robust programs in line with our metro counterparts and reduce costs for club members through subsidised travel and reduced fees for greater access.

We have diverse sponsorship opportunities, featuring packages ranging from player sponsorship through to \$5000 club sponsorship. These packages offer varying levels of exposure for your business, including prominent visibility through our online presence on Facebook and Instagram, as well as at our home games in Bendigo.

Choose the package that aligns perfectly with your marketing goals and support North West Lightning while enhancing your brand visibility.

HOW YOU CAN GET INVOLVED



TIMEFRAME FOR SPONSORSHIP

With the 2024 hockey season fast approaching, we are looking to have our sponsorship finalised by Sunday 17 March 2024.

Upon confirming your sponsorship package and providing your high resolution PNG or EPS logo file, you will be sent an invoice from the club.

Payment terms are 14 days from the date of invoice and contract.

SPONSORSHIP PACKAGES

Our platinum package is the top tier of our offerings. With premium social media coverage, your business logo on display at all home games and prime position on our training shirt which are worn by players all year round, this is a great choice to get your business name out there.



PLATINUM

\$5,000

PRIORITY LOGO POSITIONING ON NWL TRAINING T-SHIRT

DISPLAY FLAG WITH YOUR BUSINESS LOGO AND DETAILS ON DISPLAY AT ALL NWL HOME GAMES

2X NWL T-TRAINING SHIRTS AND 2X NWL STUBBY HOLDERS

ENTRY FOR 4 GUESTS TO THE NWL ANNUAL BALL PLUS DRINK TICKETS

NAMING RIGHTS FOR THE DURATION OF SPONSORSHIP CONTRACT TO A MAJOR NWL EVENT

YOUR LOGO ON NWL MEDIA WALL USED AT HOME GAMES FOR PLAYER OF THE DAY PHOTO

POSTER DISPLAY AT NWL HOME GAMES IN HIGH TRAFFIC AREAS (INCLUDING CANTEEN AND LOCKER ROOMS)

PREMIUM SOCIAL MEDIA EXPOSURE THROUGH BOTH PAID AND ORGANIC ADVERTISING

FEATURE IN PLAYER OF THE WEEK SOCIAL MEDIA POSTS

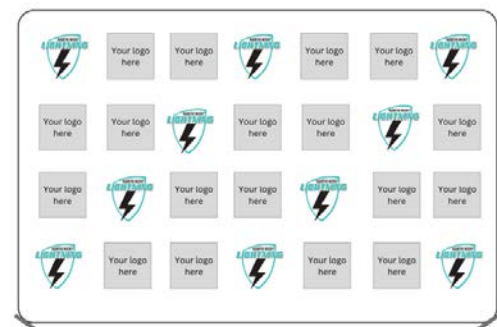
YOUR LOGO ON THE NWL WEBSITE WITH LIVE LINKS TO CHOSEN PLATFORM (SOCIAL OR WEBSITE)



NWL training tops. Platinum sponsor on chest and sleeves.



Tear drop banner. Image for illustrative purposes, design to change.



NWL media wall. Image for illustrative purposes only.

SPONSORSHIP PACKAGES

The gold standard package is a great choice if you are looking to promote your business digitally and through displays at our home games.

PRIORITY LOGO POSITIONING ON NWL TRAINING T-SHIRT

DISPLAY FLAG WITH YOUR BUSINESS LOGO AND DETAILS ON DISPLAY AT ALL NWL HOME GAMES

2X NWL BEANIES AND 2X NWL STUBBY HOLDERS

ENTRY FOR 2 GUESTS TO THE NWL ANNUAL BALL PLUS DRINK TICKETS

YOUR LOGO ON A SHARED VINYL GOLD SPONSOR BANNER HUNG AROUND THE GROUND AT HOME GAMES

ADVERTISING SPACE ON NWL EVENT PROMOTION

PRIORITY SOCIAL MEDIA EXPOSURE THROUGH ORGANIC SOCIAL MEDIA ADVERTISING

YOUR LOGO ON THE NWL WEBSITE WITH LIVE LINKS TO CHOSEN PLATFORM (SOCIAL OR WEBSITE)

GOLD

\$3,000



NWL training tops.
Gold sponsor top position on back.



Tear drop banner. Image for illustrative purposes, design to change.



NWL beanie.



NWL stubby holder.
Option to pay \$500 for 1 of 2 positions on back of stubby holder.

SPONSORSHIP PACKAGES

The small but mighty package. With the silver membership your business logo will be featured on our training shirts, as well as shout outs through our social media channels and on our website.



SILVER

\$2,000

SMALL LOGO POSITIONED ON NWL TRAINING T-SHIRT

YOUR LOGO ON A SHARED PULL UP BANNER USE AT THE GROUND FOR HOME GAMES AND DURING EVENTS

SOCIAL MEDIA EXPOSURE THROUGH NWL INSTAGRAM AND FACEBOOK PAGES

YOUR LOGO ON THE NWL WEBSITE WITH LIVE LINKS TO CHOSEN PLATFORM (SOCIAL OR WEBSITE)

Our bronze package is for those businesses looking to grow their business exposure digitally through social media. You will also be featured on a sponsors banner displayed at NWL events.



BRONZE

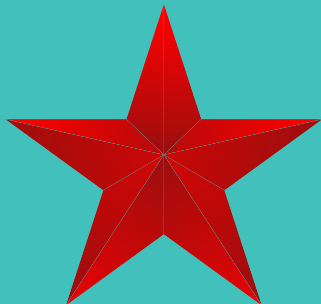
\$1,000

YOUR LOGO ON A SHARED PULL UP BANNER USE AT THE GROUND FOR HOME GAMES AND DURING EVENTS

SOCIAL MEDIA EXPOSURE THROUGH NWL INSTAGRAM AND FACEBOOK PAGES

YOUR LOGO ON THE NWL WEBSITE WITH LIVE LINKS TO CHOSEN PLATFORM (SOCIAL OR WEBSITE)

SPONSORSHIP PACKAGES



PLAYER

\$200

If you know a North West Lightning player you can sponsor them for \$200 to assist them with their annual player fees. For your contribution, you will be featured on the player profile of whom you're sponsoring with tagging and links back to your social channels and website!

SOCIAL MEDIA EXPOSURE THROUGH THE PLAYER OF THE WEEK AND PLAYER PROFILE OF YOUR SPONSORED NWL PLAYER.





THANK YOU!

WE LOOK FORWARD TO HEARING FROM YOU.

CONTACT

Hannah Ritchie, Sponsorship and Marketing Coordinator, 0402 639 919

Ross Evans, NWL President, 0408 535 772

WEBSITE www.northwestlightning.org.au

EMAIL nwlhc.sponsorships@gmail.com