



March 2024

Greetings from the Ted Hellier Laxfest Committee!

We are writing to you in the hopes that you will consider becoming a sponsor for the 2024 Ted Hellier Lacrosse Festival, on June 1, 2024, in South Portland, Maine.

The Ted Hellier Lacrosse Festival, known commonly as Laxfest, is Maine's Premiere lacrosse festival, where emphasis is placed on team play, fun and the enjoyment of "the fastest game on two feet"! This festival celebrates competition, sportsmanship, the spirit of lacrosse and love of the game.

Laxfest draws over 50 lacrosse teams from all over the state of Maine and brings an estimated 3,000 people to South Portland. Sponsorship opportunities include logo placement on banners, field signs and t-shirts.

Run by the Ted Hellier Community Lacrosse Fund, part of our vision is growing the game of lacrosse here in Maine, while making the sport accessible to those who wish to participate. All profits from the festival go towards supporting the boys and girls lacrosse programs in South Portland, and the Ted Hellier Community Lacrosse Fund.

The Ted Hellier Community Lacrosse Fund (THCLF), is a 501-3C charitable organization dedicated to making positive contributions to our community through the sponsorship of youth/teen sports, and providing heat assistance and other charitable donations to those in need in our community, in addition to providing high school seniors with annual scholarships. Named after local lacrosse coach, Ted Hellier, this organization seeks to support and enrich a community that gave so much to Ted's family during his battle with cancer.

The longevity of Laxfest is a testament to our loyal sponsors and incredible volunteers, who tirelessly and repeatedly give their time, energy and heart to make sure the event is a success. As we approach our eleventh festival, we are fortunate to have the support of such an incredible network of supporters and volunteers and we are excited to be back, planning another great festival.

This journey is amazing and we are so happy to have you be a part of it. There are not enough words to express the love and gratitude we have for all who participate in small or in big ways. Over the years it has been YOU who make this festival such a success.

We hope you will consider supporting the Ted Hellier Laxfest. Attached is our sponsorship information for your consideration.

Warmly,

Susan Hellier and the Ted Hellier Laxfest committee

To become a sponsor, please choose from the following sponsorship options and complete the sponsor registration form.

Value of Partnering with Ted Hellier Laxfest:

- June 1, day-long festival brings over 50 teams and an estimated 3,000 people to South Portland
- Business exposure to a large customer base that reaches all across Maine
- Robust email communication base with over 1500 families
- Growing social media platform including Instagram and Facebook during the lacrosse season (May – July)
- Opportunity for logo or list inclusion on over 800 t-shirts
- Opportunity for logo placement on TCLF/Laxfest website, banners and field signs

PLATINUM SPONSOR - \$2,500

- One of four platinum sponsorships, making your business a featured co-sponsor of Laxfest
- Premium logo placement on Laxfest t-shirt
- Business name and logo featured on Laxfest social media posts, in addition to two promotional posts on our social media pages
- Logo inclusion in all communications related to Laxfest and the TCLF
- On site signage at Laxfest, including oversized logo banner with your company's name and logo placement, displayed at Lax Central, our registration and vendor area
- Option for booth presence at the festival on June 1, 2024

GOLD SPONSOR - \$1,000

- Inclusion in sponsorship banner with your company's name and logo placement, displayed at Lax Central, our registration and vendor area
- Logo inclusion on Laxfest t-shirt
- Business name and logo featured on Laxfest social media posts, in addition to one promotional post on our social media pages
- Logo inclusion in all communications related to Laxfest and the TCLF
- Option for booth presence at the festival

SILVER SPONSOR - \$500

- Inclusion in sponsorship banner with your company's name and logo placement, displayed at Lax Central, our registration and vendor area
- Logo inclusion on Laxfest t-shirt
- Business name and logo inclusion on Laxfest social media posts
- Logo inclusion in all communications related to Laxfest and the TCLF

BRONZE SPONSOR - \$250

- Inclusion in sponsorship banner with your company's name and logo placement, displayed at Lax Central, our registration and vendor area
- Business name inclusion on Laxfest social media posts
- Name inclusion in all communications related to Laxfest and the TCLF

FIELD SPONSOR - \$150

- Business/donor logo sign inclusion on one of 8 fields
- Business/donor name on Laxfest social media posts and website

FOR THE LOVE OF THE GAME - \$100

- Business/donor name inclusion on Laxfest social media posts and website



Sponsorship Registration Form

To sponsor by mail, please complete the Sponsor Form below.

To sponsor online, please visit our website and pay via paypal at this link: [Sponsor Laxfest Online](#)

Business Information

Business Name: _____

Business Address: _____

Business Website: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Sponsor Level - Please Check One

Platinum Sponsor	\$2500	<input type="checkbox"/>
Gold Sponsor	\$1000	<input type="checkbox"/>
Silver Sponsor	\$500	<input type="checkbox"/>
Bronze Sponsor	\$250	<input type="checkbox"/>
Field Sponsor	\$150	<input type="checkbox"/>
For The Love of the Game	\$100	<input type="checkbox"/>

Thank you for sponsoring Laxfest!
The Ted Hellier Community Lacrosse Fund (THCLF), is a 501-3C charitable organization.

For PLATINUM and GOLD sponsors only:

- Send a **vector file of your logo** to tedhellierclax@gmail.com
- Send your image(s) of choice for your promotional posts to tedhellierclax@gmail.com
- Also include the message/caption you would like us to include with our social media post(s)

For all other sponsors:

- Send a **vector file of your logo** to tedhellierclax@gmail.com

For additional information, please email tedhellierclax@gmail.com or call 207-400-2600