



FUELING THE FIRE

**SPONSORSHIP &
PARTNER PROGRAM**



#LVC FAMILY

Welcome Home.

At London Volleyball Club, we are more than just a place to play... we're a hub where athletes of all ages and skill levels grow into the best version of themselves, supported by a science-driven pathway within an inclusive and safe environment.

We aspire to be the club that comes to mind when people think of the best environment to learn the game of volleyball. We commit to being a highly organized and professional administration staffing team, with a strict training regime and high expectations for our coaches, and hold a high level of respect for everyone involved in this game through trauma-informed practice.

We can't wait to convince you.



WHO WE ARE

Established

Registered as a non-profit organization in 2012

Members

22 Staff & Volunteers
54 Competitive Coaches
28 Developmental Program Coaches
203 Competitive Athletes
750+ Developmental Program Athletes

Mission

London Volleyball Club is dedicated to providing safe, inclusive, and developmentally appropriate programming for London's youth community. Our club is deeply committed to ensuring everyone has the opportunity to **#LoveTheGame**.



PARTNER BENEFITS & POSSIBILITIES

Logo placement on competitive team
warm-up shirts

1

Online prominence on club website, social media
platforms, and in community newsletters

2

Naming rights to key club and/or program initiatives

3

Logo placement on physical displays and
opportunities for on-site activation at events

4



AUDIENCE & REACH

COMPETITIVE TEAM SPECTATORS average seasonal spectators (per team) viewing warmup shirts	45,000+	DEVELOPMENTAL PROGRAM SPECTATORS average yearly spectators (across all programs) viewing banners and other physical displays	300+
VIRTUAL COMMUNITY MEMBERS current e-newsletter list membership receiving 6 newsletters per year	3,000+	4,000+ SOCIAL MEDIA FOLLOWERS featuring over 150,000 views and 3,300+ interactions during an average month	



HOW YOUR SUPPORT HELPS



REDUCES CLUB FEES FOR ATHLETES (COVERS ADMINISTRATIVE COSTS)

1

SUPPORTS COACH DEVELOPMENT & HIGH-QUALITY PROGRAMMING

2

BUILDS COMMUNITY WITH LOCAL BUSINESSES BEYOND THE COURT

3

VOLUNTEERS CAN FOCUS ON ATHLETE ENGAGEMENT, NOT FUNDRAISING

4

PARTNERSHIP PACKAGES

Flexible & Scalable Sponsorship Plans

Platinum
Club Partner

3 available

Seasonal investment = \$3000

Provincial reach, premium visibility

Gold
Club Sponsor

7 available

Seasonal investment = \$2000

Regional reach, high visibility

Silver
Club Supporter

10 available

Seasonal investment = \$1000

Club reach, moderate visibility

Bronze
Team Champion

Unlimited available

Seasonal investment = \$500

Virtual reach, entry-level visibility

In-Kind
Contributor

Limited available

Seasonal investment = Fair Market Value

Exchange in services & products



PLATINUM CLUB PARTNER

\$3000
Season
Investment
(3 available)

Physical Advertising

- Logo on club-wide warm-up shirts for all competitive teams (**upper back, large size**)
- **Table tent cards** for all competitive teams to display at their tournament locations across the province
- **Logo (larger size) on banners** displayed at developmental programming locations, included in award photos
- Opportunities for regular **on-site activation at club events, tournaments, and developmental programming**

Virtual Advertising

- Logo on **club website homepage** and sponsor page with **feature paragraph and link**
- Inclusion in community **e-newsletters** with **dedicated feature** once per year
- **Monthly spotlights** across social media platforms with cross-promotion
- Digital badge for marketing

Features

- Naming rights to one **key club initiative**
- Opportunities to provide exclusive offers to LVC Family



Platinum Club Partners can provide 50% of funding directly to a specified competitive team.

GOLD CLUB SPONSOR

\$2000
Season
Investment
(7 available)

Physical Advertising

- Logo on club-wide warm-up shirts for all competitive teams (**middle back, medium size**)
- **Logo (smaller size) on banners** displayed at developmental programming locations, included in award photos
- Opportunities for **seasonal on-site activation at developmental programming sites** (3 times per season)

Virtual Advertising

- Logo on club **sponsor page with link**
- Inclusion in community **e-newsletter (once per year)**
- Spotlights and cross-promotion across social media platforms (**3 per season**)
- Digital badge for marketing

Features

- Naming rights to one **key program initiative**
- Opportunities to provide exclusive offers to LVC Family



Gold Club Sponsors can provide 50% of funding directly to a specified competitive team.

SILVER CLUB SUPPORTER

\$1000
Season
Investment
(10 available)

Physical Advertising

- Logo on club-wide warm-up shirts for all competitive teams (**lower back, small size**)

Virtual Advertising

- Logo on club **sponsor page** (no link)
- Inclusion in community **e-newsletter** (once per year)
- Spotlights and cross-promotion across social media platforms (**1 per season**)
- Digital badge for marketing

Features

- Opportunities to provide exclusive offers to LVC Family



Silver Club Supporters can provide 50% of funding directly to a specified competitive team.

BRONZE TEAM CHAMPION

\$500
Season
Investment
(unlimited)

Virtual Advertising

- Logo on club **sponsor page** (no link)
- Inclusion in community **e-newsletter** (once per year)
- Group spotlight across social media platforms (1 per **season**) for all Bronze Champions
- Digital thank you certificate for marketing



Bronze Team Champions provide 100% of funding directly to a specified competitive team.

IN-KIND CLUB CONTRIBUTOR

Fair
Market
Value
(limited)

What You Get

- Recognition aligned with the cash tier that matches the fair market value of your contribution
- Specific assests connected to your service (e.g., digital tags on products from photography and videography products)
- Inclusion in relevant communications and at events where your contribution is visible (e.g., 'Food supplied by [Contributor]')

Top Needs

- **Photography and videography** (training, tournaments, and events)
- **Printing services** (tryout flyers, camp report cards)
- **Sport therapy** (physio, massage, etc.)
- **Food and beverage** (tryouts, camps, events)



In-Kind Club Contributors can provide to club or a specified competitive team.



METRICS

We will provide a brief season-end report to all Partners, Sponsors, Supporters, and Champions outlining the impressions and reach from features and a note on community impact (e.g., athletes supported, tournaments represented at, etc.)



TOGETHER WE CAN BE EXTRAORDINARY

Welcome to the LVC Family.

CONTACT



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www.lvcfire.com/club-sponsors

APPENDICES

DETAILS AND DIFFERENCES ACROSS LEVELS IN PHYSICAL ADVERTISING

1

DETAILS AND DIFFERENCES ACROSS LEVELS IN VIRTUAL ADVERTISING

2

DETAILS AND DIFFERENCES ACROSS LEVELS IN FEATURES

3

SCHEDULE OVERVIEW AND OUTLINE

4



APPENDIX 1: PHYSICAL ADVERTISING

Competitive Team Warm-Up Shirts

PLATINUM CLUB PARTNERS

premium location logo placement
(upper back), large size (~3 inch)

GOLD CLUB SPONSORS

logos placed on the middle back,
medium size (~2 inch)

SILVER CLUB SUPPORTERS

logo placed on the lower back,
small size (~1 inch)



COMPETITIVE TEAM SPECTATORS

average seasonal
spectators (per
team) viewing
warmup shirts

45,000+

Mockups to be made available to all partners, sponsors, and supporters prior to printing.

APPENDIX 1: PHYSICAL ADVERTISING

Tent Cards and Banners

PLATINUM CLUB PARTNERS

- table tent cards showcasing all platinum partner logos for each competitive team (~20 teams in the club) to display at tournaments)
- banners featuring logos of all Platinum Partners and Gold Club Sponsors displayed on-site at all developmental programming locations and used for photo backdrops (6 different programs across 3 seasons - Fall, Winter, Spring)

GOLD CLUB SPONSORS

- banners featuring logos of all Platinum Partners and Gold Club Sponsors displayed on-site at all developmental programming locations and used for photo backdrops (6 different programs across 3 seasons - Fall, Winter, Spring))

Mockups to be made available to all partners, sponsors, and supporters prior to printing.



COMPETITIVE TEAM SPECTATORS

average seasonal
spectators (per
team) viewing
warmup shirts

45,000+

DEVELOPMENTAL PROGRAM SPECTATORS

average yearly spectators
(across all programs)
viewing banners and
other physical displays

300+

APPENDIX 1: PHYSICAL ADVERTISING

On-Site Activation Opportunities

PLATINUM CLUB PARTNERS

invitations to participate (table, booth, singage, giveaways, etc.) in club events (tryouts, signing and sizing meetings), hosted tournaments (OVA or club), and developmental programming (e.g., Fan the Flame final playoff session each season - Fall, Winter, Spring)

GOLD CLUB SPONSORS

invitations to participate (table, booth, singage, giveaways, etc.) in developmental programming (e.g., Fan the Flame final playoff session each season - Fall, Winter, Spring)



TOURNAMENT SPECTATORS

average spectators
involved in a single
tournament

400+

DEVELOPMENTAL PROGRAM SPECTATORS

average yearly spectators
(across all programs)
viewing banners and
other physical displays

300+

APPENDIX 2: VIRTUAL ADVERTISING

Club Website

PLATINUM CLUB PARTNERS

prominent logo placement on homepage and sponsor webpage (including a feature paragraphy and direct link)

GOLD CLUB SPONSORS

prominent logo placement on sponsor webpage (with direct link)

SILVER CLUB SUPPORTERS

logo placement on sponsor webpage (no direct link)



350,000+ **MONTHLY
WEBSITE
TRAFFIC**

average month includes over
350,000 unique website user visits

APPENDIX 2: VIRTUAL ADVERTISING

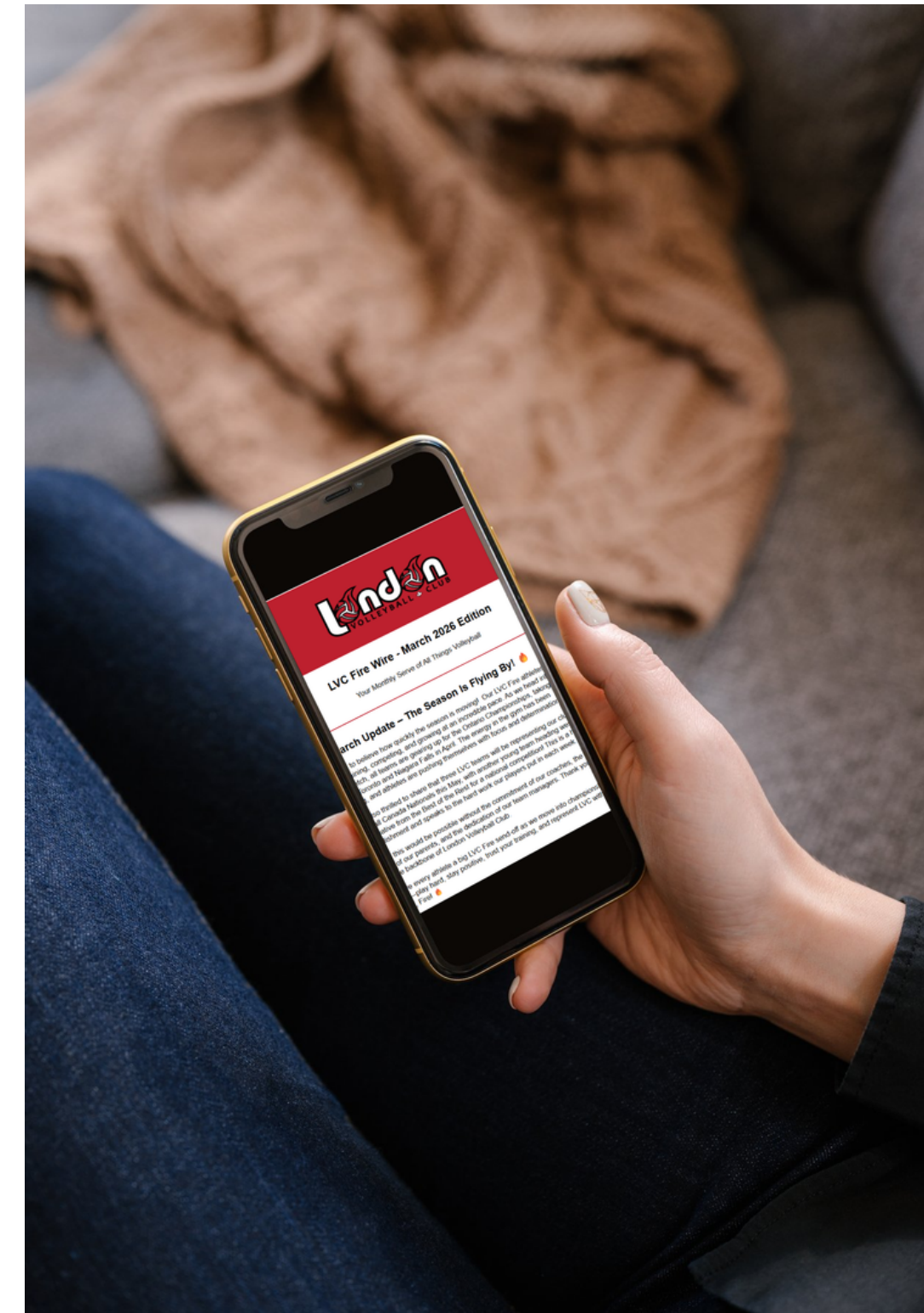
Club E-Newsletters 'Fire Wire'

PLATINUM CLUB PARTNERS

brand inclusion in all community email newsletters with a dedicated feature paragraph and direct link (1 per year)

GOLD CLUB SPONSORS

brand inclusion in one community email newsletters with a dedicated thank you feature for all gold club sponsors (no direct link)



**VIRTUAL
COMMUNITY
MEMBERS**

current e-newsletter list
membership receiving 6
newsletters per year

3,000+

APPENDIX 2: VIRTUAL ADVERTISING

Social Media Cross-Promotion

PLATINUM CLUB PARTNERS

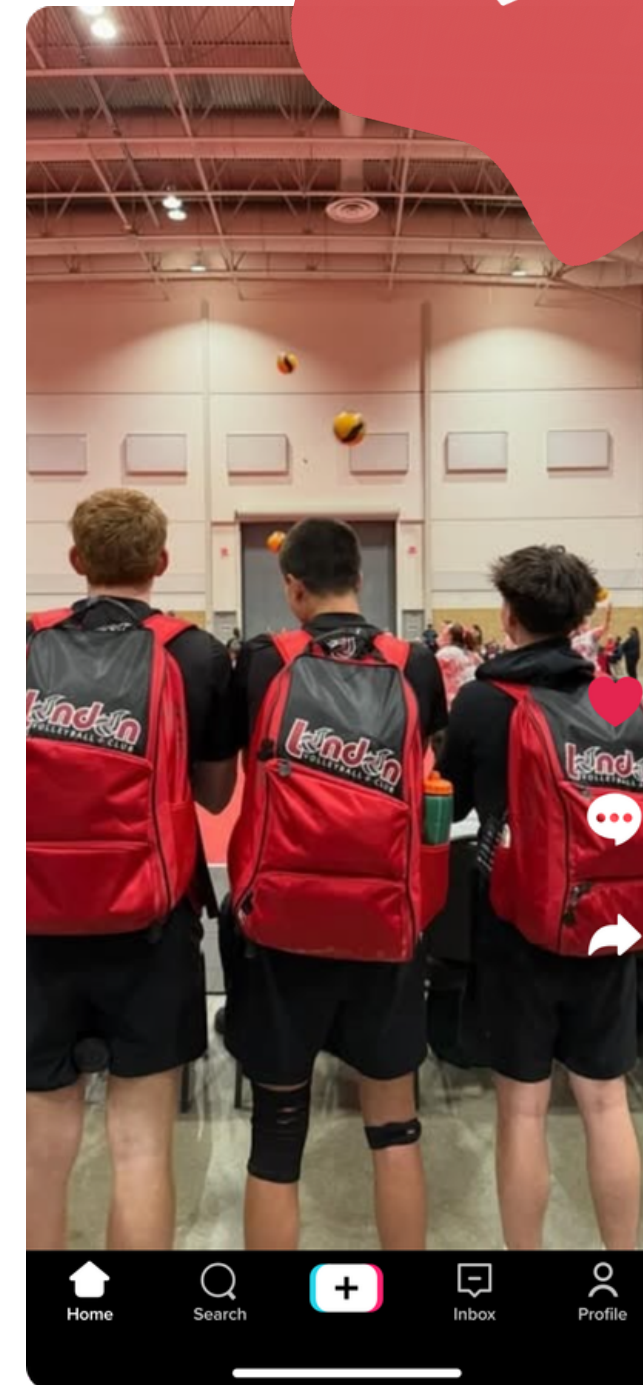
dedicated monthly features across club social media platforms, including at least one reel and/or story showcasing your business and our coaches and/or athletes

GOLD CLUB SPONSORS

dedicated features across club social media platforms (3 per year)

SILVER CLUB SUPPORTERS

dedicated feature across club social media platforms (1 per year)



4,000+ SOCIAL MEDIA FOLLOWERS

featuring over 150,000 views and 3,300+ interactions during an average month

APPENDIX 2: VIRTUAL ADVERTISING

Digital Badges and Certificates

PLATINUM CLUB PARTNERS

provided a digital badge “Proud Partner of London Volleyball Club” for marketing and in-store or in-office signage

GOLD CLUB SPONSORS

provided a digital badge “Proud Sponsor of London Volleyball Club” for marketing and in-store or in-office signage

SILVER CLUB SUPPORTERS

provided a digital badge “Proud Supporter of London Volleyball Club” for marketing and in-store or in-office signage

BRONZE CLUB CHAMPIONS

provided a digital thank you certificate for marketing and in-store or in-office signage



APPENDIX 3: FEATURES

Naming Rights to Club Initiatives

PLATINUM CLUB PARTNERS

Naming rights to one of the following club initiatives, which comes with its own social media post with virtual banners (8+ per year):

- “[Your Brand] Athlete of the Month”
- “[Your Brand] Coach of the Month”
- “[Your Brand] Volunteer of the Month”

GOLD CLUB SPONSORS

Naming rights to one of the following program initiatives, which comes with its own social media post with virtual banners (3 per year):

- “[Your Brand] Fan the Flames - 12U Season Champions”
- “[Your Brand] Fan the Flames - 14U Season Champions”
- “[Your Brand] Fan the Flames - 15U Season Champions”
- “[Your Brand] Fan the Flames - 18U Season Champions”
- “[Your Brand] Sparks [Fall/Winter/Spring] Season MVP”
- “[Your Brand] Feed the Fire [Fall/Winter/Spring] Season MVP”
- “[Your Brand] Athlete-Coach [Fall/Winter/Spring] Season MVP”



4,000+ SOCIAL MEDIA FOLLOWERS

featuring over 150,000 views and
3,300+ interactions during an
average month

APPENDIX 3: FEATURES

Renewal and Offers

PLATINUM CLUB PARTNERS

- first right of renewal for following seasons
- invitations to provide exclusive offers for LVC families included in the e-newsletter (e.g., discount, promotion)

GOLD CLUB SPONSORS

- invitations to provide exclusive offers for LVC families included in the e-newsletter (e.g., discount, promotion)



**VIRTUAL
COMMUNITY
MEMBERS**

3,000+

current e-newsletter list
membership receiving 6
newsletters per year