

## Dot Program

Each week the Game Day Program will have a different colored dot on it in the upper right hand corner. (Dots will be placed on the program on game day as they are sold). Ads sold with dots located in the program will be a participant (any size ad can have a Dot on it). The Dot program will be an additional cost.

Weekly specials (each ad with a Dot participates in their weekly special) will be announced during the game ... Minimum of three announcements per advertiser per game. The announcement will occur, pregame and at each intermissions and some time outs and post games. The Dot on the Program ad will be permanent. The weekly deal will be decided upon by the advertiser and will run for the following week. The deal can be changed weekly ... we will announce the deals as mentioned during the game. The Dot on the program ad will always be there. So its a big program that will run all regular home games and then through playoffs too.

Example: This week Jakes pizza is offering buy one get one free pizza. Fred's Oil Change is offering a free filter with your oil change this week. You just need to bring in your program with today's game day Dot to receive your free filter. Again Dot ads will be announced at the game.

Cost besides the cost of the ad will be \$500.00 (need to discuss the rate) Estimate \$50.00 a week.

## Team History

Founded in 1967 the Owen Sound NorthStars became a cornerstone for senior lacrosse in Ontario. The Owen Sound NorthStars went on to win the League crown five times in: 1979, 1980, 1989, 1990, and 1991.

After a brief hiatus the team re-emerged as the Owen Sound Woodsmen winning the League Title 7 more times in 9 seasons and returned as champions at the President Cup 2 more times in 2008 & 2009. The 2020 season is fast approaching and marks the 41st anniversary for our first National Title and 11 years since our last 1st place finish. We need your support to do it again in this historic year for Owen Sound Lacrosse. Be a part of the action, sign up to sponsor our team and help us return the President's Cup to our city in 2020.

**519.935.3170**

**[sponsor@northstarslax.com](mailto:sponsor@northstarslax.com)**

## Best Selling Kids Drink



**Owen Sound Bug Juice  
NorthStars  
2020 Sponsorship and  
Advertising Packages**

**519.935.3170**

**[sponsor@northstarslax.com](mailto:sponsor@northstarslax.com)**



## Owen Sound Sponsorship Packages

<b>PREFERRED SPONSORSHIP PACKAGE</b>	<b>\$750.00</b>
Your Business Name on 2 Preferred Team Jerseys (Goalie, Captain, Assistants) Local Newspaper, Radio and Television Exposure Full Page Advertisement in our Program Partnerships with Various Local Organizations Advertisements on NorthStars Social Media and Website Game Night Promotion, Sponsorship and Advertisement 2 V.I.P. Season Passes to Include Playoffs	
<b>JERSEY SPONSORSHIP PACKAGE</b>	<b>\$500.00</b>
Business Name on 2 Jerseys Local Newspaper, Radio, and Television Exposure Full Page Advertisement in our Program Partnerships with Various Local Organizations Advertisements on NorthStars Social Media and Website Game Night Promotion, Sponsorship and Advertisement 2 V.I.P. Season Pass to Include Playoffs	
<b>BUILDER SPONSORSHIP PACKAGE</b>	<b>\$400.00</b>
Half Page Advertisement in the 2020 Program Social Media Advertisement & Website Advertisement Sponsorship Announcements at Home Games 2 Regular Season Pass	
<b>SUPPORTER SPONSORSHIP PACKAGE</b>	<b>\$300.00</b>
Quarter Page Advertisement in the 2020 Program Sponsorship Announcements at Home Games 6 Regular Season Game Passes	
<b>CONTRIBUTOR SPONSORSHIP PACKAGE</b>	<b>\$200.00</b>
Business Card Size Advertisement in the 2020 Program Sponsorship Announcements at Home Games 4 Regular Season Game Passes	

**519.935.3170**  
**sponsor@northstarslax.com**

## Radio Ad Sponsorship Ads Will Run On All Four Stations

560 CFOS • 96 THE BEACH, • MIX 106.5 • COUNTRY 93

### Season Sponsors

**4 Season Long Radio Sponsorships \$3,000.00**

The NorthStars Plan On Spending \$12000,00 On Ads For The Team This Year. We Ask You To Help By Purchasing A 1/4 Of This Program For \$3,000.00.

Advertisements Will Run All Season Long

Sponsor's Name Will Be Announced On The Air, On Sports Shows And In The Arena During The Game

1/2 Page Ad In The Program

12 VIP Passes

Ad Example: "NorthStars Game Tonight Brought To You By Dave's Garage. Visit Dave's Garage For Your Car Repairs."

### Game Day Sponsors

**15 & 30 Second Co-Advertising Radio Spots**      **4 Packages**

Ads Will Run On All 4 Radio Stations

Ads Will Run Weeks Running Up To And On The Home Game Day

Spots Will Include An Announcement For The Co-Sponsor

Example: Game Brought To You By Jake's Pizza.

Buy One Pizza, Get Another Pizza For Free.

750 Spots That Will Air On All 4 Stations

### Radio Ad Packages

**Ads Run On These 4 Stations:**

560 CFOS • 96 THE BEACH, • MIX 106.5 • COUNTRY 93

### Major Sponsor

**Major Sponsor**      **\$5,850.00**  
**30 Second Ad Packages**      **10% Discount**

400 Ads Over The Season ... 100 Each Station

Ads Will Run During The Week Of The Games

Sponsor Will Be Announced During All Games

10 Season Tickets For All Games Including Playoffs

3 Banners Inside The Arena

**Gold Sponsor**      **\$1,850.00**  
**30 Second Ad Packages (\$65.00 each)**      **5% Discount**

120 Ads ... 30 Each Station

Sponsor Chooses Week To Run Ads

Ads Run During The Week Of The Games

Sponsor Name Announced During Game

Banner In Arena

8 V.I.P. Passes For All Games Including Playoffs

**Silver Sponsor**      **\$1,140.00**  
**15 Second Ad Packages (\$40.00 each)**      **5% Discount**

120 Ads ... 30 Each Station

Sponsor Chooses Week To Run Ads

Ads Run During The Week Of The Game

Sponsor Name Announced During Game

6 V.I.P. Passes For All Games Including Playoffs

**Weekly Ad Package**      **\$380.00**  
**15 Second Ad Packages (\$40.00 each)**      **5% Discount**

10 Ads

Ads Run The Week Before The Game

Sponsor Chooses The Week

2 V.I.P. Passes For All Games Including Playoffs

### Program Ads

<b>Full Page Ad 8.5w x 11h</b>	<b>\$500.00</b>
<b>Half Page Ad 8.5w x 5.5h</b>	<b>\$400.00</b>
<b>Quarter Page 4.25w x 5.5h</b>	<b>\$300.00</b>
<b>Business Card 4.25w x 2.75h</b>	<b>\$200.00</b>

**Deadline of April 15th, 2020 for  
Program Sponsorship**

**Submit your Sponsorship Including your Name,  
E-Mail Address, and Telephone Number to:**

**Owen Sound NorthStars Lacrosse Team**

**P.O. Box 272 Owen Sound**

**Owen Sound, ON, N4K 5P5**

**Terms and conditions of Sponsorship are subject to change  
based on availability of team jerseys, number of home games,  
program space.**