



Bacchus Marsh Little Athletics Centre  
PO Box 102  
**BACCHUS MARSH VIC 3340**  
ABN 91 641 740 246  
Est. 1969

August 4<sup>th</sup> , 2022

Carmel Ruffo  
Tripod Farmers  
[finance@tripodfarmers.com.au](mailto:finance@tripodfarmers.com.au)

Dear XXXXX,

On behalf of Bacchus Marsh Little Athletics Centre, I would like to thank you for your ongoing support of our Centre. Your sponsorship is greatly appreciated by our athletes and their families.

In the 2021/22 season, our athletes continually demonstrated resilience and dedication to their sport despite all of the ongoing COVID-19 challenges that they faced.

By the time we commence our 2022/23 season there will be some capital improvements completed at Masons Lane. We have had a new storage shed constructed for all of our valuable athletics equipment and the major improvements will be to the Pat Lane Pavilion with brand new toilet facilities (which were sorely needed), a separate office, a separate storage area and a separate first aide room along with a fresh coat of paint and new carpet in the Clubrooms.

The Committee are all excited to see these improvements take place at our Centre and we cannot wait to show them off to our athletes, families and sponsors who have supported along the way.

We would like to offer you another opportunity to support our Centre and be a sponsor of our 2022/2023 season. As per previous years we have three levels of sponsorship which all include promotion of your business in our handbook which every family receives and promotion of your business on our noticeboard which is on display at our weekly Centre meets. Furthermore, your business will be promoted on our sponsors' page of our website and in our newsletters.

Your generous contribution enables us to purchase new equipment for our athletes, print our handbooks and purchase awards for both our summer Track and Field competition season and our winter Cross Country competition season.

You will find a sponsorship form on the second page of this letter. Could this be filled out and returned to [bmlacsponsorship@gmail.com](mailto:bmlacsponsorship@gmail.com) at your earliest convenience.

Please let us know if you would like to be sent an invoice for payment or simply a receipt of payment.

Once again, thank you and we look forward to your continued support in our 2021/22 season.

Yours sincerely

Dannielle Edwards  
Merchandise and Sponsorship.  
Bacchus Marsh Little Athletics Centre

[bmlacsponsorship@gmail.com](mailto:bmlacsponsorship@gmail.com)





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## 2022/2023 Sponsorship

<b>Name of Sponsor:</b>	
<b>Contact:</b>	
<b>Address:</b>	
<b>Telephone:</b>	
<b>Email:</b>	
<b>Website:</b>	
<b>Sponsorship Level:</b>	
<b>Method of Payment:</b>	

Payment is via Direct Debit: Bacchus Marsh Little Athletics Centre  
BSB: 633 000 Account: 153 705 298

- Please invoice me for payment OR
- I only need a receipt of payment

### Sponsorship Inclusions

#### **Bronze - \$150**

- Half page B&W ad in handbook
- Link on our website
- Your business name on our Sponsorship Board.

#### **Silver - \$250**

- Full page B&W ad in handbook
- Link on our website
- Your business name on our Sponsorship Board.

#### **Gold - \$500**

As per Silver plus:

- 3 x Ads in our fortnightly electronic newsletter
- 'Sponsor of the day' for one of our scheduled weekly meets.

### Sponsorship Reach

BMLAC has approximately 250 registered athletes from 150 families attending weekly track & field events between October and March, and our cross country season from April to August.

Contact: Dannielle Edwards  
Email: [bmlacsponsorship@gmail.com](mailto:bmlacsponsorship@gmail.com)

*Your support is gratefully appreciated by the club.*  
**[www.bacchusmarshlittleathletics.org.au](http://www.bacchusmarshlittleathletics.org.au)**