



# Information for Sponsors 2004/2005





Hallett Cove Little Athletics Centre is seeking sponsorship for the 2004/2005 season commencing October 2004.

The 2004/2005 Season promises to be a big year for Hallett Cove Little Athletics Centre.



With our move to the R-12 School

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The Olympics ending just prior to the start of our season....



We are expecting a large increase in the number of Athletes joining and returning for the new season.



What better way to show your support for the local community and to gain exposure to a large number of local families than to sponsor the centre.



This will be a season of challenge and opportunity as we move to a new location and build the infrastructure required to sustain our centre into the future.



The kids of Hallett Cove need your support.

Please consider sponsoring Hallett Cove Little Athletics Centre for the 2004/2005 Season



## What is Little Athletics?

Little Athletics is a recreational sport that encourages family participation and allows parents to be actively involved with their children's sport. The motto of Little Athletics is 'Family, Fun and Fitness'.

Little Athletics is a voluntary community based organisation which strives to develop children of all abilities, by promoting positive attitudes and a healthy lifestyle through a family involvement in athletics. While children are competing, parents are encouraged to get involved by time-keeping, measuring, coaching and chaperoning.

We provide a variety of activities and skills, running, jumping and throwing help develop strength, flexibility co-ordination and balance (the basic requirements of all sports). Children are encouraged to improve on their own time or distances rather than to be the best athlete.

## About Hallett Cove Little Athletics Centre

Hallett Cove Little Athletics meets on Friday Nights at Hallett Cove R-12 School, Gledsdale Road, Hallett Cove from October through to March.

The Hallett Cove Little Athletics Centre has approx 200 athletes from tiny tots aged 3-4 yrs to U17. Athletes come from many southern suburbs for our weekly meetings.

During the past season we have had athletes excel at association events, culminating in a number of medals at the State Individual Championships. Some of our relay teams also won medals at the State Relay Championships. Three of our athletes represented SA at the National Little Athletics Championships. Most importantly, the number of personal bests and centre bests that were achieved last season is the real measure of our success. Winning is not everything, participation and just doing your best is the most important aspect of little athletics.

At Hallett Cove Little Athletics we offer sprints, hurdles, relays, walks, middle distance, shot put, discus, javelin, long jump and high jump.

A modified program is offered to Tiny Tots focusing on fun and games and is suitable for children from ages 3-6yrs.

## Why Do We Need Sponsors?

As you would appreciate, it is becoming more expensive to maintain and also purchase new equipment to ensure all athletes have the opportunity to compete such that they can reach their own potential in a safe environment. We are not immune to the spiralling cost of insurance and this year in particular sees us facing new challenges and opportunities as we move to a new location.

While we raise some money from fundraising through the year, we also need the assistance of sponsors to ensure the viability of the centre.

This year more than ever we need the support of sponsors. We have relocated to the R-12 school in an effort to reduce costs. While this will be true in the long term, in the short term we need to build a shed to house our equipment at the school. The better the support from our sponsors the easier this will be.



## What's in it for you?

As a sponsor you are entitled to advertise in our Centre Handbook and on our website (see [www.hclac.org.au](http://www.hclac.org.au) and click on Sponsors). We also promote your business actively with the member families of the Centre.

We firmly believe in supporting the businesses that support our club. Your business will be regularly mentioned at our Friday night meeting. You will also be invited to a sponsor's night in February 2005 as well as have the opportunity to attend our presentation night in April 2005.

With our move to the R-12 school, we expect an influx of new athletes due to the new association and the resultant cross-promotion with the school.

Secondly, this year is an Olympics year and traditionally the numbers of Little Athletes swells after an Olympics.

So this year will be a great year to get on board in terms of exposure to a high number of families in the southern area.

## How much does it cost?



**Silver Level-** A certificate of appreciation is provided plus a half page advert in our Centre Handbook and your business name on our website (with a link to your web site if available). Cost \$150



**Gold Level-** Your logo or Business name featured on our club newsletter and website (& link to your web site if available), a full page ad in the centre handbook, your choice of supplying advertising material ( eg business card, fridge magnet ) in the club's registration pack, provided to each club member at the start of the season. A certificate of appreciation compliments this package. Cost \$250

## Need to Know More or Want to Become a Sponsor?

I thank you for the consideration of our club and look forward to your business joining us at Hallett Cove Little Athletics to assist us to develop the skills of running, jumping and throwing in a fun and social environment. Feel free to contact me via either of the methods below should you have any questions.

**Iain Carlin**  
**Sponsorship Coordinator**  
**Hallett Cove Little Athletics Centre**

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