



LAKE EFFECT

Lake Effect Sponsorship Form

Levels of Sponsorship:

- Bronze: \$100 – Individual Sponsor (Family/Friend)
- Silver: \$250 – Company name/logo on a team banner
- Gold: \$500 – Company name/logo on a team banner, company will be listed on a Lake Effect Athletics team website page, and company is listed on our training facility TV monitor
- Platinum: \$750 or more – Company name/logo on a team banner, company will be listed on the homepage of the Lake Effect Athletics Website, and company gets an individual slide on our training facility TV monitor

Contribution Type:

- Player Support –
 - ☐ Specific Player Name _____
 - ☐ Support a player in need!
- Coach Support –
 - ☐ Specific Team _____
 - ☐ General Coaches Training
- Team Support –
 - ☐ Tournament/team expenses general
 - ☐ Specific item for team _____
- Organizational Support –
 - ☐ Training Facility Needs

Sponsor Information:

Sponsor Name: _____

Amount Collected: _____ **Check #** _____

Contact Name: _____ **Phone #:** _____

Address: _____

Email: _____

Web Address: _____

Sponsors will need to provide an electronic image of their logo for our banners/website. Please email the image to: lakeeffectathletics@gmail.com.

**Please complete this form and make check made payable to: Lake Effect Athletics
4339 Whitetail Drive, Holland, MI 49423**

*****See other side for more details →**

Lake Effect Support and Sponsorship

Lake Effect has always been rooted in giving young athletes a team and a family to part of, as our mission statement describes:

A positive force of team chemistry, family and fun.

The positive force comes from the energy someone embodies, on and off the field. This energy shines from head to toe: mentally, physically and morally. Being part of Lake Effect Athletics means you are part of something bigger than yourself - a community, a family and a team. From coaches and players, to family and fans, Lake Effect Athletics will not waiver from being a positive force of sportsmanship and fellowship towards opponents, coaches, officials and our own team.

The Lake Effect organization is fortunate to have so many people who make up our softball community. In early 2023, we asked fans, parents and players as to “why” they are a part of Lake Effect and what the best part of being in the Lake Effect family. Some of the “whys” we captured are highlighted in the “2023 Lake Effect Hype Video”. We received all sorts of great feedback, and we are proud of what Lake Effect has become...but what if we could do more? What if we could expand our positive impact – TOGETHER. Whether you’re an individual who wants to make a contribution, or a company/organization, we could never thank you enough for the support. If you have a company, or a logo, we’d be happy to highlight your company/logo on our website, but we also include our sponsor’s logos on team banners that are displayed at all tournaments we attend.

If you would be willing to support Lake Effect, we have several ways in which your assistance is greatly appreciated:

Player Support

1. Each Lake Effect player has the responsibility for funding many ‘player fees’ that are involved with the sport. Tournament fees, practice facility fees and paying for uniforms are just a few of the expenses that individual players could always use help on.
2. We occasionally have a family that is in need of additional support due to financial constraints within their household and could use some community support to help provide the opportunity to play.

Coach Support

Our coaches volunteer a lot of their own time and finances to help grow our young athletes within the sport. Often times, extra funds that relate to the sport come out of their own pockets – they incur travel expenses across many weekends each year, they provide equipment for the team to use, and often additional training to improve their coaching skills. Some items as an organization we would like to do for our coaches is to provide skill-specific training opportunities as well as to have our coaches all trained in CPR/First Aid.

Team Support

Our Lake Effect family is up to 16 teams this year! Each team has travel expenses to manage, team camps to attend (at colleges, etc.), and then there are events or activities like team building expenses and annual “Kick-Off Party” expenses. Other areas in this category could be providing the team with their warm-up jerseys for the season or a team jacket sporting your company logo on it as well.

Organizational Support

Lake Effect as a whole provides an indoor training facility for our teams to practice in year round. This facility requires maintenance of equipment, nets, screens, training aids, etc. Additional resources to help keep our facility safe and equipped will ultimately help keep our annual player fees down. New for the 2025/2026 season, Lake Effect will be investing in and launching the “LE MNTL” (elemental) project – *Elements that go beyond the sport*. The initiative will provide all Lake Effect athletes and their families with various tools and resources/content aimed to help in the areas of Mental Health, Nutritional Health, Theology and Faith, and the LEAP fitness program.

NEXT STEPS = If you would like to support Lake Effect and sponsor in any way, please complete this form and designate which area you would like your donation to be allocated to and return to Jeanette Olinger (checks payable to Lake Effect Athletics) and mailed to 4339 Whitetail Drive, Holland, MI 49423.