



2024  
**LACROSSE  
SPONSORSHIP  
PACKAGES**

**ALLATOONA HIGH SCHOOL**

3300 Dallas Acworth Hwy NW  
Acworth, GA 30101

[allatoonalax@gmail.com](mailto:allatoonalax@gmail.com)  
[allatoonabucs.com/lacrosse](http://allatoonabucs.com/lacrosse)





Become a Bucs Lacrosse Sponsor



Scan Here  
for more information



Allatoona Lacrosse Teams will be kicking off their 2024 spring season in just a couple of months. We've got momentum from the success of the Men's Varsity team competing in the 2023 State Championship. The Mission of the Allatoona Lacrosse program is to promote the game of lacrosse providing a safe and fun opportunity for the players, and emphasizing the importance of good sportsmanship, fitness and teamwork. Allatoona Lacrosse believes that athletic competition plays a vital role in the development of our children and young adults. Concepts of fair play, sportsmanship, commitment, discipline, responsibility, respect, integrity and time management are all promoted and expected. By promoting these principles through a high level of lacrosse competition, Allatoona Lacrosse endeavors to inspire our players to become the best that they can be, both on the field and as members of our community, while providing each player with important tools for success in their future.

Sponsorship is a great way to support your community and advertise your business, while also helping our lacrosse teams buy new equipment and supplies such as goals, nets, balls and field paint. It also helps us provide our high school players pre-game meals, HUDL videos and various large capital improvement projects, such as rebuilding our equipment storage shed and repainting our lacrosse wall to better showcase our team pride.

Sponsors will be announced in the press box at our 25 high school home games, showcased through our social media platforms, included on our program wide sponsorship t-shirts and team yearbooks. Please consider our new sponsorship opportunities, as well as how your company would be represented based on your donation. We would love to have you be a part of the success of our teams this season and many seasons to come! We are a 501(c)3, so your donation is tax-deductible.

Please feel free to contact us if you have any questions or would like to become a sponsor. We greatly appreciate your generosity!

Go Bucs!

Shannon Smith  
President, Allatoona Lacrosse Booster Club  
678 471-5245  
[allatoonalax@gmail.com](mailto:allatoonalax@gmail.com)



# IN STADIUM ADVERTISING



## CAPTIVE AUDIENCE

Engage excited supporters who have an emotional connection to the game and are more likely to perceive and act upon advertisements. No matter where they are in the stadium, spectators will view the digital boards to see the score, check the time or view replays.



## BRAND AWARENESS

Reach thousands of local fans and spectators to increase brand recognition and differentiate yourself from your competitors. Create a unique experience with game day impressions and dynamic on-site interaction.



## FAN LOYALTY

Elevate the experience of stadium attendees through Super Bowl quality multimedia ads focused on your brand. Creating more emotionally connected fans bolsters loyalty. This loyalty drives ticket sales, school support as well as in-stadium and post-game sales.





# VIDEO BOARD SPECIFICATIONS



## VIDEO BOARD SPONSORSHIPS

| ITEM                           | QUANTITY  | PRICE                    |
|--------------------------------|-----------|--------------------------|
| PRE-GAME COMMERCIALS (15 SEC)  | 10        | \$250/GAME \$1000/SEASON |
| STATIC ADS                     | 8         | \$250/GAME \$1000/SEASON |
| COMMERCIAL/VIDEO AFTER ROSTERS | 1         | \$1500/SEASON            |
| FLASH ADS AT CLOCK STOPPAGE    | UNLIMITED | \$500                    |
| FRONT GATE SIGN                | 3         | \$1000/SEASON            |

- Artwork and Ads provided by sponsor
- AHS AV team can produce video for an additional fee.

## TEAM SPONSORSHIPS

| ITEM   | PRICE         | ADDED BENEFIT                                      |
|--|---------------|--|
| DONATE A DOZEN BALLS   | \$35          | DONOR SIGN   |
| PLAYER OF THE GAME   | \$100         | AHS WEBSITE/SOCIAL MEDIA                           |
| TEAM YEARBOOK (1/2 / FULL PAGE)  | \$125 / \$225 | TEAM YEARBOOK                                      |
| AWAY GAME TEAM MEAL  | \$250         | TEAM PICTURE SIGNED LAX BALL                       |
| 1 YEAR HONORARY BUCS LACROSSE MEMBERSHIP   | \$500         | DONOR SIGN / TEAM YEARBOOK / MEMBER MAGNET         |
| ALL PROGRAM SPONSORSHIP T-SHIRT<br>(Reaching All K-12 Youth, HS Players and Coaches) | \$2,000       | DONOR SIGN / TEAM YEARBOOK / SPONSOR NIGHT HONOREE |

**All Team Sponsorships  
\$125+ INCLUDE**

- Team Magnet
- AHS Website Recognition
- Social Media Recognition
- Announced at every Home Game
- Team Yearbook Recognition
- Sponsorship T-shirt Recognition



# 2024 MEN'S LACROSSE SCHEDULE

## VARSITY

**2023 AREA CHAMPIONS**  
**2023 STATE FINALISTS**

A 2/1 6pm vs Harrison (Scrimmage)  
A 2/6 7:45pm vs Buford  
**H 2/10 1pm vs John's Creek**  
**H 2/12 8pm vs Creekview**  
**H 2/16 8pm vs Roswell**  
A 2/23 vs Ponte Vedra, FL  
A 2/24 vs Viera, FL  
A 2/28 7:30pm vs Kell  
A 3/1 7:30pm vs N Paulding  
A 3/4 7:45pm vs Riverwood  
A 3/8 6:30pm vs Woodstock  
A 3/12 7:30pm vs Cambridge  
**H 3/16 4pm vs Lambert (TCLC)**  
A 3/19 6pm vs Sprayberry  
**H 3/25 8pm vs Pope**  
**H 3/28 8pm vs Blessed Trinity (Youth Night)**  
**H 4/11 8pm vs Lassiter**  
**H 4/15 8pm vs Harrison (Senior Night)**  
**4/23 PLAYOFFS BEGIN**

## JV

A 2/6 5:45pm vs Buford  
**H 2/9 6pm vs Westminster**  
**H 2/10 3pm vs John's Creek**  
**H 2/12 6pm vs Creekview**  
**H 2/16 6pm vs Roswell**  
**H 2/26 6pm vs N Gwinnett**  
A 3/1 5:30pm vs N Paulding  
A 3/4 6pm vs Riverwood  
A 3/7 5:15pm vs Hillgrove  
A 3/12 5:30pm vs Cambridge  
**H 3/18 6pm vs N Paulding**  
A 3/23 12pm vs Pope  
**H 3/25 6pm vs Pope**

# 2024 WOMEN'S VARSITY LACROSSE SCHEDULE

**H 2/1 6pm vs Wheeler**  
A 2/6 7pm vs Newnan  
**H 2/9 7:45 vs Sequoyah**  
A 2/13 6:30pm vs Northgate  
A 2/23 6:30pm vs Dalton  
A 2/27 6:30pm vs /Darlington  
**H 2/29 6pm vs North Cobb**  
**H 3/5 6:30pm vs Walker**  
A 3/7 6:30 vs Kell  
**H 3/11 6pm vs Pope**

A 3/15 6:30pm vs Kennsw Mtn  
**H 3/21 6:30pm vs Riverwood**  
A 3/26 6:30pm vs Sprayberry  
**H 3/28 6pm vs E Coweta**  
A 4/9 6:30pm vs E Paulding  
**H 4/11 6pm vs North Atlanta**  
**H 4/15 6pm vs Woodward Academy (Senior Night)**  
A 4/16 6:30pm vs Lassiter  
**H 4/18 6pm vs Campbell**  
**4/23 PLAYOFFS BEGIN**



# THANK YOU FOR JOINING THE ALLATOONA BUCS LACROSSE FAMILY!



## CONTACT US!

Shannon Smith  
President, Allatoona Lacrosse Booster Club  
allatoonalax@gmail.com  
678 471-5245

All Sponsorships must be finalized by 1/15/24

