



Explore Opportunities

Nigeria Loofball League - NLBL

NLBL SEASON SPONSORSHIP PROPOSAL



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NLBL SEASON

SPONSORSHIP PROPOSAL

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Introduction



Loofball Sport Development Initiative (LSDI) would like to extend an invitation to you and your company to become a sponsor partner of our maiden Nigeria Loofball League (NLBL) Season. We are a non-profit, all volunteer organization whose mission is to provide low-cost and no cost athletic opportunities to the Nigerian youth to get them active and improve their well being.

The most important step in the planning process for a successful season is obtaining local corporate sponsorship from businesses and organizations, to help offset some of the costs associated with league operations. We are looking for sponsors who are willing to donate to assist in covering our essential expenses such as: player uniforms, game equipment, field maintenance, officials, insurance, and other administrative costs to operate the league.

All sponsorship funding is directly invested into the sport and is used to manage and improve athletic opportunities in Nigeria. When sponsoring with us, we will do everything in our power to maximize your business exposure, and match your company with a desired target audience. If providing sponsorship for the Nigeria Loofball League is an option for you and your company, please take some time to review the sponsorship information I have included with this letter. I am confident you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization and participants.

Sincerely,



Winner V. Matahula
Executive Director
LSDI

Loofball Market Research

Some important things to know about the loofball demographic

- Loofball is the fastest growing sport in Nigeria over the last 6 years.
- More schools are adding loofball to their extra-curricular programs.
- Loofball is easy to learn and popular among children and adults.
- The sport is characterized by high degree of freedom, tight bonds among peers, and a genuine enjoyment of sport and life.
- Because of the relative infancy of the sport's popularity, many of the coaches and other people involved in growing the sport are young as well.
- Loofball opens a new platform for sponsors and investors to reach a desired market demographic through game and league sponsorships and industrial manufacturing of custom equipment.
- The sport also provides dynamic opportunities for youths to be self-employed through local production of game equipment and related items.

Some important things to know about advertising with the LSDI and the Nigeria Loofball League, NLBL

- We anticipate having 10,000 to 20,000 youths (including athletes and spectators) participating in our league this season and this number will grow each season as we add more cities and states.
- We plan to kick start our league with eight teams.
- We will continue to expand and add more teams depending on level of growth.
- LSDI provides dynamic opportunities for sponsors to reach a desired market demographic through our league sponsorship offers.
- Our sponsors will receive maximum and consistent recognition through the LSDI website, Nigeria Loofball League website (under development), social media, league newsletter and league notifications.
- LSDI will notify sponsors when their logos are visible in images/videos posted by local media outlets.
- LSDI will drive likes to sponsor's Facebook page and other social media.

Nigeria Loofball League Sponsorship Form

Loofball Sport Development Initiative, 5 Unity Estate Karu-site Abuja, FCT | info@lsd-initiative.org | www.lsd-initiative.org | www.loofball.com.ng | +2347036748363 | +2348135406338

Name of Business/Sponsor _____

Address _____

City _____ State _____ Zip _____

Website _____

Contact Name _____

Contact's Phones: Work _____ Cell _____

Contact's Email _____

Sponsorship *(select sponsorship level; other amounts are always welcome and higher levels are available)*

Amount/Level Benefit

Amount	Level	Benefits
<input type="checkbox"/> Field Sponsor	₦10,000,000.00 (per four fields sponsored)	See attached schedule of benefits for each sponsorship opportunity
<input type="checkbox"/> Break Sponsor	₦5,000,000.00 (per four fields sponsored)	
<input type="checkbox"/> Scoring Table Sponsor	₦2,000,000.00 (per four tables sponsored)	
<input type="checkbox"/> Sideline Banner Sponsor	₦1,000,000.00 (per season)	
<input type="checkbox"/> Match Day Sponsor	₦500,000.00 (per game sponsored)	
<input type="checkbox"/> Jersey Sponsor	₦400,000.00 (per team sponsored)	
<input type="checkbox"/> Web Sponsor	₦200,000.00 (per season)	

Please make checks payable to Loofball Sport Development Initiative. Bank deposits are also accepted (Bank Details GTCO Acc. Number: 0467294180 Acc. Name: Loofball Sport Dev. Init.) A sponsorship receipt will be sent by email or mail.

Payment Method

Bank Deposit (please attach payment receipt) Check (please attach check)

Authorized Signature: _____ Date: _____

For more info: visit the LSDI Website or the Nigeria Loofball League Website or contact Imoh Essien at +2348135406338 or admin@lsd-initiative.org

Sponsorship Options

All sponsorship funding is directly invested into the sport and is used to manage and improve the loofball brand.

Field Sponsor (only 2 available)

This sponsorship package is only ₦10,000,000 per season and includes the following:

- Your organization will receive Single-Sided 10' Feather Banners with the sponsoring organization's logo, which will be placed at each corner of four (4) courts on match days throughout the entire season.
- Field name will be identified with the sponsoring organization's name on the courts, league calendar, emails, schedules, and social media communications, i.e. YOUR COMPANY NAME Field.
- Company logo to be listed on league (NLBL) homepage, sponsor page as well as the main LSDI website, with backlinks to your website.
- Feature story to be posted on the league and LSDI website and can include video or images provided by the sponsoring organization.
- LSDI and league staff will distribute any marketing materials/coupons provided by the sponsoring organization throughout the season.
- Company logo to be prominently displayed in picture(s) submitted to social media and/or media outlets throughout the season.



Break Sponsor (only 2 available)

This sponsorship package is only ₦5,000,000 per season and includes the following:

- Company logo to be placed on two (2) sideline banners, which will be displayed on the sidelines of four (4) courts during match days, but brought to the middle of the field at intervals of matches to bring emphasis to the sponsor throughout the season.
- Announcements will be made over the season at intervals of matches noting the sponsoring organization.
- LSDI and league staff will distribute any marketing materials/coupons provided by the sponsoring organization during matches throughout the season.
- Company logo to be listed on league homepage, sponsors page as well as the main LSDI website, with backlinks to your website, over the entire season.
- Feature story to be posted on the league and LSDI website and can include video or images provided by the sponsoring organization.
- Company logo to be prominently displayed in picture(s) submitted to social media and/or media outlets throughout the season.



Scoring Table Sponsor (only 2 available)

This sponsorship package is only ₦2,000,000 per season and includes the following:

- Company logo to be placed on table-wall banner which will be displayed every match on the front of the scorers' table throughout the entire season. The scorer's table is one of the most observed parts of the field since it is the only location of the scoreboard to keep track of the score.
- Company logo to be listed on league homepage, sponsors page as well as the main LSDI website, with backlinks to your website, over the entire season.
- LSDI and league staff will distribute any marketing materials/coupons provided by the sponsoring organization during matches throughout the season.
- Feature story to be posted on the league and LSDI website and can include video or images provided by the sponsoring organization.
- Company logo to be prominently displayed in picture(s) submitted to social media and/or media outlets throughout the season.

Sideline Banner Sponsor (only 5 available. 7 banners will be placed at each field)

This sponsorship package is only ₦1,000,000 per season and includes the following:

- Banner to be displayed on the sideline at all fields and league matches during the season.
- Company logo to be listed on league homepage, sponsors page as well as the main LSDI website, with backlinks to your website, over the entire season.
- LSDI will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.
- Company logo to be prominently displayed in picture(s) submitted to social media and/or media outlets throughout the season.



Match Day Sponsor (8 available)

This sponsorship package is only ₦500,000 per match day sponsored and includes the following:

- Your organization can setup a booth on the specific match day you have sponsored to conduct product demos, sell merchandise/food, or distribute any marketing materials or promotional items to create awareness for your brand.
Examples: Vehicle test drives/product demos, food samples, coupons/giveaways, and any creative opportunities you can think of to promote your brand.
- Organization is specifically recognized on their chosen match as the match day sponsor.
- Company to be listed as the match day sponsor on weekly newsletter, league website and social media pages. LSDI will drive “likes” to sponsor’s Facebook page during this week as well.
- Company logo to be listed on league homepage and sponsors page, with backlinks to your website, over the entire season.
- Feature story to be posted on the league website during the week of the sponsoring organization’s sponsored match day. Story can include video or images provided by the sponsoring organization.
- LSDI will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.

Jersey Sponsor (8 available)

This sponsorship package is only ₦400,000 per team sponsored and includes the following:

- Company logo to be placed on the lower back of team jerseys for your team of your choice.
- Company logo to be placed on the lower front of team shorts for a team of your choice.
- Company logo to be listed on league homepage and sponsors page, with backlinks to your website, over the entire season.
- LSDI will recognize sponsor on social media sites and post a single ad or promotional coupon, on our social media pages.
- Company logo to be prominently displayed in picture(s) submitted to social media and/or media outlets throughout the season.



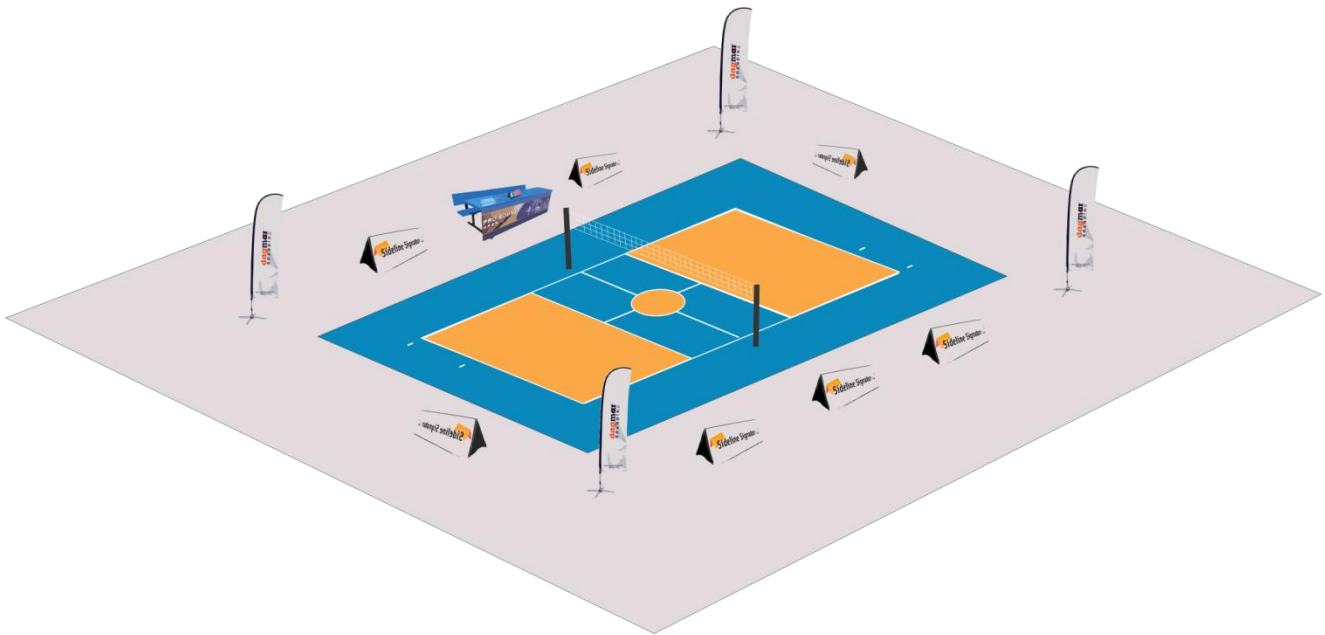
NOTE: Only two logos will be placed on jerseys, so this sponsorship is limited.

Web Sponsor (unlimited number available)

This sponsorship package is only ₦200,000 per season and includes the following:

- Company logo to be listed on the Nigeria Loofball League website and sponsors page, with backlinks to your website, over the entire season.
- LSDI will recognize sponsor on social media sites and post a single ad or promotional coupon on our social media pages.

SAMPLE LOOFBALL COURT WITH SPONSORSHIP SIGNAGE



To sponsor the Nigeria Loofball League, please print and complete the Nigeria Loofball League Sponsorship Form (i.e page 5) or complete the [online sponsorship form](#). If you have any question in regard to the sponsorship options presented, LSDI, or the NLBL, please contact Imoh Essien at +2348135406338 or via email at admin@lsd-initiative.org.