UWA
PERTH · AUSTRALIA
ATHLETICS

SPONSORSHIPS

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ENHANCING THE LIVES OF YOUNG WESTERN AUSTRALIANS

UWA Little Athletics Centre (UWALAC) is one of the largest centres in Western Australia with over 500 registered athletes (Ages 6-17) plus attracting more than 800 parents directly involved. We have also introduced a Tiny Tots program for 3-4 year olds.

UWALAC is based in the heart of the Western Suburbs. The athletics venue is situated at McGillivray Oval in Mt Claremont, in front of the new WAIS offices and sports science laboratories.

The summer athletics season runs from October to mid-March, with UWALAC training twice per week. Weekly competitions are held at McGillivray Oval, usually on Saturday mornings from 7:45am.

UWALAC prides itself as one of most progressive Little Athletics Centres in the state and the first centre to employ a part-time administrator.

UWALAC communicates directly to it's members through the regularly updated UWALAC website, UWALAC Facebook portal, newsletters and the newly developed UWALAC APP (the only Little Athletics Centre in WA communicating to it's members with user friendly mobile software.)

UWALAC prides itself as a body of people young and old, who value community, participation and fair play.

LITTLE ATHLETICS IN AUSTRALIA

Little Athletics is a uniquely Australian modified athletics program for children from 5 to 16 years (some Associations may offer age groups outside this range) - with around 100,000 Little Athletes participating at almost 500 centres across the country.

Little Athletics promotes that it is important to *"Be your Best"*®. The emphasis is on fun, participation, performance, technique and getting involved with your family in physical and healthy activity. The motto of Little Athletics is *'Family, Fun and Fitness'.*

LITTLE ATHLETICS MISSION

- To develop children of all abilities
- By promoting positive attitudes and a healthy lifestyle
- Through family and community involvement in athletic activity.

SPONSORSHIP OPPORTUNITIES

- **WEBSITE LOGO**
  Hyperlinked directly to your business
- **Logo on all CLUB NEWSLETTERS**
- **BUSINESS INTRODUCTION**
  In our Newsletter
- **BUSINESS INTRODUCTION**
  On our FACEBOOK Page
- **Advert in all UWALAC NEWSLETTERS**
  (Min. 6 Adverts)
- **3M x 1M BANNER SIGNAGE**
  Displayed on main arena for all Centre competitions & events
- **SIGNAGE on our TENTS**
  (1.2m x 0.6m corflute panel)
- **MENTIONS over the PA**
  Every Competition Day
- **Logo on our UWA APP**
- **Sponsorship on a COMPETITION SITE**
- **SIGNAGE - UWALAC Centre Awards Day**
- **DIRECT MEMBER OFFERS**
- **Advertisement - UWALAC HANDBOOK***
  *(Full page or ½ page colour)
- **SPECIAL EVENTS Sponsorships***
  * Details on the following pages

ADVERTISE IN OUR HANDBOOK

UWALAC Handbook - Current Advertising

Don't miss the chance to advertise your business in our Online Handbook...

Our Western Suburbs Centre is the BIGGEST IN WESTERN AUSTRALIA with over 600 registered athletes and 1000 parent members!

ADVERTISING COSTS

FULL PAGE ADVERTISEMENT for $400

OR

HALF PAGE ADVERTISEMENT for $200

+

Your company logo will be placed in the back of the Handbook as a supporter of the Club + your advertisement will appear in one of our Newsletters during the season!

Our Handbook is completely online this season and is downloadable by all our members. It is a vital resource to our members who access it for all the information regarding the season. Funds raised from our Handbook go towards the purchase of new equipment for our athletes and coach development.

ADVERTISING SPECIFICATIONS

ADVERTISEMENT SIZES	**FULL PAGE**	**210mm x 148mm (portrait)**
	HALF PAGE	**138mm x 95mm (landscape)**

Supplied Advertisements: Accepted formats - Tif, JPEG or PDF (High Res, actual size). Flattened files, fonts embedded or converted to outlines. CMYK or RGB colour modes.

Artwork Required: If you would like us to create an advertisement for you, we will need your company logo and the information you would like to appear in the advertisement.

If you have any further questions, or would like to request a quote for artwork, please email: contact@uwalac.com or phone Chris Davidson on 0439 458 553

SPECIAL EVENT SPONSORSHIP

The following special events are available for sponsorship opportunities.

The Big 6 and UWALAC Xmas Meet

This event is held prior to our Christmas break each year in December and is run in conjunction with UWA Senior Athletics Centre. We run a modified program for our little athletes combined with the top six athletes in the state competing in five events. Since its inception, some of our competitors have included Commonwealth Games Gold Medalists Kim Mickle and Kurtis Marschall, and sprint sensation Jack Hale, the fastest junior in Australia and Australian Under 18,100m record holder.

Centre Championships

The culmination of our season in which athletes compete for medals. This special event is well attended by parents and spectators.

Centre Competition Days

Sponsor one of the 14 competition days on our Calendar. With over 500 athletes competing you can have signage, announcements, website and facebook coverage, plus an advertisement in our newsletter.

UWALAC Cross Country

In July each year we run a state Cross Country event at Perry Lakes Reserve. This event is attended by athletes from all over the state as well as UWALAC athletes. This event involves athletes from U7-U17 competing in races of varying distances from 1-5pm with athletes on-site from 12pm.

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For more information please contact
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