

COMMUNITY
PARTNERSHIP
GUIDE

ST-LAZARE STALLIONS

WWW.STALLIONSFOOTBALL.CA

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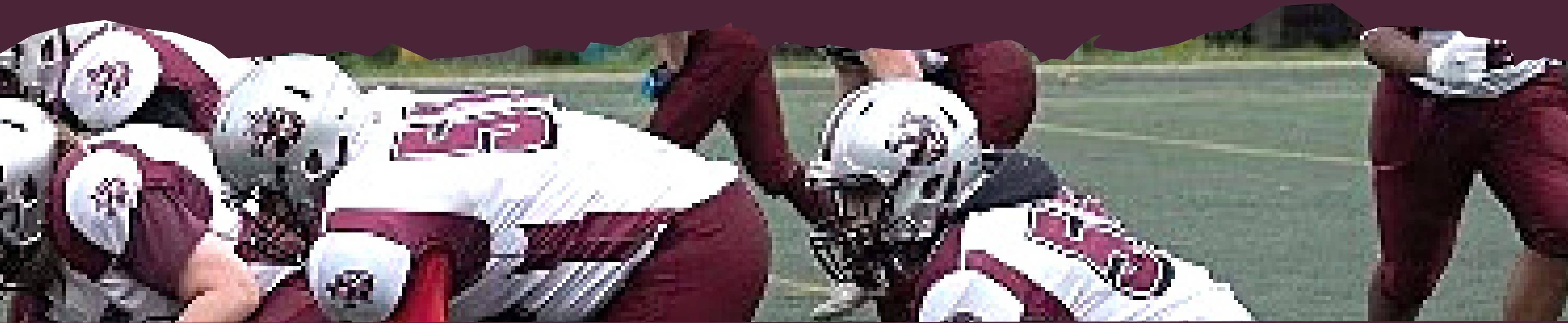


ABOUT US

Founded in 2000, the St Lazare Stallions have been a top class athletic association. We believe in providing a safe, inclusive and honest environment for our local football players aged 5 to 17 years old.

2021 SEASON

2021 was a bounce back season after 2020 was almost completely cancelled due to Covid. 2021 saw over 155 children play with the Stallions ranging from age 5 to 17 years old. We fielded competitive teams at the following levels: Tykes, Atom, Mosquito, Peewee, Bantam and Midget. This year, we expect upwards of 200 registered players.



GUIDING PRINCIPLES

Integrity

- Our coaches and managers are leaders to the players on our teams. They lead by example demonstrating the behaviour and character that is expected of a leader.
- The organization does not tolerate behaviour that is inappropriate of a leader or a mentor.
- All of our coaches and managers are required to sign and adhere to a code of conduct.

Professionalism

- Our coaches are encouraged to attend formal clinics and to follow the curriculum set out by the National Coaching Certification Program. The association supports these coaches by fully reimbursing the costs.
- 50% of our coaches are currently working towards their certification at either level 1, 2, or 3.
- Certification requires attending theoretical as well as technical courses. The hours needed to complete these courses are over and above the time spent planning practices and participating in games.





WHERE WE ADVERTISE

1

Social Media/Website

Facebook, Instagram and TikTok. Parents register on our bilingual website, checks stats and schedules

2

Local Businesses

Stallions posters, with sponsors logos, will be added to local businesses (IGA, Hardware Stores...)

3

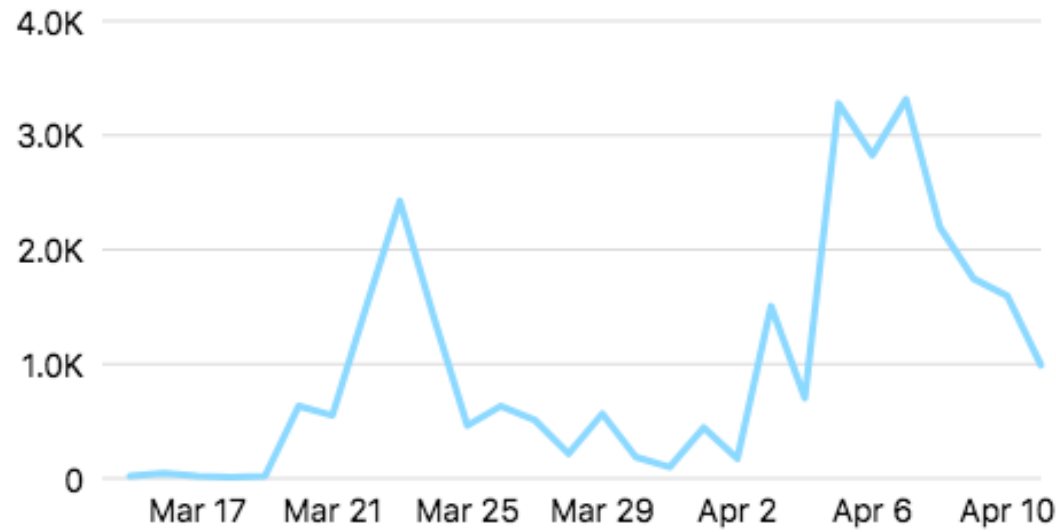
Fields/Canteen

We have opportunities at our game and practice field as well as our canteens. Open houses and special events.

Reach

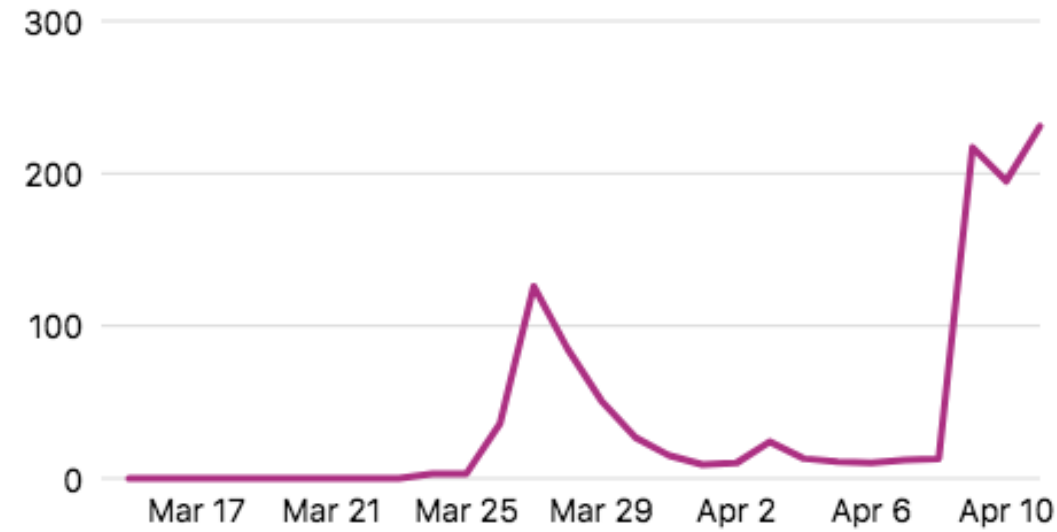
Facebook Page Reach ⓘ

14,722 ↑ 781.6%



Instagram Reach ⓘ

767 ↑ 100%



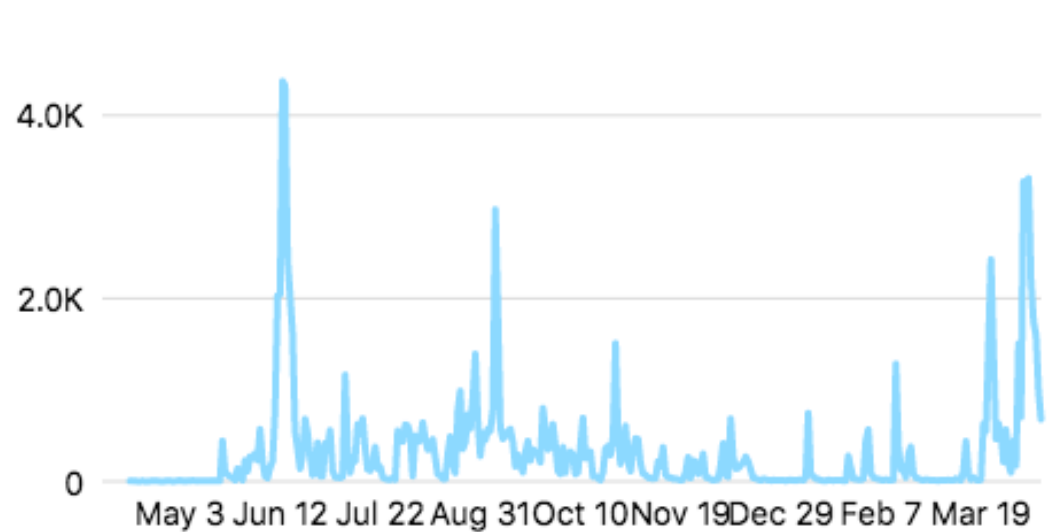
FACEBOOK & INSTAGRAM REACH

The average Stallions parent attends 2-3 practices a week and one game. This accounts for 8 to 12 hours per week at our facilities. The season goes from May to late October.

Reach

Facebook Page Reach ⓘ

41,456 ↑ 884.5%



Instagram Reach ⓘ

795 ↑ 100%

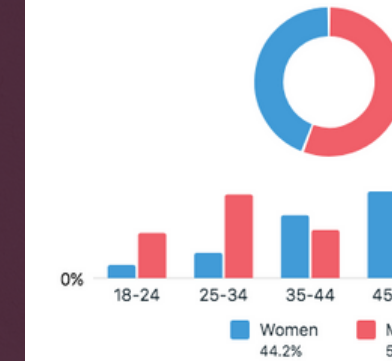


Audience

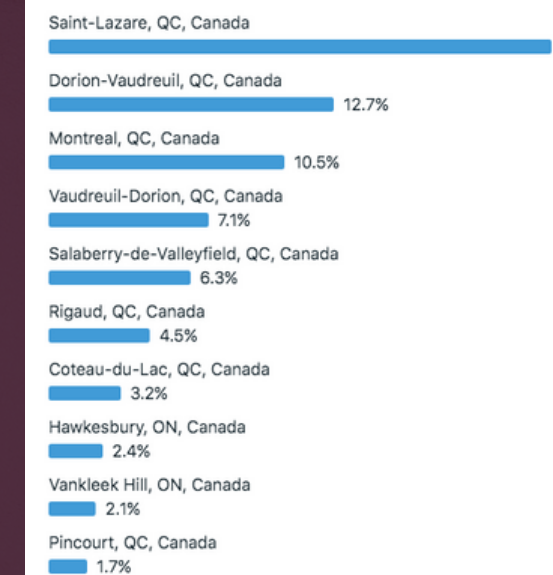
Current audience Potential audience

Facebook Page Likes ⓘ
1,068

Age & Gender ⓘ

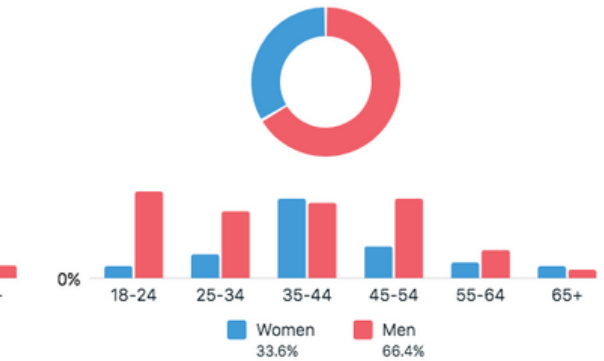


Top Cities

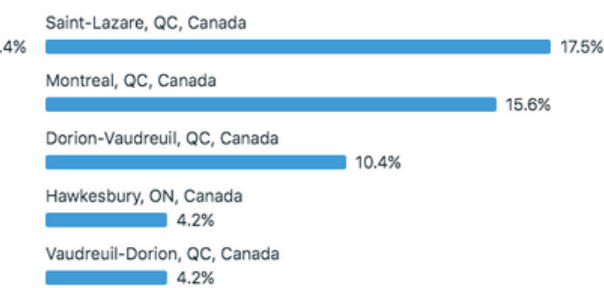


Instagram Followers ⓘ
212

Age & Gender ⓘ

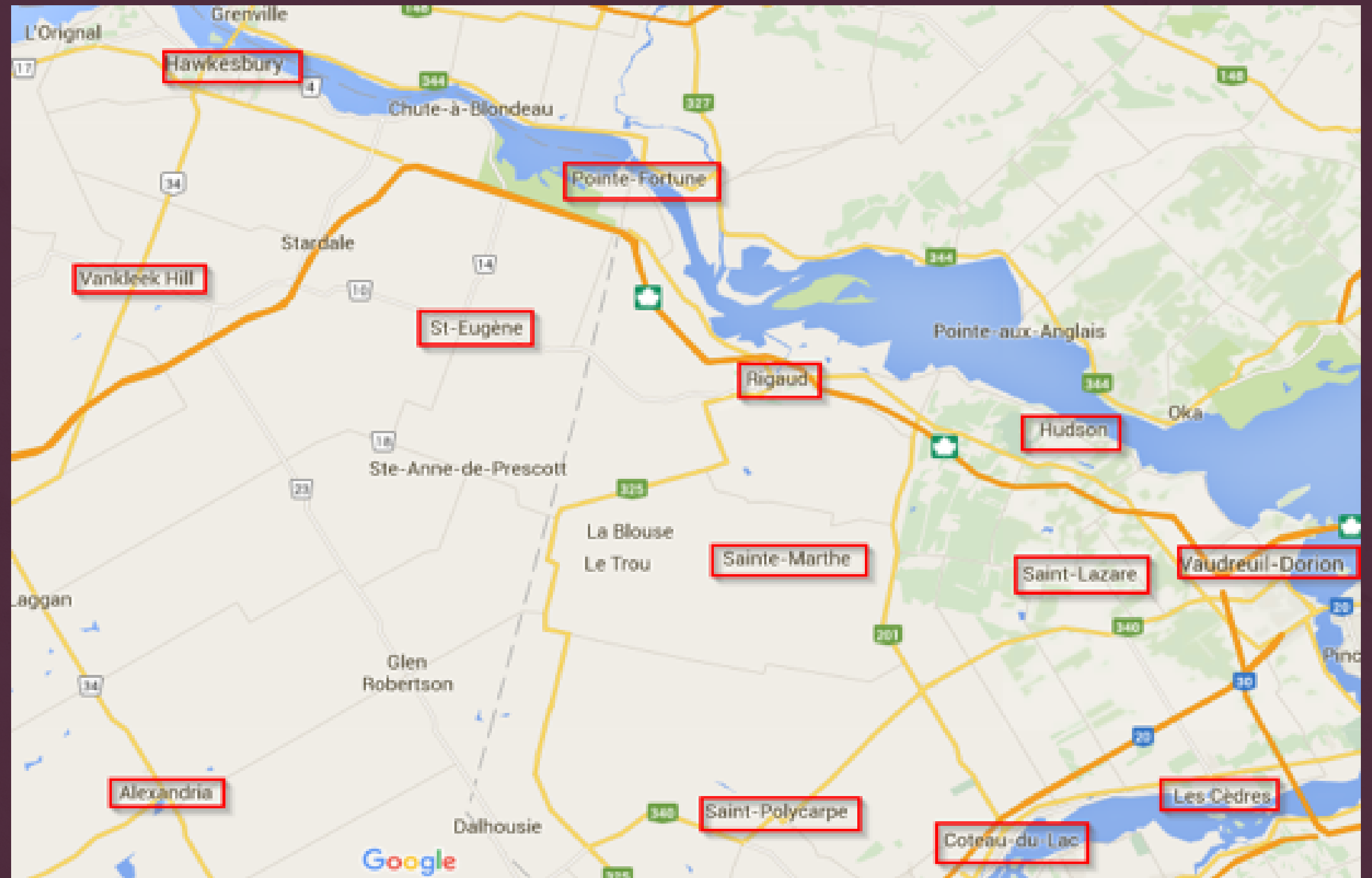


Top Cities



OUR TERRITORY

- St-Lazare
- Vaudreuil-Dorion
- Les Cedres
- Coteau-du-Lac
- Rigaud
- Hudson
- Vallyfield
- St Zotique
- St Polycarpe
- Hawkesbury
- Vankleek Hill
- Alexandria
- and more...



SPONSORSHIP OPTIONS

*If you commit to a 2 year sponsorship, 15% off 2nd

Bronze

Cost \$500 for 1 year. Your logo and hyperlink added to the Stallions website. One unique Facebook post. Table available at open house.

Silver

Cost \$1,000 for 1 year. All the above plus your logo on triangular poster stands on game day and a second Facebook post. A display trophy will be provided.

Gold

Cost \$2,500 for 1 year. All the above plus 4 Facebook posts, your banner permanently added to the game field.

Special

This could be a VIK (Value in Kind) sponsorship, purchasing a major piece of equipment (forever carrying your logo, a discount card or other.

OUR PARTNERS





CONTACT INFORMATION

WWW.STALLIONSFOOTBALL.CA