

# 2019 Social Media and Sponsorship

Prepared for:



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## *Section I. – Introduction*

### **Executive Summary**

This document has been prepared to outline the various sponsorship opportunities available to the Century 21 Lakers through their pre-existing social media channels. Sponsored social media posts are a common practice in today's world as businesses seek to strengthen relationships with key investors.

Offering a new tier of Lakers' sponsorship could also help mitigate financial losses during the 2019 season at the Evinrude Centre when revenue from ticket sales will fall significantly.

This document does not attach dollar values to any sponsorship opportunities. It does explain the benefits to potential sponsors. It will be up to the Lakers' board to set values, but social media coordinator Anna Taylor can be consulted for guidance, if necessary.

### **Definitions**

**Platform** – The various websites and technologies used to disseminate information on the internet. Twitter is an example of a social media platform. “The Big 3” include Twitter, Facebook and Instagram.

**Post** – Posts are how information is disseminated on a social media platform. They can include text, graphics, videos, links to other platforms and tags. Posts can be *cross-posted* to multiple platforms at once, but this should not be done with every post for two reasons: to avoid post fatigue (seeing the same post on all your channels gets boring and repetitive) and to focus posts on each platform's strengths (i.e., Instagram is a visual platform whereas Twitter and Facebook rely more heavily on text).

**Handle/Username** – A handle or username is how you are identified on your various social media platforms. Generally, ours is @ptbolakerslax. On Twitter, Facebook and Instagram, handles begin with the @ symbol.

**Tag** – When you want to include someone else in your post, you “tag” them using their handle. Start by using the @ symbol and then typing their username. As in you're talking “at” someone to get their attention.

**Text** – The basis of your post. The information you want to get across.

**Graphic** – Here, graphics refer to static visual images or videos that can be contained in a post.

## Available Platforms

- Website – [www.peterboroughlakers.ca](http://www.peterboroughlakers.ca)
- Twitter – [www.twitter.com/ptbolakerslax](https://www.twitter.com/ptbolakerslax) or @ptbolakerslax
- Facebook – [www.facebook.com/ptbolakerslax](https://www.facebook.com/ptbolakerslax)
- Instagram – [www.instagram.com/ptbolakerslax](https://www.instagram.com/ptbolakerslax) or @ptbolakerslax
- YouTube – Peterborough Lakers

## Sponsorship Opportunities

- Post-game videos on YouTube
- Birthday graphics
- Game preview graphics
- Game recap posts
- Pre-game interview
- #TeammateTuesday posts

## Value Adds

Section II of this document will describe specific sponsorship opportunities, but social media exposure for sponsors should not be limited to them. We have the opportunity to work with our sponsors to amplify each other through our social media accounts. Of course, this must be done carefully as we don't want to turn into an advertising service. Sponsors above a certain sponsorship level could be offered the opportunity to engage with our social media accounts as value added to their packages (whether the board decides to raise prices to include this extra value should be discussed).

### Suggestions:

- The higher the sponsorship level, the more posts
- Content can be created by the sponsor themselves with approval from the Lakers' board/social media coordinator but posts must be in line with the Lakers' brand and values
- Sponsors can choose to have the Lakers re-post (retweet or share) their own content instead of creating new content
- Post content must be submitted two weeks in advance for pre-scheduling; posts must include preferred handles
- Sponsors may create content that promotes their product or service or highlights a current or upcoming sale; alternatively, they may promote their sponsorship of the Lakers

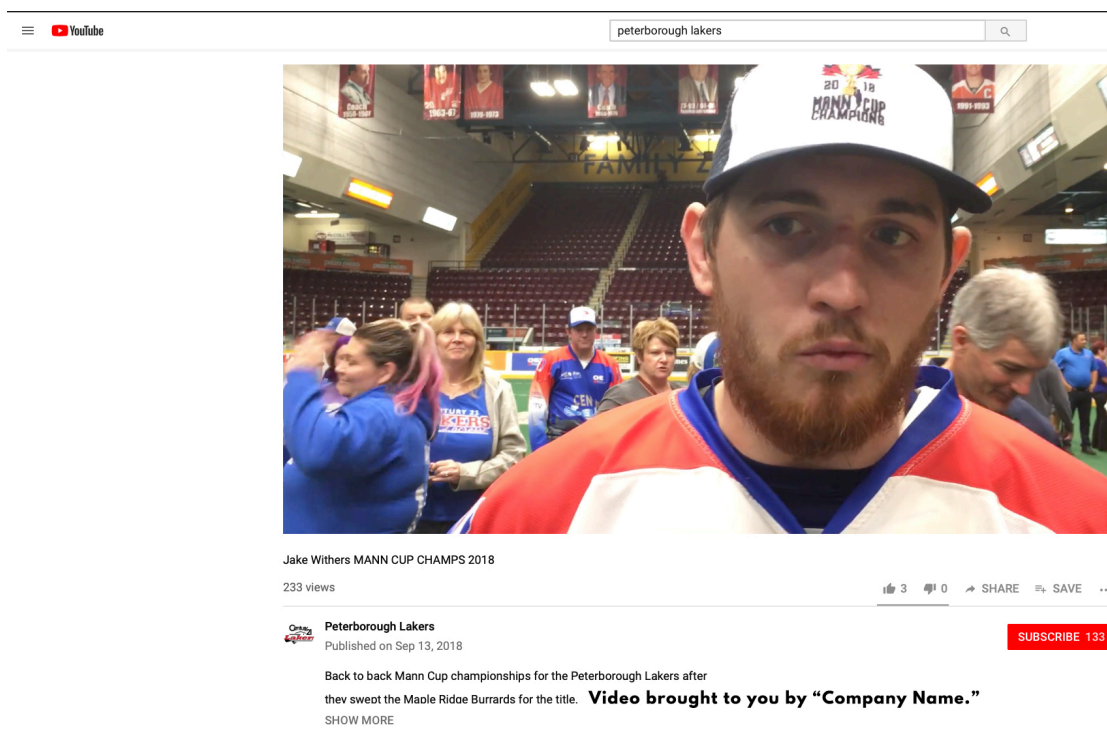
- No more than one sponsor post per day
- Sponsors should note that under the Canadian Code of Advertising Standards, sponsored posts promoting products or services must be transparent and will include the hashtag “#ad”
- After the season concludes, we can provide detailed analytics to sponsors to show the value of their posts and how many people were reached

## Section II. – Specific Opportunities

### Post-game Videos “YouTube Sponsor”

After each game, at least two video interviews are conducted by local media and/or the social media coordinator with players or coaches which are uploaded to YouTube and subsequently shared on Twitter and Facebook.

- Recommendation: one sponsor for season
- At least 36 regular season posts; playoffs TBA
- Sponsor name will appear in video description. Sponsor can be tagged in posts to Twitter and Facebook



The screenshot shows a YouTube video player interface. At the top, the YouTube logo and search bar are visible. The search bar contains the text 'peterborough lakers'. The video player shows a man in a red and white hockey jersey and a white cap with '2018 MANN CUP CHAMPIONS' on it. Below the video, the title 'Jake Withers MANN CUP CHAMPS 2018' is displayed, along with '233 views'. The channel name 'Peterborough Lakers' is shown, along with the publication date 'Published on Sep 13, 2018'. A red 'SUBSCRIBE 133' button is visible. The video description reads: 'Back to back Mann Cup championships for the Peterborough Lakers after they swept the Maple Ridge Burrards for the title. **Video brought to you by "Company Name."** SHOW MORE'.

## Birthday Graphics “Birthday Sponsor”

The social media coordinator keeps a list of all birthdays of active Lakers’ players in order to recognize them on the social media. This helps keep the Lakers in the public eye even during the offseason. The graphic changes once a year before the season starts. Posts are made to the big three platforms.

- Recommendation: one sponsor for calendar year beginning after May 15, 2019
- Approximately 25 posts per calendar year
- Sponsor logo will appear in corner of graphic. Sponsor can be tagged in posts to Twitter, Facebook and Instagram





### Game Preview Graphic “Game Preview Sponsor”

A graphic previewing each game is posted across the big three on game days. This graphic and the accompanying text indicate features such as: game time, location, opponent and where to watch.

- Recommendation: one sponsor for season
- 18 regular season posts; playoffs TBA
- Sponsor logo will appear on graphic. Sponsor can be tagged in posts to Twitter, Facebook and Instagram
- Design is subject to change

The graphic features a central photograph of two lacrosse players in action. The player on the left wears a white and red jersey with the number 23, while the player on the right wears a dark blue and red jersey with the number 45. The background shows a lacrosse rink with various advertisements. Overlaid on the image is the text "2018 MSL FINAL" in large, bold, white letters with a black outline. Below this, it says "GAME 4" and "LAKERS LEAD 2-1". In the top left corner, there is a black circle with the text "YOUR LOGO HERE". In the bottom left corner, there is a small image of a trophy. In the bottom right corner, there are social media icons for Twitter, Instagram, and Facebook, along with the handle "@PTBOLAKERSLAX". At the bottom of the graphic, on a yellow background, it says "TUESDAY, AUGUST 28 8 P.M." and "TORONTO ROCK ATHLETIC CENTRE". Below this, there is the "CENTURY 21 Lakers" logo, an "@" symbol, and the "DAKVILLE ROCK LACROSSE" logo.

**YOUR LOGO HERE**

**2018 MSL FINAL**

**GAME 4**  
**LAKERS LEAD 2-1**

**TUESDAY, AUGUST 28 8 P.M.**  
**TORONTO ROCK ATHLETIC CENTRE**

**CENTURY 21**  
**Lakers**

@

**DAKVILLE**  
**ROCK**  
**LACROSSE**

## Game Recap Graphic “Game Recap Sponsor”

A graphic recapping each game is posted across the big three after each games. This graphic and the accompanying text provide the score and important game stats like faceoffs won, penalty minutes and attendance, as well as the players of the game.

- Recommendation: one sponsor for season
- 18 regular season posts; playoffs TBA
- Sponsor logo will appear on graphic. Sponsor can be tagged in posts to Twitter, Facebook and Instagram
- Sponsors should note that after home games, the names of the offensive and defensive player of the game sponsors also appear on the graphic
- Design is subject to change

**WISER'S PLAYER OF THE GAME**  
ADAM JONES

**180 HUNTER DEFENSIVE PLAYER OF THE GAME**  
MATT VINC

**STATS SUMMARY**

ATTENDANCE	3382
4 PENALTY MINUTES	10
2-5 POWER PLAY	0-2
55 SHOTS ON GOAL	32
6-17 FACEOFFS	11-17

**YOUR LOGO HERE**

**CENTURY 21 Lakers**

**10**

PETERBOROUGH MEMORIAL CENTRE  
PETERBOROUGH, ONT.

**3**

**KODIAKS LACROSSE**

**LAKERS' GAME REPORT**

**JULY 19, 2018**

**NEXT GAME TUESDAY AT SIX NATIONS**



## Pre-game Interview

### “Pre-game Interview Sponsor”

Prior to each game the social media coordinator briefly interviews one player and asks them to preview the game ahead. These interviews typically consist of one or two questions only and last 15-30 seconds. They are posted to Twitter and Instagram.

- Recommendation: one sponsor for season
- 18 regular season games; playoffs TBA
- Sponsor can be given a shout-out before interview begins or after interview concludes: “This pre-game interview was brought to you by ‘Company Name.’”
- Sponsor can be tagged on Twitter and Instagram when interview is posted

## Teammate Tuesday Posts

### “Tuesday Sponsor”

Social media gave rise to “day of the week” posts. The one that best fits our team’s needs is the “Teammate Tuesday” post. Each Tuesday a photo will be posted of the Lakers celebrating goals or wins or just being together on the floor. It’s a mid-week reminder for our fans that another game is coming up during the season. Offseason, it gives fans something to look forward to. This would be a new Lakers’ initiative, though other teams have done this before.

- Recommendation: one sponsor for calendar year
- Potential for 52 posts in the calendar year, although making this a bi-weekly feature in the offseason is more practical
- Sponsor logo would be included on photo. Sponsor can be tagged in post across the big three
- Included is an example of a similar post from the Toronto Rock



## Other Opportunities

There will always be new ways to use social media. If sponsors have additional ideas with which they think a partnership with the Lakers would be beneficial, they should schedule a meeting with the Lakers' board and social media coordinator.

Examples:

- Sponsoring a contest to give away Lakers' tickets or merchandise
- A business could sponsor a series of stories or videos on their favourite subject related to the Lakers (players, goal of the game, volunteer initiatives, etc)
- Sponsor the written post-game stories on [www.peterboroughlakers.ca](http://www.peterboroughlakers.ca) (but in that case, maybe some of the funds could go to the author!) "Game story brought to you by "Company Name.""
- A business could choose to feature a section on our official website, such as a new Leo comic or a puzzle for kids.