

Lambretta Club of Canada Sponsorship Package

Executive Summary

Lambretta Club of Canada is a dedicated not-for-profit organization with a passion for building a strong, inclusive community of scooter enthusiasts. Our mission is to connect individuals who share a love for scooters while promoting sustainable, eco-friendly transportation, fostering camaraderie, and supporting local causes.

Through organized events, charity rides, and community outreach programs, we bring people together and make a tangible impact in our community. By partnering with Lambretta Club of Canada, sponsors have the opportunity to align their brand with a dynamic, values-driven organization that champions sustainability, community, and shared experiences. We invite your company to join us on this journey, contributing to meaningful initiatives while benefiting from increased visibility, positive brand association, and direct engagement with a passionate and growing audience.

Mission Statement

The Lambretta Club of Canada is dedicated to celebrating and preserving the legacy of Lambretta scooters while fostering a vibrant, inclusive community of enthusiasts. Our mission is to bring together Lambretta riders and admirers from all corners of Canada to share their passion, promote scooter culture, and support sustainable transportation. Through events, knowledge-sharing, and community outreach, we aim to honor the rich history of Lambretta while inspiring the next generation of riders.

Audience Reach

The Lambretta Club of Canada is committed to connecting with scooter enthusiasts not only across Canada but also around the globe. Our dynamic online presence, through our website enables us to share our passion for Lambretta scooters with a worldwide audience. These platforms serve as a hub for members, enthusiasts, and businesses, providing engaging content, updates on club activities, and information on exclusive promotions. Currently, our reach spans customers and members across Canada, with dedicated Lambretta owners actively involved in the club. Our membership is open to Lambretta owners and brand enthusiasts, ensuring accessibility for anyone passionate about the brand. As we grow, our goal is to unite every Lambretta owner in Canada under a shared banner of camaraderie, appreciation, and community.

Beyond national borders, we aspire to collaborate with Lambretta Club USA and establish meaningful partnerships with businesses worldwide. By linking our members to special offers, discounts, and exclusive promotions from global sellers, we aim to add exceptional value to our membership and foster cross-border relationships.

As we expand our reach and build connections, we welcome sponsors to join us in creating a thriving community of Lambretta enthusiasts. Together, we can elevate brand loyalty while promoting sustainable transportation and vibrant scooter culture.

Sponsorship

Tier 1: National Reach Sponsorship

These levels target sponsors aiming for significant brand visibility across Canada through your club's activities and online presence.

1. Gold Sponsor – \$10,000/year

- Premium logo placement on Lambretta Club of Canada's website (.ca and .com).
- Brand mention in all event-related communications (press releases, emails).
- Exclusive social media features (e.g., quarterly sponsor spotlight).
- Large banner/logo display at major club events.
- Opportunity to co-host one event annually.
- Access to member-exclusive promotions and discount opportunities.

2. Silver Sponsor– \$5,000/year

- Logo placement on the club's website.
- Featured in event communications.
- Social media shout-outs (two per year).
- Medium-sized banner/logo display at club events.
- Inclusion in the club's online marketplace for members.

3. Bronze Sponsor– \$2,500/year

- Logo placement on the website under "Supporters."
- Social media thank-you post once annually.
- Small banner/logo display at select events.

Tier 2: Community Sponsorship

These levels are designed for local and smaller-scale sponsors looking to engage with specific events and grassroots audiences.

1. Chrome Sponsor– \$1,000/year

- Logo featured at a specific event and on its promotional materials.
- Social media acknowledgment after the event.
- Opportunity to set up a booth or display at the event.

2. Polished Silver Sponsor– \$500/year

- Logo included on event promotional materials.
- Social media shout-out in event posts.
- Brand acknowledgment during the event.

3. Brass Sponsor– \$250/year

- Logo included on event flyers or handouts.
- Verbal acknowledgment during the event.

4. Club Affiliate Sponsor

Club Affiliation Sponsor Benefit*

The Lambretta Club of Canada (LCoC) deeply values the dedication and efforts of existing and established clubs that have tirelessly promoted the Lambretta brand and fostered a passionate scooter community. To honor and further support these efforts, we offer a **Club Affiliation Sponsor benefit**, designed to strengthen ties and recognize their contributions.

Under this program, affiliated clubs can join LCoC with a **\$10 membership fee per member**, granting them **all the same privileges as full members**. These benefits include:

- **Voting Rights:** A voice in shaping the future of the club through voting on key decisions and initiatives.
- **Board Participation:** Eligibility to sit on the Board of Directors, contributing their leadership and insights to the club's mission.
- **Volunteer Opportunities:** A chance to actively engage in events, projects, and activities that celebrate the legacy of Lambretta scooters.

This program not only enhances collaboration and unity within the broader Lambretta community but also ensures that long-standing clubs receive meaningful recognition and support. By affiliating with the Lambretta Club of Canada, clubs can amplify their influence, access shared resources, and collectively preserve and promote the Lambretta brand on both national and international stages.

How Will Sponsoring Us Help You?

Partnering with the Lambretta Club of Canada offers sponsors a unique opportunity to align with an iconic brand steeped in history, while contributing to a cause that celebrates community, sustainability, and innovation. Here's why your support matters—and what's in it for you:

- **Celebrate an Iconic Legacy:** Lambretta scooters represent a storied heritage of style, craftsmanship, and engineering excellence. By supporting the Lambretta Club of Canada, sponsors associate their brand with the timeless appeal and prestige of this globally recognized icon.
- **Tap Into a Growing Market:** Scooters are an increasingly popular form of transportation due to their affordability, ease of use, and economic efficiency. Sponsors gain exposure to a passionate and expanding audience that values these benefits, ensuring their brand reaches a receptive market.
- **Promote Sustainability:** Lambretta scooters represent an eco-friendly alternative to traditional vehicles, offering lower emissions and reduced environmental impact. Partnering with us allows your company to showcase its commitment to sustainable practices and greener living.

- Strengthen the Canadian Aspect of the Lambretta Brand: As the official Lambretta Club of Canada, we aim to foster a vibrant and inclusive national community. Sponsors have the chance to support an organization that champions Canadian identity while building connections between like-minded enthusiasts across the country.

- Community-Building and Loyalty: Our club is not just about scooters—it's about people. By supporting our initiatives, sponsors play a key role in fostering a sense of belonging, identity, and connection within a passionate community. This builds goodwill and a positive association for your brand.

- International Collaboration and Recognition: With plans to collaborate with Lambretta Club USA and other organizations worldwide, we aim to create a global network that celebrates Lambretta culture. Sponsors benefit from increased visibility and the opportunity to connect with businesses and communities on an international stage.

- Exclusive Marketing and Promotional Opportunities: Through our websites, events, and community outreach, sponsors gain access to a growing network of scooter enthusiasts across Canada and beyond. Promotions, discounts, and targeted campaigns allow you to showcase your brand while directly adding value to our members.

Supporting the Lambretta Club of Canada isn't just sponsorship—it's a partnership that celebrates history, drives sustainability, and brings communities together. We're excited to work together to create lasting impact!

Use of Funds

At the Lambretta Club of Canada, we are committed to utilizing sponsorship funds effectively and responsibly to achieve our mission and create value for our members and supporters. Here's how the funds will be allocated:

1. Event Organization and Community Engagement

A significant portion of sponsorship funds will be directed towards organizing events, including meetups, charity rides, exhibitions, and educational workshops. These events not only bring the community together but also serve as a platform to celebrate the Lambretta brand, promote sustainable transportation, and strengthen our club's presence in Canada.

- Venue rentals and permits.
- Marketing and promotional materials for events.
- Logistics, including transportation and setup.
- Guest speaker fees or event facilitators.

2. Website and Digital Presence

Our websites, are key tools for reaching a broader audience and connecting with members worldwide. Sponsorship funds will support the maintenance and enhancement of these platforms to ensure they remain engaging and user-friendly.

- Regular updates and design improvements.
- Development of member-exclusive features, such as a marketplace for promotions and discounts.
- Content creation to highlight club activities and sponsor partnerships.

3. Membership Growth and Value Addition

We aim to attract more members and provide them with meaningful benefits to encourage their participation and engagement. Sponsorship funds will enable us to offer exclusive opportunities and create a strong sense of value for members.

- Special discounts and promotions through partnerships with global businesses.
- Membership materials, such as welcome kits and branded merchandise.
- Resources for collaboration with Lambretta Club USA and other international clubs.

4. Advocacy and Awareness Campaigns

Funds will be utilized to promote the benefits of Lambretta scooters, including their economy and environmental advantages, through advocacy and awareness campaigns. These campaigns will highlight sustainable transportation and reinforce the historical significance of the Lambretta brand.

- Creation and distribution of educational content.
- Partnership with local communities and environmental groups.
- Targeted marketing to reach potential members and sponsors.

5. Administrative and Operational Costs

To ensure the club runs smoothly and efficiently, a portion of sponsorship funds will cover essential operational expenses.

- Administrative tools and software for managing member data and communications.
- Day-to-day operational costs, including utilities, supplies, and maintenance.

6. Transparency and Reporting

We are committed to keeping our sponsors informed about how their contributions are being used.

Call To Action

Join Us in Supporting the Lambretta Community!

We invite you to partner with the Lambretta Club of Canada to celebrate the rich legacy of Lambretta scooters and help us grow our vibrant community of enthusiasts across the country. Your sponsorship will make a meaningful impact, fostering connections, promoting sustainability, and strengthening the Canadian presence of this iconic brand.

For more information or to discuss sponsorship opportunities, please reach out to us at **info@lambrettaclubofCanada.ca** or contact one of our dedicated Board Members directly.

