



Thank You for choosing QB Branding

With the continuous growth of sports, your costs also continue to rise. To run an effective athletic program, sponsorship must be a solution. At the end of 2023, the sponsorship industry was nearing \$100B – and yes, that is also being spent at the high school level.

I have had the pleasure of working in sports sponsorship for over ten years, many of those years at the Collegiate and High School levels. In my time, I have helped generate more than \$16 million for these properties.

Eric Beadle

Purpose:

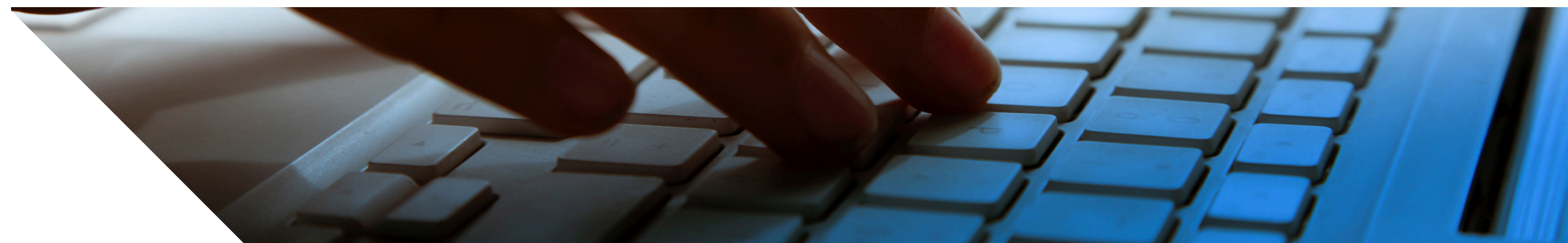
The provided sample marketing deck is designed to help you get a leg-up on other schools, organizations, and entities asking the same potential sponsors for their partnership.

The sample deck was created based on a fictitious high school property and should only be used as a guideline for how your marketing deck should be made.

Structure:

Based on a decade of learning the dos and don'ts, the deck is outlined in a way that provides a plug and play approach by simply substituting your information in.

Each section of the deck will contain a short description explaining why/what information needs to be included in that section.



Your School Name Here
2024|2025
Sponsorship Media Kit

Your name here

Your title here

YourEmail@email.com

555-555-5555





LETTER FROM THE AD

As our school continues to strive for excellence in all facets of education, we are reaching out to community partners to support our athletic department, specifically for the development and enhancement of our football and soccer stadium.

At [High School Name], we believe in providing our students with opportunities that extend beyond the classroom. Our football and soccer programs play a crucial role in fostering teamwork, discipline, and leadership skills. By enhancing our stadium, we aim to create an environment that benefits our athletes and serves as a community hub for local events and school pride.

Your sponsorship would provide vital financial support to upgrade and maintain the stadium, ensuring our students have a top-tier facility to compete and grow. Additionally, it would align your company with our mission of promoting education, youth development, and community engagement.

We would be delighted to discuss sponsorship opportunities further and customize a package that aligns with your company's goals and interests. Your support will have a lasting impact, not only on our student-athletes but also on the broader community, helping us continue our tradition of excellence at [High School Name].

Sincerely,
ATHLETIC DIRECTOR SIGNATURE
CONTACT INFORMATION



Intent is to show your school as a thriving, viable option to invest into

[YOUR SCHOOL NAME]



7000

Students



18

Varsity
Sports



120

Employees



7k

Social media
followers

Our Students:

95%

Graduation Rate

82%

Participate in at least
one extracurricular

64%

Compete in athletics

2024| 2025 Sponsorship Media Kit

Grow your business

Gain brand awareness, target your demographic, and reach your mass audience in one shot.

- **Effective.** School sponsorships are a highly cost-effective way to market and raise brand awareness.
- **Positive brand image.** Attitudes are more positive towards advertisers who take an interest in their community.
- **Targeted.** Distribute your message district-wide or as localized as a small group of neighborhood schools.
- **Support.** our district's athletic programs/upgrades.





High School Sports are Impactful

Increased Brand Perception

- 75% of parents and community members view local businesses more favorably when they support high school sports.

Increased Loyalty

- 65% of parents report being more likely to support businesses involved in High School athletics.

Enhanced Visibility

- Supporting sponsors see on average an increase of 40% in local brand visibility

Better ROI with Smaller Investment

- Sponsorship for High School sports are on average 10% of professional and collegiate athletics, but receive a higher ROI.

Supports Essential Funding

- Up to 30% of sponsorship funding covers the operational costs of HS Athletics.



OUR STADIUM GETS USED

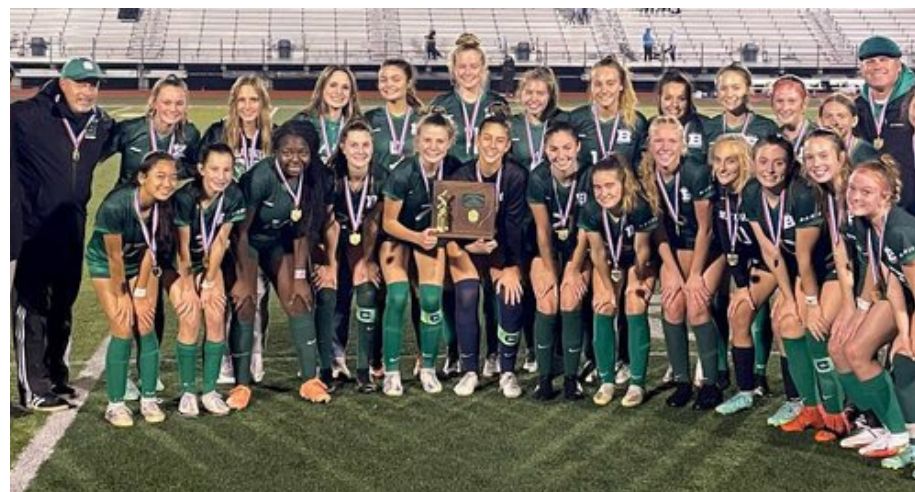
Number of Events

XXX



Stadium Capacity

XXX



Annual Attendance

XXX





Quarterly School Newsletter

Circulated to XX Emails

x% Delivery rate

x% Open rate

Website Data

Monthly Page Visitors: XXXX

Monthly Unique Visitors: XXXX

Average Time On Site: XXXX

Social Media Reach

X Followers:

Facebook Followers:

Streaming - Youtube

13 streamed football games

30,000 unique viewers across Youtube platform

75,000 viewer-hours

Available sponsorship opportunities

Naming Rights

- Football/Soccer Stadium
- Field naming right

Video Scoreboard

- :30 second In-game video commercial
- Official replay sponsor for football
- Digital logo rotation
- Fixed Digital logo placement

Traditional Signage

- Logo placement on the non-video stadium scoreboard
- High-visibility banners on the home sideline
- Logo placement on delay-of-game timers

In-Stadium Recognition

- PA recognition for each stadium sporting event

Digital

- Advertisement in quarterly schools newsletter
- Social media inclusion on athletic accounts
- Website banner ad on athletic website



“

*Hark ye to the colors bright, green, and
white pushing on towards victory crest.*

”



THANK YOU

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