



This year our team will be selling advertising in a new, weekly multi-media magazine and media guide.

BUSINESS AD RATES

1/2 PAGE	\$275
FULL PAGE	\$350
FULL SPREAD	\$500
PLAY OF THE WEEK (3)	\$1000

All items on this rate card are placed each week in Story of the Season, which is shared with fans via email, social media and QR code at games.

PARENT AND FAMILY AD RATES

1/2 PAGE	\$175
FULL PAGE	\$225
FULL SPREAD	\$325

**CLICK QR CODE TO
BECOME A SPONSOR!**



Calhoun HS Football (GA)

Questions? Contact: jfuller1611@yahoo.com

Head Coach: Clay Stephenson

Make checks payable to: Calhoun TD Club

Send checks to: PO Box 728, Calhoun GA, 30703, Calhoun TD Club

FAQ

What is Story of the Season?

Story of the Season is a weekly, interactive digital game recap newsletter subscription and digital yearbook covering the entire season. Each week, we collect all the video highlights, articles, photos, interviews, behind the scenes content and more and publish a weekly digital magazine recapping the game week. At the end of the season, fans get a comprehensive digital yearbook including all the weekly chapters. Sports programs raise money with Story of the Season by selling ads to local businesses and personal ads.

What are the advertising options?

1. Quarter page (4.25" x 5.5")
2. Half page (8.5" x 5.5")
3. Full page (8.5" x 11")

What do I have to do to sign up advertise?

1. Once you submit the Advertisement form, Story of the Season will then contact you, and either design an ad for you or you may submit one yourself.
2. Pay Ad fee directly to the program you are supporting.

When is payment and content submission due?

Payment AND Content submission deadline for advertising is Friday, August 1st, 2025. Please send payment to the program or booster club directly.

How many publications are there and what is the life of the advertisements?

Story of the Season publishes magazine recaps every week of the season. The Story of the Season is emailed to hundreds of fans every week, shared on social media weekly and shared at all games via a QR code poster. If the team advances to the playoffs, we continue to cover the team each game until the season ends.

How does Ad design /content submission work?

Once you fill out and submit the relevant content via the form, we will contact you and send you a draft of your advertisement. Once approved, we will be all set to begin incorporating it into the Story of the Season. You may also submit your own finalized digital ad for us to use as your advertisement.

STORY OF THE
SEASON EXAMPLE



ADVERTISING
INTAKE FORM



YOUTUBE
EXPLAINER VIDEO



WHY SPONSOR IN STORY OF THE SEASON



Why should you advertise in the Story of the Season?

1. **Weekly Email Exposure:** Story of the Season is a weekly publication that is sent out to hundreds of subscribers via email EVERY Friday morning! Not only is your ad featured in every weekly chapter of Story of the Season, but it is also included in the email that hundreds of subscribers see EVERY week of the season - giving you double the value and exposure!

The average team gets ~200 individual viewers per week, with our best teams getting **800+ weekly viewers!**

2. **Social Media Exposure:** All Story of the Season chapters are shared on social media with thousands of people that follow your team. That means people can see your ad from Twitter, Facebook, Instagram and any other social media channels that your team uses!

3. **QR code shared at all games:** We share a large QR code banner with each team to hang up on the fence or wall of each venue so all the fans can access each chapter of Story of the Season directly from the stands or bleachers. This means that a business's ad will be seen by a large audience EVERY week of the Season.

4. **Interactive Ads:** Story of the Season allows for interactive ads that can include buttons to a business's website, videos, and more. This means that readers can directly access your businesses website to schedule appointments, make orders or contact you directly!

5. **Community Support:** Sponsoring Story of the Season is a great way to show support for the local community and sports team. This can help build a positive reputation for a business and create goodwill among potential customers.

6. **Cost-Effective:** Compared to other forms of advertising, sponsoring Story of the Season can be a cost-effective way for businesses to get their message in front of a large audience. If you divide the full season advertising cost by the number of chapters weeks in a season (10-15 chapters), the price of an ad is as low as \$30-\$50 per chapter!

7. **Association with a Successful Program:** Sponsoring Story of the Season allows businesses to associate themselves with a successful athletic program, which can help build credibility and brand recognition.

8. **Targeted Audience:** High school sports fans are a targeted audience that may be interested in products or services that a business offers. Most of our users are parents and family of players, local fans and members of the community, and students and faculty at the school. By sponsoring Story of the Season, businesses can reach this audience directly.

9. **Custom Design:** We design the ad for your business, so there is no need to spend extra money on graphic design. Plus, you can keep the designed ad for free and use it whenever you want!

10. **Supporting the Team:** By sponsoring Story of the Season, businesses are helping to support the team and the community as a whole. This can create a sense of pride and loyalty among customers who value this kind of corporate responsibility.

WHY YOU SHOULD ADVERTISE IN THE



INTERACTIVE ADS

Story of the Season creates interactive ads that can include buttons to a business' website, videos, and more. This means that businesses can engage with hundreds of potential customers in a new and innovative way.

CUSTOM DESIGN

Story of the Season designers create an ad for your business, so there is no need to spend extra money on graphic design. We can incorporate any logos, images, or videos and cater it specifically to your liking.

EXPOSURE

Story of the Season is a weekly publication that is sent out to hundreds of subscribers and shared on social media with thousands of people. At the game, a QR code is shared providing unparalleled exposure for businesses and sponsors to the community, fans, parents, and players.



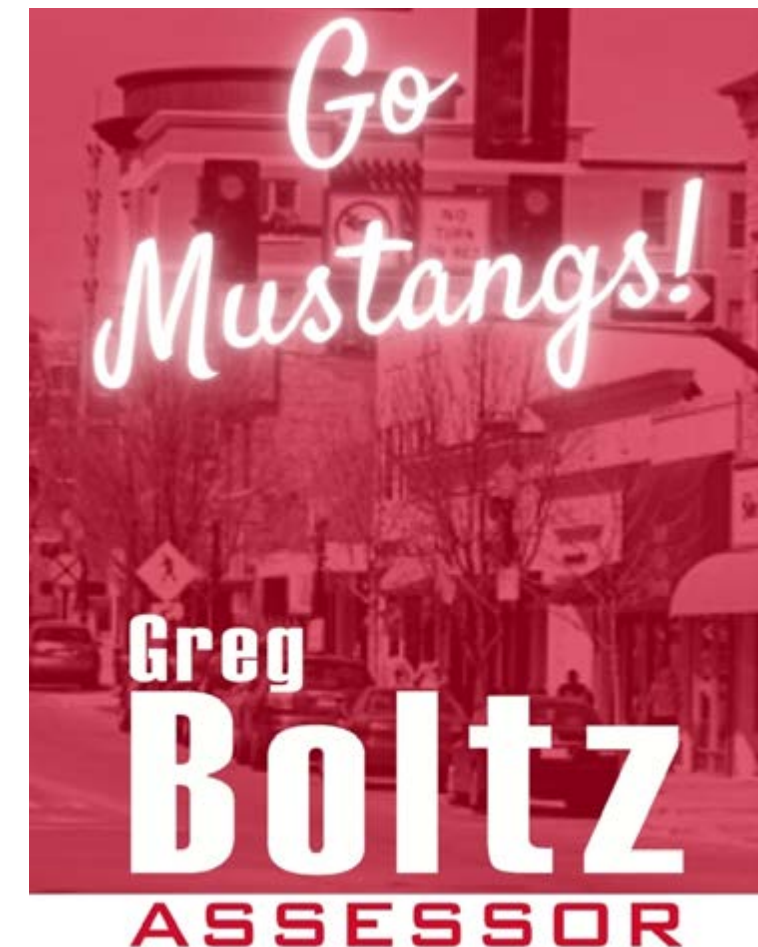
Jayden,

Wow! Senior year! To say time has flown by is an understatement. It seems like we blinked and where a boy once stood now stands a man. We are so incredibly proud of the person you are becoming and can't wait to see what the future holds for you. Our hope for your final football season is that you savor every moment. Enjoy all the good and embrace the hard times. Always remember, you will never walk alone! We love you!

Love,
Mom, Ryan, Dad and Lauren



Great hands at an early age. Jack Winter was ready for football. Go Boltz!



WEST LUBBOCK
6102 82nd St Suite 4
West Lubbock, TX 79424
(806) 808-0369

LUBBOCK
4013 84th St
Lubbock, TX 79423
(806) 794-8124

HOBBS
1215 W Joe Harvey Blvd
Hobbs, New Mexico 88240
(575) 393-6047

SNYDER
5305 Trinity #F
Snyder, TX 79549
(325) 573-0602

PLAINVIEW
2801 W 24th St
Plainview, TX 79072
(806) 293-7100

LEVELLAND
901 12th St
Levelland, TX 79336
(806) 808-0369

ODESSA
1616 E 8th St
Odessa, TX 79761
(432) 227-2788

ABILENE
5200 Buffalo Gap Rd #C
Abilene, TX 79606
(325) 305-7000

DENVER CITY
117 W 2nd St
Denver City, TX 79323
(806) 808-0369

LAMESA
1016 N 17th St
Lamesa, TX 79331
(806) 808-0369



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More than straight teeth



Player error



The player is having trouble. We'll have it back up and running as soon as possible

Your browser can't play this video.
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