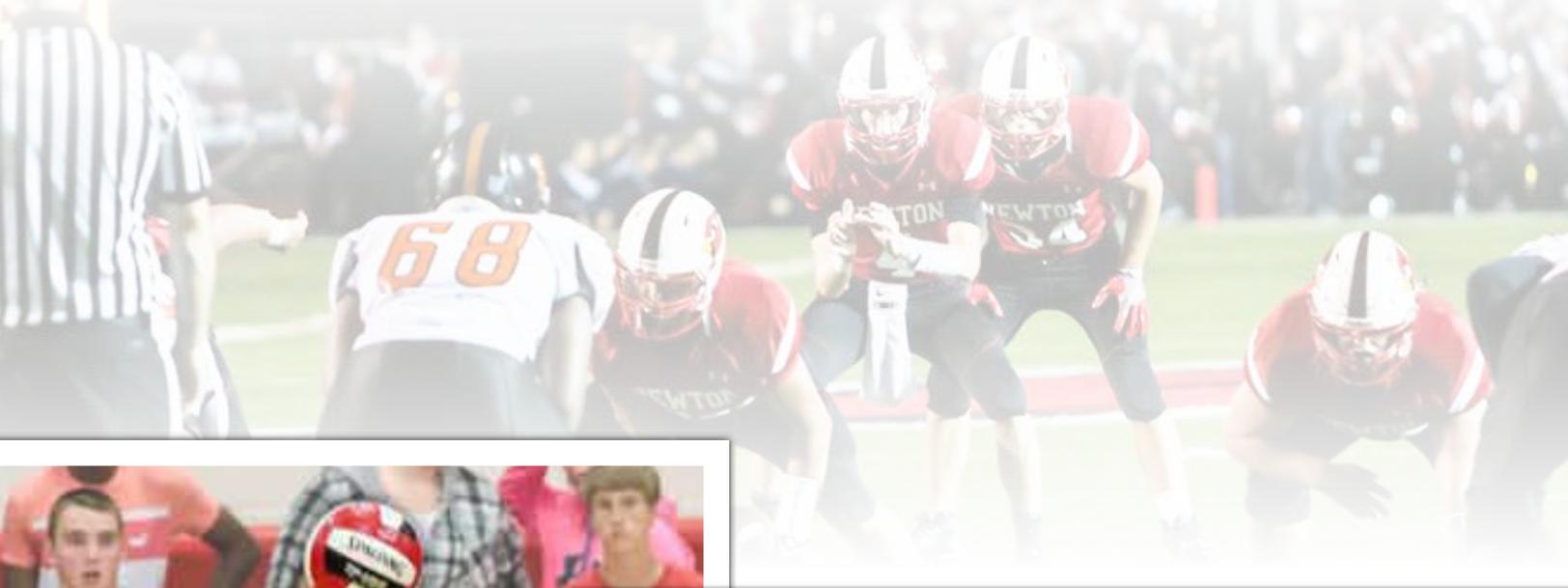




NEWTON ATHLETICS

Guide to Sponsorships





2017-2018

NEWTON SPONSORSHIP GUIDE

CORPORATE SPONSORSHIP OPPORTUNITIES

The Newton Cardinals Athletics Department is pleased to present the following corporate sponsorship opportunities. A relationship with the Newton Cardinals enables you to participate in a program that provides valuable exposure for your company and products, and provides an association with a High School whose core goal is to compete with excellence in the classroom and in competition, while providing a great experience for the fans and its athletes.

Our goals for this collaboration include:

- To establish individually tailored partnerships with corporate sponsors that meet the objectives of both the partner and Newton High School.
- To provide exposure opportunities for sponsor's products and services in an atmosphere of competitiveness, excitement, and entertainment at athletic and social events.





2017-2018

NEWTON SPONSORSHIP GUIDE

A MESSAGE FROM NEWTON ATHLETICS

Thank you for your support of Newton Athletics. Our goal is to provide our athletes with a great academic, social, and playing experience that will make a lasting impact on their life after high school. A sponsorships relationship with our high school is as important to that process as the countless hours athletes spend in the classroom, studying, and playing on the field. As a sponsor for Newton Athletics you are making a commitment to influencing the lives of individuals who represent our community on the all-important athletic stage, while providing your business with valuable visibility. Athletics here at Newton have made huge strides in many areas including facilities, alumni connections, and marketing just to name a few. This steadfast growth has been from the high school's commitment to athletics therefore, it is a great time for corporate sponsors to show their support. We are excited where we are today, but really excited about where we are going.

We thank you as we continue to strive to provide a great experience, while educating tomorrow's leaders.

Scott Garvis
Athletic Director





2017-2018

NEWTON SPONSORSHIP GUIDE

NEWTON ATHLETIC IMPACT – BY THE NUMBERS

ATTENDANCE FOR 2015-16

Football: 11,396

Men's Basketball: 5,164

Women's Basketball: 3,583

Volleyball: 2,494

Baseball: 1,462

Softball: 2,155

Soccer: 3,394



SOCIAL MEDIA

Facebook: 2,955 likes Post Reach of 133,000 per month

Twitter: 799 followers

Instagram: 518 followers



VIST US ON FACEBOOK



VIST US ON TWITTER



VIEW OUR INSTAGRAM

WEBSITE

Demographics for website are slightly more men, ages 35-54, income 50k-150k, majority are college educated

36,600 page views in 2015-16

Website visitors over the last 30 days: 1,200

Page views in last 30 days: 3,300



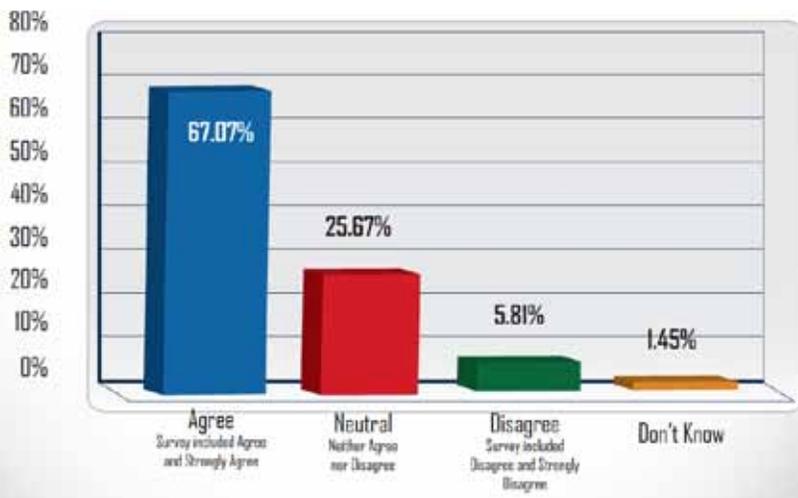
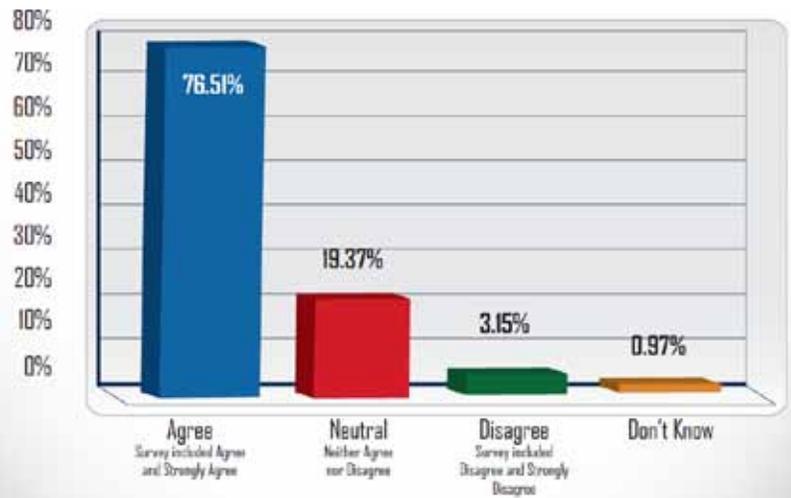


2017-2018

NEWTON SPONSORSHIP GUIDE

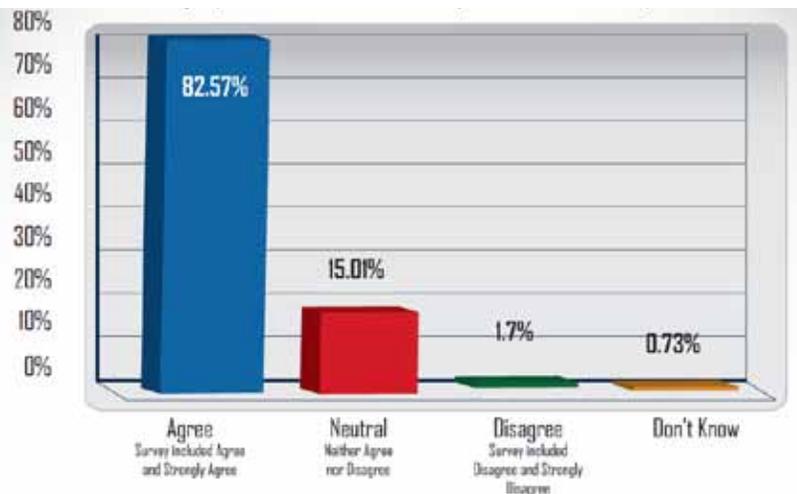
INFORMATIVE SPONSORSHIP GRAPHS

“Knowing that a company or brand is a sponsor of your local high school, would you be more likely to purchase a product or service from and actively support that company?”



“Knowing that a company or brand is a sponsor of your local high school, would you feel more loyal to that company's product or service?”

“Knowing that a company or brand is a sponsor of your local high school, would you perceive that company to be more active within your local community?”



*Information was collected nationwide from adults ages 18-54 who have children ages 12-17 represented in their household. Turnkey Sports & Entertainment administered the study in partnership with Greenfield Online. Turnkey Sports & Entertainment is the leading custom market research company in the sports and live entertainment industry. Greenfield Online is the pioneer of online consumer research globally and provides its resources within the sports industry exclusively to Turnkey Sports & Entertainment.



2017-2018

NEWTON SPONSORSHIP GUIDE

NEWTON BOOSTER PROGRAM FOR BUSINESS MEMBERSHIPS

Athletics & The Newton Community Working Together

Due July 24

1. Red Pride Sponsorship \$3,000

Over \$7,000 Value!

- Full Page (10 x 7.5) Advertisement in our fall, winter, & spring Sports Programs
- Game Announcements at our fall, winter, & spring events
- Ads during our live internet broadcasts
- Game Sponsorship Opportunities—Employee Appreciation Night
- 1 Year Website Ad & Link
- Preferred Vendor Status
- Window Cling Recognition
- 2 Athletic Season Ticket Passes
- Booster Golf Sponsorship
- Social Media Marketing
- Facility Advertisement

2. Diamond Sponsorship \$2,000

Over \$4,000 Value!

- Full Page (10 x 7.5) Advertisement in our fall, winter, & spring Sports Programs.
- Game Announcements at our fall, winter, & spring events
- Ads during our live internet broad casts
- Game Sponsorship Opportunities—Employee Appreciation Night
- 1 Year Website Ad & Link
- Preferred Vendor Status
- Window Cling Recognition
- 2 Athletic Season Ticket Passes
- Booster Golf Sponsorship

3. Platinum Sponsorship \$1,500

- ½ Page (5 x 3.75) Advertisement in our fall, winter, & spring Sports Programs
- Game Sponsorship Opportunities
- 1 Year Website Ad & Link
- Window Cling Recognition
- 2 Athletic Season Ticket Passes

4. Gold Sponsorship \$1,000

- ¼ Page Advertisement in our fall, winter, & spring Sports Programs
- 1 Year Website Ad & Link Window Cling Recognition
- 2 Athletic Season Ticket Passes

5. Silver Sponsorship \$500

- Business Card Advertisement in our fall, winter, & spring Sports Programs
- Window Cling Recognition
- 2 Athletic Season Ticket Passes

6. Bronze Sponsorship \$350

- Name Listed in our fall, winter, & spring Sports Programs
- Window Cling Recognition
- 1 Athletic Season Ticket Pass

1. Facility Advertisement, \$1000

Advertise your business in the high school gymnasium or football stadium. We provide you with a 3x5 ad; your business provides the artwork proof.

The ad will be visible in the stadium and in the gymnasium for the entire year at all events. You pick your venue!

2. Sports Posters, \$500

Sponsor a specific sports team poster. Choose your sport & receive your businesses logo on the team poster.

Hurry....only 1 sponsor per sport poster.

Choice #1 _____

Choice #2 _____

Choice #3 _____

3. Social Media Marketing

Reach thousands of Cardinal Fans, Alumni, Family, & Friends with coupons, advertisements, special events, & more! Use the power of our network to boost your business!

Contact the A.D. to tailor a specific message or for an offer to a specific audience.

- Facebook Offers & Ads
- Twitter Offers & Ads
- Newton Cardinal App. Ads
- **New this year!!! - Geo-Fencing Promotions**

4. Promotional Merchandise

This option allows your business to print your logo on Cardinal items to be thrown out at Newton High School games & events.

	Qty.	Price
Mini Footballs	100	\$500
Pom-Poms	250	\$600
T-Shirts	100	\$500
Mega Phones	500	\$600
Seat Cushions	100	\$600
Cups	500	\$500

5. Internet Broadcast Sponsorship, \$250

Sponsor a home internet broadcast with your business mentioned throughout the broadcast and ad; run during timeouts and halftime.

6. Athletic Scholarships, \$150

Help under-privileged student/athletes participate in interscholastic athletics! Due to financial constraints many families in the Newton school district cannot afford the cost of participation. Research proves that students in extra-curricular activities tend to have higher GPA's, lower drop out rates, & fewer discipline problems than students who are not involved in school activities. Make a difference in a kid's life by providing them with the opportunity to succeed!

of students _____ x \$150 = _____

7. Tournament Sponsorship

Sponsor one of many tournaments during the year. Our tournaments bring thousands of fans from around Iowa. Girls Basketball, Boys & Girls Soccer, Wrestling, & Boys Swimming. Choose one! (Contact the AD for details)



2017-2018

NEWTON SPONSORSHIP GUIDE

...OTHER PROMO DEALS

Invoice/Order Form • Business Athletic Booster Promotional Deals

Scott Garvis, Newton Director of Athletics/Activities (641) 792-5797, ext. 2137

Business Name: _____

Contact Person: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ - _____ - _____ Email: _____

DUE: JULY 24, 2015

Please mail this form and
make checks payable to:

Newton Athletic Boosters
800 East 4th Street South
Newton, IA 50208

THANK YOU FOR YOUR SUPPORT!

Sponsorship Levels	Athletic Scholarships	Sports Posters	Social Media
____ \$3,000 Red Pride	# Students ____ x \$150	____ x \$500 per Sport	Contact the Athletic Office
____ \$2,000 Diamond			
____ \$1,500 Platinum			
____ \$1,000 Gold			
____ \$500 Silver			
____ \$350 Bronze			
\$ _____ Total Cost	\$ _____ Total Cost	\$ _____ Total Cost	\$ _____ Total Cost

Promotional Merchandise			Facility Advertising	Internet Broadcast	Tournament Sponsorship
Item	Qty. @ Cost	#	\$1000 per Year NHS Stadium or Gym Events	Contact Athletic Office	Contact Athletic Office
Mini Footballs	100 @ \$500				
Pom-Poms	250 @ \$600				
T-Shirts	100 @ \$500				
Mega Phones	500 @ \$600				
Seat Cushions	100 @ \$600				
Cups	500 @ \$500				
\$ _____ Total Cost			\$ _____ Total Cost	\$ _____ Total Cost	\$ _____ Total Cost

Booster Golf Tournament

The Boosters will be contacting businesses later this month regarding participation in this year's golf tournament.

Please email a copy of your advertisement you wish published to: garviss@newton.k12.ia.us



2017-2018

NEWTON SPONSORSHIP GUIDE

ADVERTISEMENT TYPES

Print Sponsorships

- A Frame Sign
- Corporate Sponsorship
- Scoreboard signage
- Program

Audio Sponsorships

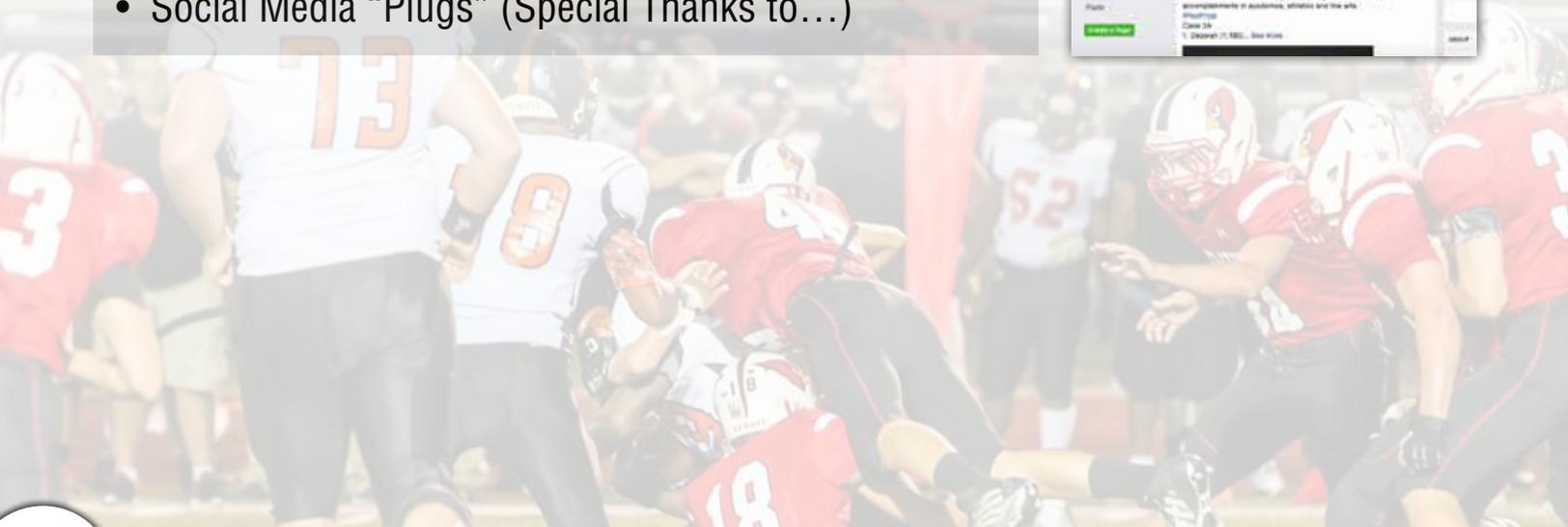
- In game announcement

Website Sponsorships

- Logo (Link to Business Website)
- Sponsorship Page (Link to business Website)

Consumer Promotions

- Traffic-driving programs (Twitter, Facebook, and Instagram “blasts”)
- Promotional contests (Brought to you by...)
- Branded products/service giveaways (Business Logo)
- Social Media “Plugs” (Special Thanks to...)





CORPORATE PARTNER AGREEMENT

Newton Cardinals Athletics

The Newton Cardinals Athletics Department agrees to provide corporate partner benefits in accordance with the level of sponsorship and terms of this contract. This agreement is established between the Newton Cardinals Athletic Department and:

(Name of corporate partner)

Sponsorship Package(s):

Total Investment Package:

\$ _____

(Make check payable to: Newton Cardinal Athletics, and indicate "Sponsorship" in the memo line or in a cover letter with your payment.)

Contact Person: _____ Title: _____

Billing Address: _____

Phone: (_____) _____ - _____ FAX: (_____) - _____ - _____

Email: _____

Website: _____

The term of this agreement is the fiscal year beginning 8/01/ _____ and ending 7/30/ _____.

The undersigned agrees to the terms stated above:

Corporate Partner Date

Newton Athletic Director Date

Facebook link: <https://www.facebook.com/NewtonCardinals.BigRed>

Twitter handle: @CardinalAD

Instagram: cardinal_ad

Website link: newton.rschoollteams.com