



SPORTS SPONSORSHIP

ALL SPORTS PACKAGE DETAILS

www.i35roadrunnerboosters.org



THANK YOU FOR YOUR SUPPORT!

The I-35 Booster Club is a non-profit organization that supports Roadrunner students and activities.

We help fund uniforms, equipment, special requests, training efforts and leadership camps.

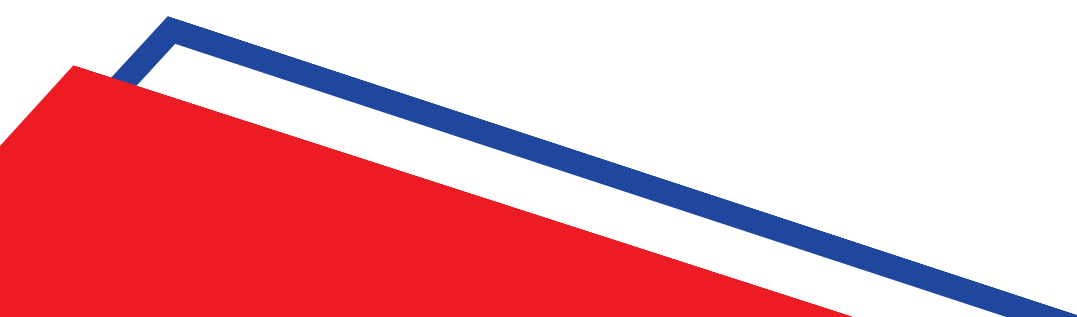
With our expanded sports marketing efforts, we're excited about the additional funding requests we can fulfill.

Thank you for your support!



PACKAGE OVERVIEW

	Logo or Ad in Annual Program (Printed)	Home Event Banners	Sponsor of the Week	Logos Shown Digitally in Multiple Places	Season Passes	Fan Experience Element	Live Game Mentions	Logo on Printed Seasonal Pocket Calendars
All Sports - \$3000	4" x 2.75" Ad	Indoor: Digital 2x Outdoor: Printed	4x minimum (1x / season)	X	2 Annual Sport Home Game Passes	X	X	All editions



ALL SPORTS SPONSOR PROGRAM AD DETAILS

- Largest ad size offered, 4"x2.75". Ads are printed in free-to-the-public programs highlighting high school sports. These ads reach a wide geographic area as the Roadrunners host several major events a year.
- Design options for ads are on the following page.
 - You can choose any ready-made design and customize the logo, colors, text and image (if applicable).
 - Or you can submit vector art of your own custom banner in the appropriate sizes which will be given to the banner production company.
 - All ready-made designs are available for the ads or banners. You can select the same design for each or different designs for your ad and your banners.

**AD SIZE OF
4 BY 2.75 IN**

ALL SPORTS SPONSOR OUTDOOR BANNER DETAILS

- Banners will be on display for home events, both indoor and outdoor.
 - Outdoor banners will be in two sizes - 5 ft x 3 ft and 7 ft x 5 ft.
 - These banners will be displayed on fencing around the football field / track during the fall and spring. They will be displayed on the softball batting cages and baseball outfield in the summer.
 - Indoor signage will be displayed digitally on a TV screen in the high school gym.
 - Design options are on the following page.
 - You can choose any ready-made design and customize the logo, colors, text and image (if applicable).
 - Or you can submit vector art of your own custom banner in the appropriate sizes which will be given to the banner production company.
 - All ready-made designs are available for the ads or banners. You can select the same design for each or different designs for your ad and your banners. However - we do ask that all banner designs be the same option for clarity.

READY-MADE DESIGNS FOR ADS AND BANNERS

The designs below samples featuring I-35 colors and logos. We will customize the colors, text and images to represent of your organization. Designs A - D are designed to work with a high-resolution photograph if you'd like to include one.



DESIGN A

DESIGN B



DESIGN C

SECONDARY TEXT OR INFORMATION
CAN BE ADDED HERE IN TWO OR
THREE LINES OF TEXT.

ADD A PHOTO OR
A MESSAGE FOR
ROADRUNNER
ATHLETES.

MAIN TAGLINE
GOES HERE

PHONE: 515-555-5555

ADD A PHOTO OR
A MESSAGE FOR
ROADRUNNER
ATHLETES.

CALL TO
ACTION GOES
HERE.

SECONDARY HEADLINE
CAN GO HERE.

PHONE: 641-555-5555

DESIGN D

CALL TO ACTION GOES HERE.



SECONDARY HEADLINE CAN GO HERE.

PHONE: 641-555-5555





**DESIGN
E
COLOR
BACKGROUND**

**DESIGN
E
WHITE
BACKGROUND**

CALL TO ACTION GOES HERE.



SECONDARY HEADLINE CAN GO HERE.

PHONE: 641-555-5555





CALL TO ACTION GOES HERE.



SECONDARY HEADLINE CAN GO HERE.

WWW.I35ROADRUNNERBOOSTERS.ORG
PHONE: 641-555-5555




**DESIGN
F**

FREE-TO-THE-PUBLIC PROGRAMS

These are the program covers for the upcoming baseball and softball seasons. Any All Sports sponsor that joins by April 15, 2023 will be featured in these programs as well as the 2023-2024 programs.

These programs are free to the public. They'll have the schedule, roster, some photos, community information and ads inside. You can [view a draft program](#) to get a general idea of what the programs will look like and the information included. Each team does have the ability to make changes to their program, so this sample is not deemed final. Ad location and placement will depend on the number of corporate sponsors.

We'll also have digital versions of these programs and digital middle school programs. Both of which will feature your organization's logo.

Please note: The distribution of free printed programs must be financially viable for the I-35 Booster Club. While we don't anticipate this to be an issue, we do reserve the right to move to digital programs only. If that were to occur, we'll put your ad in the digital program vs. just your logo. In this instance, there would also be one-page printed handouts and your organization's name and/or logo will be added this handout.

2022-2023

INTERSTATE 35 HIGH SCHOOL BASEBALL



2022-2023

INTERSTATE 35 HIGH SCHOOL SOFTBALL



LIVE GAME FAN EXPERIENCE GIVE-A-WAY

We know one of the biggest impacts in sports marketing comes from live game efforts and fan interactions. So new for 2023 - we've added this element exclusively for All Sports sponsors.

How it Works:

- Once you've signed up to be an All-Sports Sponsor, we'll send you a list with the available games for the fan experience. These games will be offered to sponsors in the order their payment was received to the Booster Club so don't be concerned if you don't get the available games list immediately.
- We'll also include a list of give-a-way options that are available for selection. These items will be in Roadrunner colors when possible.
 - We have a budget for each sponsor's give-a-way items. If you'd like to add your logo or want a different item, your organization can pay the difference or simply supply the items you'd like to give-a-way.
 - We have two styles of give-a-ways:
 - First Fans where smaller give-a-way items are given out to the first approx 100 fans who come to the event. These items are: pop-its, snap-it bracelets, clappers, rally towels, ect.
 - Half-time Fun where higher dollar give-a-ways are given to small number of fans (approximately 10). The items are given out by chance in a crowd toss and include: hats, shirts, headbands, ect.
- Your organization will have a sign at the entrance saying that tonight's fan experience is "Brought to you by [logo]" and it will be announced at half-time over the speakers as well.
- You can elect to have this game be your "in-game" mention game for this season as well. That you'll get a mention thanking your organization at the start of the game as well. Or you can select another game for this mention. Please note - the pre-game mention may include another company if you don't select to use this game for your in game mention of the season.

BONUS!
THE FIRST 5
COMPANIES TO
JOIN AT THIS LEVEL GET
A 2023 BASEBALL OR
SOFTBALL GAME TOO!



IN-GAME MENTION

DIRECT FROM THE OFFICIAL MICROPHONE

Once per season - your organization will receive an official thank you direct from the official microphone. A list of available games will be shared after your payment is received and your organization can choose one game from the Fall, Winter, Spring and Summer.

The live-game mention will read similar to: "We'd like to thank [Organization] for their support of I-35 Activities and the I-35 Booster Club. They are one of our All-Sports sponsors - dedicated to the Roadrunners year-round!"

You can add your organization's short tagline or call-to-action at the end of the in-game message.

FEATURED AS "SPONSOR OF THE WEEK"

ONCE PER SEASON (4X PER YEAR)

"Sponsor of the Week" receives a thank you post on the i-35 Booster Club's Facebook and Twitter pages. We will link directly back to your social media pages or website, based on your preference.

This post will be the same week as your live in-game mention to boost awareness for your brand among all the community.

DIGITAL LOGO USAGE

WHEN & WHERE POSSIBLE

We'd like to add your logo to our "Impact Partners" page on the new I-35 Booster Club website. We'll also add it to a social media banner, digital versions of the programs, our newsletter and other places that we can use as a way to say thank you!

LOGO ON THE POCKET SCHEDULES EVERY SEASON

We're doing something new for 2023-2024, producing the pocket schedules on our own. Instead of a large company take a significant portion of the advertising revenue from the calendars, we're bundling it with our new sports marketing efforts. We'll make sure you have your logo here like it's been in the past.

And the bonus? You don't need to renew your contract with the other company, which can help offset jumping into this sponsorship with the Booster Club.

A new calendar is created in advance of each season to communicate that season's Roadrunner athletic team schedules. These calendars are typically distributed for free around the three towns that make up the I-35 community.

Your logo will be featured on all editions of the 2023-2024 pocket calendars.

TWO ANNUAL PASSES TO HOME ROADRUNNER ATHLETIC EVENTS

These annual passes are valued at \$250/each! They'll get you into home Roadrunner athletic events year-round.

Plus - it's perfect timing. With the cost of officials going up, the gate admission price will increase as well. But an annual pass means you will be able to maximize your attendance without minimizing your budget.



THANK YOU FOR YOUR SUPPORT!