

CORPORATE DONATIONS

www.I35roadrunnerboosters.org

ALL SPORTS PACKAGE DETAILS



THANK YOU FOR YOUR SUPPORT!

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

We help fund leadership camps, banners, programs, team banquets, coach requests, upgraded uniforms, upgraded technology for training and more!

Thank you for helping Roadrunners chase their dreams and make memories that will last a lifetime.



Photos By: McCauley Photography

PACKAGE OVERVIEW

	Program (Digital) & Handout (Printed) Recognition	Home Event Banners	Sponsor of the Week	Logos Shown Digitally in Multiple Places	Season Passes	Fan Experience Element	Live Game Mentions	Logo added to "extra" communications
All Sports - \$3000	Largest Ad Size (Dig.) Largest Logo (Print)	Indoor: Digital 2x Outdoor: Printed	4x minimum (1x / season)	X	2 Annual Sport Home Game Passes	X	X (First for bonus mentions)	Year-round, when/where possible

ALL SPORTS SPONSOR PROGRAM (DIGITAL) & HANDOUT (PRINTED) DETAILS

- Largest ad size offered. Ads are showcased in multi-page, full color digital programs. These programs are regularly updated with photos, community news submissions, school announcements and more to be engaging to the public. 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 design.
 - 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.
- Your logo will be printed on free-to-the-public handouts. These are produced for home contests for both high school and middle school events. This level gets the second-largest logo size.

ALL SPORTS SPONSOR 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. This signage is dynamic and can be different from your physical banners if you'd prefer.
 - 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 printed 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.

Don't really like any of these? That's OK! Contact us and we'll design something custom for you that matches your organization's aesthetic.



DESIGN A

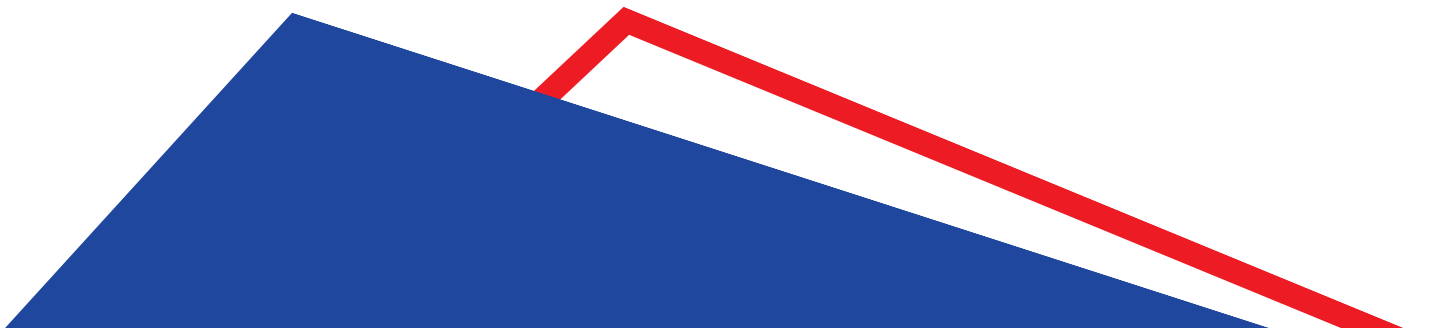
DESIGN B



**DESIGN
C**



**DESIGN
D**





**DESIGN
E
COLOR
BACKGROUND**

**DESIGN
E
WHITE
BACKGROUND**



**DESIGN
F**

FULL COLOR, MULTI PAGE DIGITAL PROGRAMS

I-35 Booster Club now offers full color digital programs for middle school and high school sports. These programs include photos (if we have some) from throughout the season and updates from the community or school. Community members (like those who organize clubs and youth sports) can submit news/information to be added to the program.

The programs are accessible via QR code on site via printed handout. For each new school year, we'll design a new program cover and style so it's cohesive regardless of sports. Check out this program from 2023 Football to see a [complete digital program](#).

You'll receive the largest ad size we offer. Ad selection can be from the designs featured earlier or created custom to you organization. Cover examples from 2023-24 are below.



PRINTED HANDOUTS FOR ALL LEVELS

In addition to the digital programs above, we are also helping provide printed handouts featuring rosters and sponsor thank-yous for high school and middle school sports. Varsity events have full-color printed handouts. Non-varsity contests that occur on the same night as a varsity function (like Mega Night Basketball) are also included in the color handout. All other non-varsity events are printed as black and white. These handouts increase sponsors' recognition and also increase our students' recognition as well!

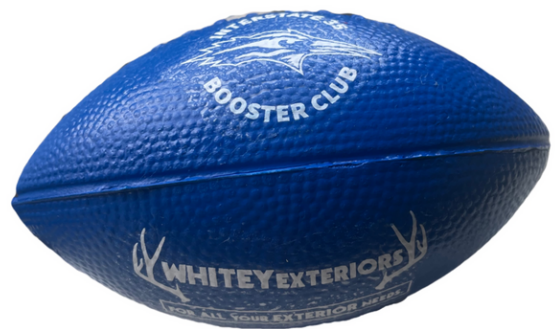
LIVE GAME FAN EXPERIENCE GIVEAWAY

We know one of the biggest impacts in getting people excited about live sporting events comes from game experiences and fan interactions. So 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 giveaway items are given out to the first apprx 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 giveaways 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 "Tonight's fan experience is "Brought to you by [logo]".
- Your organization will be recognized with an in-game mention on the day of your fan giveaway. The Activities Department will try to also do a pre-game mention noting the sponsor of the giveaway as well.

Football is actual 2023-24 giveaway.





IN-GAME MENTION DIRECT FROM THE OFFICIAL MICROPHONE

Several times per season - your organization will receive a thank you direct from the official microphone (once per event night). The Activities Department aims to do a shout-out during each home event. But occasionally it isn't possible, so that is why it's noted as "several" here.

The live-game mention will read similar to: "We'd like to take a moment to thank our sponsors. Thank you All Sports Sponsor - (Sponsor Name and short tagline. Plus a call-to-action."

This read is approximately 10-15 seconds in length. Reads can take place between JV and Varsity events, during half-time, before the game or at other times during events.

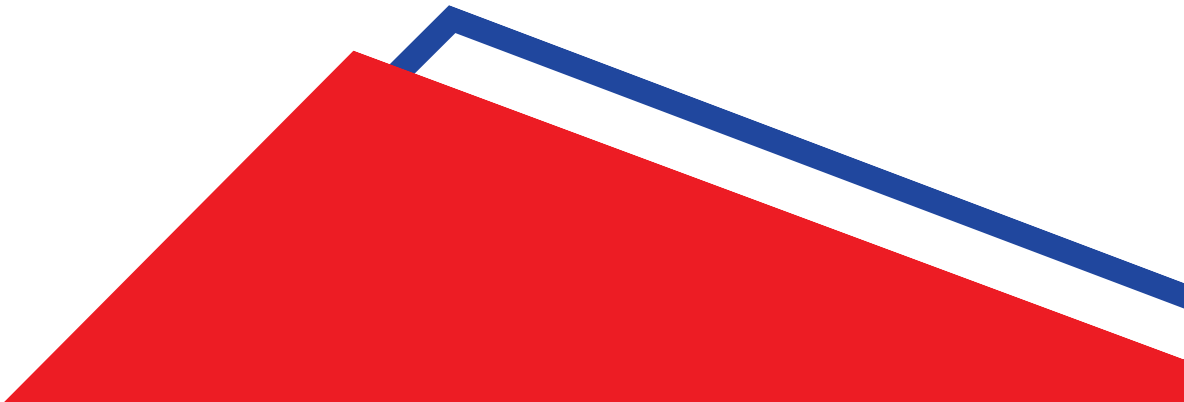
BONUSES!

There are bonuses offered free-of-charge sporadically throughout the year. From time to time - the announcer may read something like: "This time-out brought to you by {Sponsor's Name}" as an extra thank you!



DIGITAL LOGO USAGE WHEN & WHERE POSSIBLE

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



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.

TWO ANNUAL PASSES TO HOME ROADRUNNER ATHLETIC EVENTS

These annual passes are valued at approximately \$120/each! They'll get you into home Roadrunner school-based athletic events year-round. They are valid for all levels of competition, middle school and high school.

Please note that youth sports, which are not managed by the school, do not accept these passes.



THANK YOU FOR YOUR SUPPORT!