



CORPORATE DONATIONS

www.I35roadrunnerboosters.org

SEASONAL GOLD 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 (Basketball and Softball) and the Interstate 35 High School Wrestling Facebook page

PACKAGES 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
Fall Sports Gold - \$1200	Medium Ad Size (Dig.) Medium Logo (Print)	Indoor: Digital 1x Outdoor: Printed	1x Fall	X	2 Fall Sport Home Game Passes			In the Fall, when possible
Winter Sports Gold - \$1200	Medium Ad Size (Dig.) Medium Logo (Print)	Indoor: Digital	1x Winter	X	2 Winter Sport Home Game Passes			In the Winter when possible
Spring/Summer Sports Gold - \$1200	Medium Ad Size (Dig.) Medium Logo (Print)	2x Outdoor	1x Spring 1x Summer	X	2 Spring/Summer Home Game Passes			In the Spring/Summer when possible



SEASONAL GOLD SPONSOR PROGRAM (DIGITAL) & HANDOUT (PRINTED) DETAILS

- Second-largest ad sized offered. Ads are showcased in multi-page, full-color digital programs. These programs are regularly updated. 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.

SEASONAL GOLD SPONSOR OUTDOOR BANNER DETAILS

- Banners will be on display for home events, during your selected season.
 - 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 and the same guidelines from the ads section above applies.
- Fall Gold Sponsors Banner Details:
 - One outdoor banner in 5 ft x 3 ft
 - One indoor digital banner
- Winter Gold Sponsors Banner Details:
 - Two indoor digital banners. Your banner is featured twice in the ad rotation
- Spring/Summer Gold Sponsors Banner Details:
 - Two outdoor banners. One 5 ft x 3 ft and one 7 ft x 5 ft

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

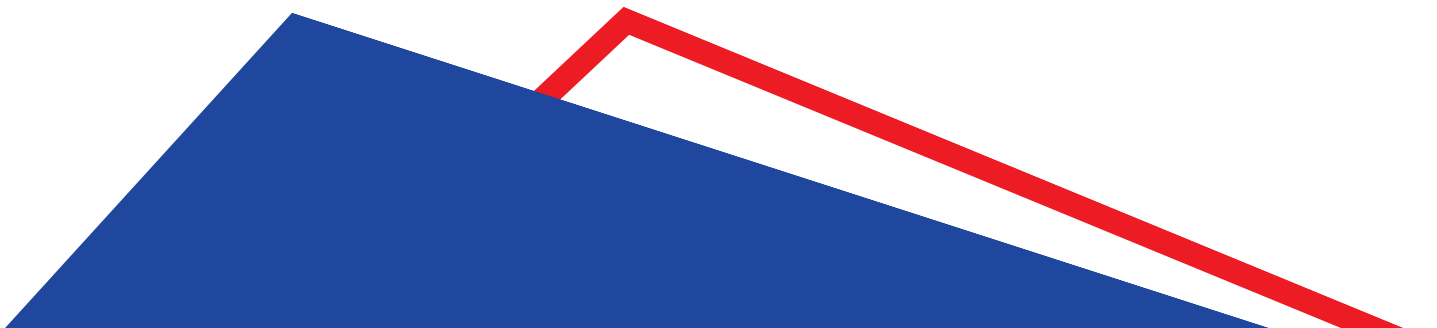
DESIGN B



**DESIGN
C**



**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!

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.

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 YOUR SELECTED SEASON

"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 SEASONAL PASSES TO HOME ROADRUNNER ATHLETIC EVENTS



These seasonal passes are exclusive to our corporate sponsorship. They'll get you into home Roadrunner athletic events for your organization's sponsored season.

That means you'll be able to attend a full season's worth of athletic events without having to remember admission money!

THANK YOU FOR YOUR SUPPORT!