



Advertisement and Sponsorship Opportunities

Please support Highlander Athletics by purchasing an **ad in the Athletics Program** or by choosing a **Sponsorship Opportunity** with exciting advertisement options for the Stadium Field Video Board and for the new Athletics website.

Athletics Program Ads

We plan to print 500 programs in full color, glossy. Ads for the Athletics Program must be purchased and artwork submitted by **August 1, 2017**. Please submit a copy of your advertisement and or Student/Athlete(s) photo(s) via email to Highlanderclub@heathwood.org. The advertisement format must be .jpg or .pdf and must be received by August 1st.

To support Highlander Athletics by placing an advertisement in the upcoming Athletics Program, complete the online form- <http://www.heathwood.org/HC-ads> or complete this form and return to the Highlander Club at the address listed on the form. You will need to submit the artwork for your ad by August 1st (If you want to use the same advertisement as you used last year there is an option on the form to do that).

NOTE: The numbers in parentheses next to the various ad options represent the number of 2017-2018 HH Athletic Passes given for each level of advertisement.

<u>Businesses / Companies</u>			<u>Family / Student Athlete</u>
One-fourth Page Business Ad 3.75"w x 5"h	\$300		One-fourth Page Family Ad 3.75"w x 5"h
One-half Page horizontal Business Ad (2) 7.5"w x 5"h	\$500		One-half Page Family Ad 7.5"w x 5"h
Full Page Ad 7.5"w x 10"h	(2) \$750		Ad message: _____ _____ _____ _____

Check here to use the exact same ad as last year

Thanks for your consideration and continued support of Heathwood Athletics! Go Hall!

Total Due for the items marked above \$ _____

- Please send invoice
- Check enclosed made payable to Heathwood Hall Highlander Club

Signature _____

Date _____

Return forms to: **ATTN: Advertising Chair
HEATHWOOD HALL HIGHLANDER CLUB
3000 SOUTH BELTLINE BLVD.
COLUMBIA, SC 29201**

Sponsorship Opportunities

This year there are some new and exciting Electronic Advertising Opportunities available. These sponsorships include showing your support of Highlander Athletics with advertisements on the Stadium Field Video Board, on the new Athletics website, or on both. To sponsor Heathwood Athletics in one of these ways please email Highlanderclub@heathwood.org.

New Athletics Website

This summer we are partnering with Varsity News Network (VNN) to launch a new athletics website to increase communication efforts and provide additional support for Heathwood Athletics. The new athletics site will feature game recaps, schedules, pictures, team specific alerts and much more. There will also be a limited amount of marketing opportunities through digital display ads outlined below:

- Each digital display ad is hyperlinked to your business website/Facebook page and will run for the entire school year (August – July)
- The digital display ads will rotate in a designated spot with a max of 4 sponsors per each spot (see below for breakdown on spots and pricing)
- The digital display ads will be sold on a first come first served basis

Please indicate which type of space you would like when emailing your desired sponsorship opportunity to Highlanderclub@heathwood.org. **Ad spots are sold on a first come basis until sold out.** We/VNN will contact you to discuss the further details and build the ad/graphic design if needed at no additional charge.

<input type="checkbox"/>	Title Spots	\$1,200 each	Location: Very top on every page of Athletics site
<input type="checkbox"/>	Gold A Spots	\$1,200 each	Location: Top right side on every page of Athletics site
<input type="checkbox"/>	Gold B Spots	\$600 each	Location: Middle right side on every page of Athletics site
<input type="checkbox"/>	Gold C Spots	\$600 each	Location: Middle right side on every page of Athletics site
<input type="checkbox"/>	Schedule Spots	\$600 each	Location: Top center of all Team Schedule Pages
<input type="checkbox"/>	Calendar Spots	\$500 each	Location: Top center of all Team Calendar Pages
<input type="checkbox"/>	Roster Spots	\$500 each	Location: Top center of all Team Roster Pages
<input type="checkbox"/>	Photo Gallery Spots	\$500 each	Location: Top center of all Team Photo Gallery Pages

We are happy to discuss reduced pricing for multiple ads or desire to buy an entire spot out (25% off)

Video Board

We have additional space to include in our rotation of Scrolling Silent Ads or Logos on the video board in the main scoreboard at the Stadium Field. These ads will rotate throughout all games when the scoreboard is in use, in one minute intervals. The total number of ads will be limited to fifteen with the goal of providing at least ten minutes per game for each ad. These come in two options:

- Full Year - \$2,000 (All below referenced sports)
- One Half of the Year - \$1,000
 - Fall - Varsity, Junior Varsity & B-Team football
 - Spring - Boys and Girls Soccer, Varsity and Junior Varsity (four teams)
Boys Lacrosse, Varsity and Junior Varsity (two potential teams)

Combination Plans

We are happy to discuss reduced combination sponsorship packages that cover multiple advertising opportunities between the Program, Website and Video Board. These could also include verbal recognition from the Press Box. Please contact a Highlander Club Board Member to discuss.