



## **2011-2012 CARROLL ATHLETIC BOOSTER CLUB** **SPONSORSHIP LEVELS AND MARKETING OPPORTUNITIES**

We are pleased to offer the following *Sponsorship and Marketing opportunities* that bundle our most requested offerings to maximize your exposure and allow for annual budgeting. By advertising through CABBC, you will reach thousands of Southlake residents who support local businesses while providing funds directly back into our athletic programs supporting 7<sup>th</sup>-12<sup>th</sup> grades!

### **Platinum - \$3,000/year**

- 1 regular full-page advertisement in ALL our prestigious athletic programs. (Football, Basketball, Soccer, Softball)
- Additional top billing spotlight in our programs.
- Spotlight and direct linking on our homepage AND sponsorship website pages.
- Announcement on weekly email blasts.
- Monthly coupon marketing available with eblasts.
- PLATINUM Window decals and wall pennant.
- Announcement during regular season football games.

### **Gold - \$2,000/year**

- 1 regular full-page advertisement in your choice of two of our prestigious athletic programs. (New)
- Spotlight on our sponsorship website page.
- Announcement in quarterly email blasts.
- Gold Window decals and wall pennant.

### **Silver - \$1,000/year**

- 1 regular full-page advertisement in your choice of one of our prestigious athletic programs. (New)
- Spotlight on our new website page.
- Advertising promotion/links on two email blasts.
- Silver Window decal/pennants.

Wasson Weekly	\$550 home game, \$2500 Season (First come basis)
Wasson Weekly (Potential Playoff)	\$800 playoff game (First come basis)
Website banner sponsor	\$150/month, \$1,250 year
Weekly Email Sponsor	\$200/month, \$1,500 year
Email & website sponsor	\$225/month, \$2,000 year

Be our *OFFICIAL* sponsor for any of these upcoming events! (Includes Press Box for 20!)

Varsity Meet and Greet on 8/18 @ Dragon Stadium (All Fall Varsity Players)	\$3000
Senior Night Tailgate 10/28 @ Dragon Stadium vs. Saginaw	\$2000
Night of Champions Celebration – (Spring 2012, Date/Location TBD)	\$3000

## 2011-2012 CARROLL ATHLETIC BOOSTER CLUB SPONSORSHIP AND PROGRAM ADVERTISEMENT FORM

(Please check all applicable)

_____ <b>PLATINUM (Best Value!)</b>	<b>\$3,000</b>
_____ Gold (please specify 2 below)	\$2000
_____ Silver (Please specify 1 below)	\$1000
_____ Wasson Weekly	\$550 home game, \$2500 Season (First come basis)
_____ Wasson Weekly Playoff	\$800 each (potential) playoff game (First come basis)
_____ Website banner sponsor	\$150/month, \$1,250 year
_____ Weekly Email Sponsor	\$200/month, \$1,500 year
_____ Email & website sponsor	\$225/month, \$2,000 year
_____ Varsity Meet Event	\$3000 (First come basis)
_____ Sr Night Tailgate	\$2000 (First come basis)
_____ NOC Sports Celebration	\$3000 (First come basis)

**\*\*\* Please Note: Platinum, Gold and Silver level sponsors must adhere to the June 30<sup>th</sup> deadline in order to secure space in the football program. A CABC representative will contact you to obtain necessary information and arrange additional payment.**

### Program Business Advertisement Options

Please check the Athletic Program(s) for which you would like to purchase an advertisement. A Booster Club representative will contact you to confirm the information provided before printing. Camera-ready artwork or completed ads, in PDF format should be submitted to **Cathy Jackson** at [dragonfbprgm@verizon.net](mailto:dragonfbprgm@verizon.net). (817-329-9560 home or 817-692-9828 cell)

	<u>FULL PAGE</u>	<u>½ PAGE</u>	<u>¼ PAGE</u>
<input type="checkbox"/> <b>FOOTBALL PROGRAM</b> Includes: Emerald Belles, CREW, Cheerleaders, Volleyball, Cross Country, Golf, Wrestling	\$500.00 <input type="checkbox"/>	\$300.00 <input type="checkbox"/>	\$200.00 <input type="checkbox"/>
<input type="checkbox"/> <b>BASKETBALL PROGRAM</b> Includes: Boys and Girls	\$250.00 <input type="checkbox"/>	\$150.00 <input type="checkbox"/>	\$100.00 <input type="checkbox"/>
<input type="checkbox"/> <b>SOCCER PROGRAM</b> Includes: Boys and Girls	\$250.00 <input type="checkbox"/>	\$150.00 <input type="checkbox"/>	\$100.00 <input type="checkbox"/>
<input type="checkbox"/> <b>SOFTBALL PROGRAM</b>	\$250.00 <input type="checkbox"/>	\$150.00 <input type="checkbox"/>	\$100.00 <input type="checkbox"/>
<b>Subtotal</b>	_____		
<b>Late Fee</b>	_____		
<b>Total</b>	_____		

Please contact me about using Carroll students in my ad \_\_\_\_\_.

**PLEASE REPLY WITH PAYMENT FOR FOOTBALL PROGRAM BY JUNE 30th, 2011**  
**\$25 LATE FEE AFTER June30th, \$50 LATE FEE AFTER July 13th. No ads accepted after July 25th.**  
*Payment for other sports may be made now or at a later date.*

BUSINESS NAME: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_  
CONTACT: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

**Please retain yellow copy. Return  
white/pink. Submit payment to:**  
**CABC**  
**401 N. Carroll Ave # 193**  
**Southlake, TX 76092**