



NORTHWESTERN LEHIGH SCHOOL DISTRICT

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www.nwlehighsd.org

OFFICE OF THE DIRECTOR OF ATHLETICS & STUDENT ACTIVITIES

Memorandum

To: Advertising/Marketing Director

From: Jason T. Zimmerman

Re: Stadium Advertising

The Northwestern Lehigh School District is currently accepting applications for the Stadium Advertising Program. This program has been developed to raise funds for continuing stadium improvements and improvements to the entire School District Sports Complex.

Athletics positively compliments the entire educational experience and we would like to offer you this opportunity to promote your business while supporting the student-athletes here at Northwestern Lehigh. Advertising in the Stadium will create and/or maintain a positive image for your business, products and/or services showing the audience that you continue to be a “good neighbor” and truly care about our students. It will also expose your business to your consumers and in turn will achieve the market awareness you desire. The audience we realize when home events are held in the Stadium averages 2,500 people (teams, bands, cheerleaders, fans, etc.) per event during the fall season and 500 people (teams, fans, etc.) per event during the spring season. Audiences range in age from toddlers to senior citizens and everyone in between. Events held in the Stadium include Varsity, JV, Middle School, Youth League Football games, Band competitions, Varsity & JV Boys and Girls Soccer games, Varsity & Jr. High Field Hockey games, Varsity & JV Girls Lacrosse games, Varsity & JV Boys Lacrosse games, Varsity Boys & Girls Track Meets, Middle School Track & Field Days, Pep Rallies, etc.

Attached, please find the Guidelines & Requirements Packet and the Stadium Advertising Application. Please note that these applications will be approved on a first come first server basis. Thank you for your continued support of the Northwestern Lehigh School District and should you have any questions or concerns, please do not hesitate to contact my office via email at zimmermanj2@nwlehighsd.org.