



LEHIGHTON AREA HIGH SCHOOL
ATHLETIC DEPARTMENT
KYLE SPOTTS, DIRECTOR OF STUDENT SERVICES AND FACILITY PLANNING

1 INDIAN LANE
LEHIGHTON, PA 18235-1798
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MEMORANDUM

To: Advertising/Marketing Director

From: Kyle Spotts

Re: Facility Advertising

The Lehigh Area School District is currently accepting applications for the Facility Advertising Program. This program has been developed to raise funds to help continue funding of Co-Curricular and Extracurricular opportunities for the entire School District.

Co-Curricular and Extracurricular opportunities positively compliment the entire educational experience and we would like to offer you this opportunity to promote your business while supporting the students here at Lehigh. Advertising at our facility will create and/or maintain a positive image for your business products and/or service by showing the audience that you continue to be a “good neighbor” and truly care about our students. It will also expose your business to potential consumers and in turn, will achieve the market awareness you desire. The audience we realize when home events are held in the Stadium average 3,500 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 being held in the Stadium include Varsity, JV and Middle School football games and also Senior Night festivities for other sports. In addition, we will offer advertising in our High School and Middle School Gymnasium (400 people average attendance), Athletic Fields (Baseball, Softball, Field Hockey, etc), and the Practice Football Field Fence off of Mahoning St. (Average a total of 16,000 vehicles a day at intersection of Mahoning and 9th St.).

Attached, please find the Guidelines & Requirements Packet and the Facility Advertising Application. Please note that these applications will be approved on a first come, first serve basis. Thank you for your continued support of the Lehigh Area School District. Should you have any questions or concerns, please do not hesitate to contact my office at (610) 377-6180 Ext. 2415.