



**Southwest Cowboys Advertising and
Sponsorship Program**

**BUSINESS
SPONSORSHIP
OPPORTUNITIES**





Southwest Cowboys Advertising and Sponsorship Program

Dear Prospective Business Sponsor:

I would like to thank you for your consideration to become a sponsor of the Southwest Athletics. Ongoing challenges of the current economy have strained the various methods we typically employ to fund the increasing costs required to operate a first-class athletic program.

Your sponsorship is tax deductible and allows our program to continuously assist our student-athletes as we lay the foundation for success on and off the field. Last year, generous business donations were translated into supporting the financial needs of our athletic department.

This year, we look forward to establishing lifelong partnerships between our programs and your business. This connection will immediately allow us the flexibility to support all sports equally and help with the increase costs of travel, officials and game expenses. It is a tall order that we can fill with our hard work and your assistance.

Thank you for taking time to review this sponsorship package, and please contact me for more information on how you can make a difference to support and assist Southwest Athletics.

Sincerely,

Brindon Christman

Brindon Christman

Athletic Director, SWGHS

christ2b@gcsnc.com

336-819-2978



Southwest Cowboys Advertising and Sponsorship Program

The Southwest Cowboys tradition has been built on a strong set of core values committed to cultivating traits in young men/women that will assist them in becoming better prepared to be thoughtful and productive members of our community and society. Expectations for our student-athletes and coaches are that they:

- Embrace honesty
- Display integrity
- Remain good stewards of society
- Maintain commitment to their goals
- Respect their teammates
- Understand the value of family

By executing these principles daily, each student-athlete and coach can be proud of what they accomplish individually and as a unit, especially on game night.

Varsity games may easily reach up to 5,000 students, residents, and alumni. Along with that, your banners will be seen during multiple other sports during the year such as; middle school football, soccer, lacrosse and all track events. Therefore, Southwest Cowboys football season is the best opportunity for business sponsors to align with our standards and communicate them with the community.

As previously mentioned, tax deductible donations from a business sponsor and lifelong partner will provide necessary uniforms, pregame meals and safety equipment for those student-athletes who otherwise would not be able to participate in our program without your support.

The Southwest Athletic Dept. program offers several sponsorship tiers designed to maximize your prospects of reaching thousands via advertising. Our budget friendly packages make it possible for large or small businesses to participate while still reaching the same massive audience.

Our experience and resources enable us to partner with businesses to ultimately connect with a large portion of High Point and surrounding cities. By purchasing one sponsorship package, you are making a smart investment toward your business exposure compared to the time and monetary value related to traditional advertising methods, gaining your business exposure long after the season has ended.



Southwest Cowboys Advertising and Sponsorship Program

Cowboy Banner, \$300/Renewal \$250 (For Individuals and Small Businesses)

One banner placed in Southwest Cowboys Athletic Stadium for the 2023-2024 athletic season or on the electronic scoreboard in gymnasium

Ticket Sponsor, \$300

Add your logo on each of our game day tickets. Your \$300 sponsorship will purchase up to 2000 tickets for all home sporting events for the '24-25 year

Bronze Level, \$550/Renewal \$450

Business sign at one specific venue for one venue Football, Basketball or Baseball
Gym ad on electronic scoreboards
Game day PA announcement per game
2 Season Passes to all home athletic events excluding playoffs.

Silver Level, \$750/Renewal \$650

Banner at three on campus athletic facilities at SWHS all year (FB, Basketball and Baseball)
3 season passes for all Southwest High home athletic events.
Recognition on marquee board in football stadium.
Ad on electronic scoreboards in Coggins Gym
Advertisement added to school website www.cowboysports.org

Gold Level, \$1,000/Renewal \$800

Banner at all three on campus athletic facilities at SWHS all year and Scoreboard in stadium
Advertisement on the score board in the stadium for one year.
Four all sport season passes to all SWHS home athletic contests.
One 20 second professional commercial on our pre-game announcements.
Guarantee for same Gold level sponsorship price for next year.
Advertisement added to school website and electronic scoreboards in gym.



Southwest Cowboys Advertising and Sponsorship Program

Platinum Package, \$2,500 (Lead Sponsorship, 2 Spots)

Banner at all three on campus athletic facilities at SWHS all year and Scoreboard in stadium

Advertisement on the score board in the stadium for one year.

4 all sport season passes to all SWHS home athletic contests.

One 20 second professional commercial on our pre-game announcements

8 Tee Shirts

Guarantee for same Gold level sponsorship price for next year.

Advertisement added to school website and electronic scoreboards in gym.

Ad mentions (prior to game, during each quarter, halftime and during postgame)

Team access (During pregame and postgame)

Framed team picture

3 year Sponsorship on new scoreboards in annex gym- Ad will be added beside the scoreboard

Logo on our NFHS Live Stream Network

****Please make checks payable to SW Booster Club. Mail check and sponsorship to Southwest Cowboys Athletic Booster Club, 4364 Barrow Rd, High Point, NC 27265. Your sponsorship is tax deductible. Southwest Cowboys Athletic Booster Club, is a recognized 501(c)3 non-profit.****

Business Name: _____

Contact Person at Business: _____ phone Number: _____

Business Address: _____

I would like to sign up for the following program, please circle and complete:

____ Bronze Level: \$550 /Renewal \$450 Location of Banner: _____

____ Silver Level: \$750/Renewal \$650 Location of Banners: _____

____ Gold Level: \$1000/Renewal \$800 Banners will be located at **ALL Southwest Athletic Facilities!**

____ Platinum Level: \$2500/Renewal \$1800 Banners will be located at **ALL Southwest Athletic Facilities!**

____ **Game Day Ticket Sponsorship- logo on tickets \$300**

Please place a check next to the booster clubs that you would like your business contribution to be allocated to, you can check as many as you would like or just one:

____ Football ____ Basketball



Southwest Cowboys Advertising and Sponsorship Program

- | | |
|--|---|
| <input type="checkbox"/> Band | <input type="checkbox"/> Wrestling |
| <input type="checkbox"/> Soccer | <input type="checkbox"/> Track |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Baseball |
| <input type="checkbox"/> Cross Country | <input type="checkbox"/> Softball |
| <input type="checkbox"/> Swimming | <input type="checkbox"/> Boys Lacrosse |
| <input type="checkbox"/> Girls Golf | <input type="checkbox"/> Girls Lacrosse |
| <input type="checkbox"/> SW Booster Club (SWHS facility improvement) | |

By my signature below, I accept all terms as set forth by Southwest Guilford Booster Club, the Southwest High School, and the Southwest High School Athletic Department. The athletic director at Southwest High School reserves final approval on all banner placement and will act as the administrator for the banner program.

| | | |
|-------------------------------------|------------------------------------|---------------|
| _____ Business Rep Signature | _____ Business Rep Printed Name | _____ Date |
| _____ Booster Club Rep Signature | _____ Booster Rep Printed Name | _____ Date |

Businesses are asked to provide a high-resolution JPEG or Adobe Illustrator format file on a CD of the ad they wish to place on the banner. Please note, to stay within the pricing structure, multiple colors and designs may not be available. If you have any questions, please contact Southwest High School Athletic Director Brindon Christman at 336-819-2970 or christb2@gcsnc.com