

# Southwest Cowboys



**Lasso Up Some  
Cowboy Pride!**

Advertising / Sponsorship  
Opportunities  
2019-20

**GO COWBOYS!**



## Lasso Up Some Cowboy Pride!

Dear Community Partner!

Southwest Guilford High School is getting geared up for a new and exciting football season and we would like for you to consider becoming a sponsor to support the student-athletes and coaches at our school. Enclosed is a copy of the SW Sponsorship Package for your review. There are many opportunities for you to choose from, however we hope that you will become a Gold Sponsor!

Several organizations currently contribute to our program and we would welcome your partnership in becoming a supporter of our football team and athletic department as well. We graciously thank you for your consideration. Should you have any questions or if you would like to see a sample of our program, please feel free to contact me at any time. I look forward to welcoming you to Cowboy Country!

Respectfully,

Brindon Christman  
Athletic Director, SWGHS  
christ2b@gcsnc.com  
819-2978

# GO COWBOYS!

# SPONSORSHIP ADVERTISING



# INFORMATION

**Southwest Guilford High School is anticipating an exciting  
Cowboy Football season for 2019.**

This is your chance to help support the Cowboys and receive advertising to promote your business. The Cowboys Athletic Booster Club has a variety of opportunities including banners around the football field, scoreboard advertising, and The Cowboy Corporate Club, our most popular program listed below which is always a sellout! To participate, please complete the information on this form and check your level of support. Please provide camera-ready artwork of/or your advertisement and/or sign. Payment is required when placing your order. Please make checks payable to Southwest Guilford Athletic Boosters or if sold by band boosters, SW Band Boosters.

Thank you for your consideration and support of Cowboy Athletics.

## THE COWBOY CLUB

### OPTIONS FOR SUPPORT:

Cowboy Banner	\$250 (renewal \$150)
Bronze Level	\$500 (renewal \$400)
Silver Level	\$750 (renewal \$500)
Gold Level	\$1000 (renewal \$800)

## OTHER OPPORTUNITIES TO SUPPORT THE ATHLETES

### (Fall Athletic Program):

- Renewal of Sign only \$150 (current sponsors - for football stadium, baseball or softball facilities).
- Inside front cover of program (B&W) \$200
- Back cover of program (Color) \$200
- Full page advertisement in program \$150
- Half page advertisement in program \$90
- 1/4 page advertisement in program \$50
- 1/8 page advertisement in program \$25

Deadline for 1<sup>st</sup> game program advertisement is Aug. 16th.

# GO COWBOYS!

# ADVERTISING & BANNER SPONSORSHIP



Lasso Up Some  
Cowboy Pride!

# LEVELS OF COMMITMENT

## **Cowboy Banner: \$250**

**(one sports season, renewal will be \$150 each year)**

- Business sign at one facility for that season only.
- Designated booster club receives all revenue minus banner cost.

## **Bronze Level Sponsorship: \$500**

**(Renewal each year will be \$400)**

- Business sign at one specific venue for one venue -Football, Basketball or Baseball
- Designated booster club receives all revenue minus banner cost.
- Half Page add in the fall athletic program.
- 2 Season Passes to all home athletic events excluding playoffs .  
Only secondary booster clubs that use the athletic venue can sell this level.

## **Silver Level Sponsorship: \$750**

**(Renewal each year will be \$600)**

- Designated booster clubs receive \$200.
  - Banner at three on campus athletic facilities at SWHS all year (FB, Basketball and Baseball)
  - 1/2 page ad football programs.
  - 2 season passes for all Southwest High home athletic events.
  - Recognition in programs and marquee board in football stadium.
  - Advertisement added to school website and athletic newsletter.
- A promise by all booster clubs not to solicit any more money from the business for the 2019-2020 school year.

## **Gold Level Sponsorship<sup>1</sup> \$1000 first year**

**(Renewal each year will be \$800)**

- Banner at all three on campus athletic facilities at SWHS all year and Scoreboard
- **Full-page ad** in fall sports program.
- Advertisement on the **scoreboard** 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 athletic newsletter.

A promise by all booster clubs not to solicit any more money from the business

**\*Renewal of all new designated signs will need to  
meet this policy by 2019/20 school year.**

# GO COWBOYS!

# BANNER PLACEMENT

Lasso Up Some  
Cowboy Pride!

Southwest High School On Campus Athletic Facilities  
for signs and activities held at each venue

## FOOTBALL STADIUM:

### Fall

High School JV and Varsity Football  
Marching Band  
Middle School Football  
Middle School Soccer Boys and Girls  
Boys and Girls Cross Country

### Spring

High School Boys & Girls Track  
Middle School Boys & Girls Track  
High School JV & Varsity Boys Lacrosse  
Varsity Girls Lacrosse  
JV & Varsity Girls Soccer

## OLD GYM:

### Fall

High School JV and Varsity Volleyball  
All High School Physical Education Classes

### Winter

High School Varsity, JV & Freshman Basketball  
Cowboy Invitational Wrestling Tournament  
High School & Middle School Wrestling  
High School PE Classes

### Spring & Summer

Several AAU & Recreation Basketball Tournaments & Camps  
Summer League Basketball  
All High School Physical Education Classes

## NEW GYM:

### Fall

All High School Physical Education Classes

### Winter

High School JV & Varsity Basketball  
High School PE Classes

### Spring & Summer

Several AAU & Recreation Basketball Tournaments & Camps  
All High School Physical Education Classes

## BASEBALL FIELD:

### Fall

Fall Colt League Games & Practices

### Spring & Summer

High School Varsity & JV Baseball  
Summer Baseball Tournaments

## SOFTBALL FIELD:

### Spring

High School Varsity & JV softball

Southwest High School  
2019-2020 Order Form

Athletic Venue Advertising Banner Program  
DEADLINE FOR FALL SEASON: AUGUST 19, 2019



SPONSORSHIP

AGREEMENT

BRONZE, SILVER & GOLD CORPORATE SPONSORSHIPS

Lasso Up Some Cowboy Pride!

PLEASE MAKE ALL CHECKS PAYABLE TO: SW BOOSTER CLUB

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: \$500 / Location of Banner: \_\_\_\_\_

\_\_\_ Silver Level: \$750 / Location of Banners: \_\_\_\_\_

\_\_\_ Gold Level: \$1000 Banner will be located at ALL Southwest Athletic Facilities!

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
\_\_\_ Band \_\_\_ Wrestling
\_\_\_ Soccer \_\_\_ Track
\_\_\_ Dance \_\_\_ Baseball
\_\_\_ Cross Country \_\_\_ Softball
\_\_\_ Swimming \_\_\_ Boys Lacrosse
\_\_\_ Girls Golf \_\_\_ Girls Lacrosse
\_\_\_ 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 819-2970 or christb2@gcsnc.com

THANK YOU FOR SUPPORTING SOUTHWEST HIGH SCHOOL.

GO COWBOYS!





PROGRAM AD

AGREEMENT

Lasso Up Some  
Cowboy Pridel

**Southwest Guilford High School**  
**Fall Athletic Program Advertisement 2019**  
**Athletic Booster Club**  
**Sponsorship Agreement**

By completing this form the undersigned acknowledges the authority to make purchases for the company and/or individual listed below. Payment for sponsorship is due at signing of this agreement. All advertisements are subject to the approval of the Southwest Guilford Athletic Booster Club and the athletic director. Artwork needs to be provided.

**Please complete the following:**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Phone \_\_\_\_\_

**Participation Level: (please check choice)**

<input type="checkbox"/> Renewal of Sign only	\$150
• (current sponsors - for football stadium, baseball or softball facilities)	
<input type="checkbox"/> Inside front cover of program (B&W)	\$200
<input type="checkbox"/> Back cover of program (Color)	\$200
<input type="checkbox"/> Full page advertisement in program	\$150
<input type="checkbox"/> Half page advertisement in program	\$90
<input type="checkbox"/> 1/4 page advertisement in program	\$50
<input type="checkbox"/> 1/8 page advertisement in program	\$25

Signed \_\_\_\_\_ Date \_\_\_\_\_

Contact Person if questions \_\_\_\_\_

(\*Please attach a business card when you send in your sponsorship.)

All forms and ad copies must be completed by Aug 12<sup>th</sup>.

**GO COWBOYS!**