

J.E.B. STUART HIGH SCHOOL ATHLETIC BOOSTER CLUB

MEDIA KIT

2010–2011



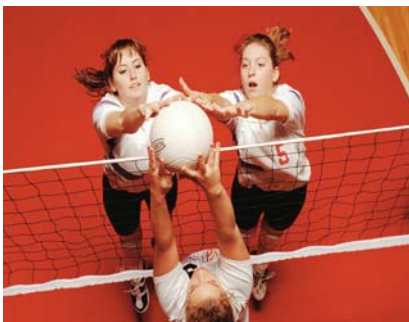
Why we need sponsors...

Fairfax County Public Schools only pays for coaches supplements, regular season officials (no tournaments), transportation, a small percentage of training supplies, and some reconditioning of fields and equipment. The money that is spent from year to year comes from two sources: monies raised by the Athletic Booster Club and ticket sales at our home events. The J.E.B. Stuart Athletic Booster club raises money for the Activities Department so they can keep our sports program up and running. Due to the economy, Fairfax County Public Schools has had to implement a \$100 fee per athlete, per sport this year. This fee means that families will have less to give our programs. This is why we need your support.

The money we raise is used for :

- Uniforms
- Equipment
- Practice Gear
- Safety Items
- Weight Room Equipment, Upgrades, and Maintenance Contract
- Field Paint and Equipment Costs
- Field Maintenance and Supplies (seed, fertilizer, equipment rental, machinery and repair, labor contracts)
- Training Supplies
- Tournament Entry Fees
- Overtime custodial fees
- Trophies, Awards, Certificates, Pin, Medals, Refreshments for Awards Night
- Software and Computer Upgrades
- Portable Toilets Rental
- Storage Sheds and Sea Trains
- Hotline Service
- RaiderSports.org website maintenance fees
- Coaching Gear
- Coaching Clinics

We have 26 sports available at JEB Stuart. That is 26 Varsity Teams, 12 Junior Varsity, and 5 Freshman teams who need our support. On the pages that follow we will show you ways to expand your market exposure by supporting the students in your community.





BE A PART OF OUR SUCCESS THIS YEAR!

OUR STADIUM AND BASEBALL FIELD

We offer space on our Press Box for up to three sponsors on our football stadium side and two on our baseball side this year. We also offer space for 25 3 x 5 banners along our stadium and field fences. Our baseball field is not only used for our JV, and Varsity Baseball team but also youth and mens league baseball from early spring until mid-fall. The football field is home to our football, soccer, field hockey, and lacrosse teams. The football stadium is used until early summer when we have to recondition our Bermuda grass for the upcoming Fall sports season. In a typical week in the Fall sports season we sell about 1500 event tickets. (Average Friday night football game attendance 1100)

Sponsorship for a 5 x 8 Press Box Banner is \$375

Sponsorship for a 3 x 6 Stadium fence banner is \$250

All banners will be vinyl and offered on a Red, Navy, or White background with 1 color imprint* included. 2 color imprint \$25 more and 3 color imprint \$50 more. Also banner can be move 1 time (Example: Stadium to Gym) for a \$50 fee.

* Simple logos or camera ready files are included any other files or complex artwork may have an addition \$75 charge

FALL SPORTS PROGRAM

Our Fall Sports Program is a catalog of our all our teams rosters, information, and community support. Sponsorship for advertisement are as follows:

Front Cover (Inside) \$300 (done in White, Black Red and Navy)
Back Cover (outside) - \$350 (done in White, Black Red and Navy)
Back Cover (inside) - \$300 (done in White, Black Red and Navy)
All other ads in black and white laser.

Full Page - \$275

Half Page - \$225

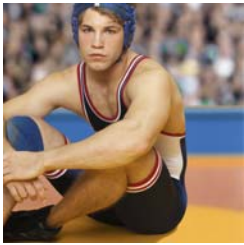
Quarter Page - \$175

One-Eighth (Business card size) Page - \$100

DEADLINE FOR PROGRAM SPONSORSHIP AUGUST 27th

RAIDER STADIUM SEAT CUSHION

Sponsorship space available on our foam stadium cushions this year for \$150.



OUR WEBSITE

Raidersports.org offers is the best medium to reach active high school parents, their children, relatives, alumni and more. Coaches, activity directors, and booster club members use this powerful web application to reach out to our players, parents, and community members. Our website has rosters, articles, a calendar, communications from the coaches, our online store, and announcements . The layout is tastefully done and easy to navigate. Your support of the school will be clear to the thousands of visitors who come to the website. We offer limited slots for advertising so we are not overcrowded with ads. RaiderSports.org is official and controlled, and promoted as the best place to look for information. Students and parents know to look on RaiderSports.org first.

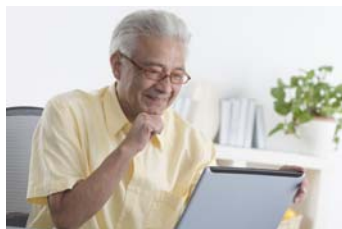
Average number of monthly visitors to RaiderSports.org last school year was **3000**. This is just the visitor count the website 'hits' averaged about **5000** per month.

Each banner Ad on Raider RaiderSports.org is a horizontal 468 x 60 banner it appears on all pages of the website. Advertisements with rotate each time a visitor clicks a new link within the website.

SAMPLE:

The screenshot shows the website for T.L. Hanna Yellow Jackets. The header includes the school logo and the URL TLHANNASPORTS.COM. A navigation menu lists: HOME, DIRECTIONS, FILES & LINKS, BOOSTERS, CALENDAR, PHOTOS, ANNOUNCEMENTS, CONTACT, and EMAIL ALERTS. A green callout box with an orange arrow pointing to it contains the text: "This could be your Advertisement! The Athletic/Activities Dept. is seeking advertising sponsors for this website. Reach Thousands of Area Parents and Students. Click here for more information. VISIT OUR SPONSORS PAGE!". The main content area features a large photo of football players and a sidebar with a "SCOREBOARD" section listing games like "Boys JV Soccer vs. WREN HIGH SCHOOL" and "Varsity Baseball vs. NATION FORD HIGH SCHOOL". A yellow sidebar lists sports: Baseball, Basketball, Cheerleading, Cross Country, and Football. On the right, a SiteWhirks advertisement promotes web development services, stating "the standard in small business web development", "all work done under one roof NO OUTSOURCING", and "never worry about your budget UPFRONT PRICING 1.866.5Whirks".

Sponsorship Price : \$250 for the entire school year.





CAN'T DECIDE WHAT TO DO...

CONSIDER A PACKAGE!

Platinum Raider- \$2,550

- 5 x 8 banner on Press Box/ Field House all year (Valued at \$375)
 - 3 x 6 banner on Football or Baseball stadium fence (Valued at \$250)
 - Full Page Ad in Sports Program (Valued at \$275)
 - Banner Web Ad on (468 x 60 pixel) RaiderSports.org (Valued at \$250)
 - Sponsor announcement at all home games (Valued at \$300)
 - Raider Stadium Seat Cushion Sponsorship (Valued at \$150)
 - 2 Passes to every home game all year (Estimated Value \$800)
 - JEB Stuart HS Raider Athletics Supporter Window Decal for business and car (Valued at \$50)
 - 2 Raider Polo shirts, Stadium Blanket, and 2 seat cushions (Valued at \$150)
- (Unpackaged Price: \$2,600)

Red Raider - \$2,100

- 2 3x6 banners on the Football, Baseball Stadium Fence , or Gym (2 locations) (Valued at \$500)
 - Full Page ad in Fall Sports Program (Valued at \$275)
 - Banner Web Ad on (468 x 60 pixel) RaiderSports.org (Valued at \$250)
 - Raider Stadium Seat Cushion Sponsorship (Valued at \$150)
 - 2 Passes to every home game all year (Estimated Value \$800)
 - JEB Stuart HS Raider Athletics Supporter Window Decal for business and car (Valued \$50)
 - 2 Raider Polo shirts, Stadium Blanket, and seat cushions (Valued \$150)
- (Unpackaged price: \$2,175)

Blue Raider: \$1,100

- 3x6 banner on the Football or Baseball Stadium Fence (Valued at \$250)
 - Half Page ad in Fall Sports Program (Valued at \$225)
 - RaiderSports.org Ad on sponsor page (Valued at \$250)
 - Raider Stadium Seat Cushion Sponsorship (Valued at \$150)
 - 20 Passes for any home games (Valued at \$200)
 - JEB Stuart HS Raider Athletics Supporter Window Decal for business and car (Valued at \$50)
 - 2 Raider t-shirts and Stadium blanket (Valued at \$50)
- (Unpackaged price \$1,175)

Friend of JEB Stuart Raiders: \$500

- RaiderSports.org Ad (Valued at \$250)
 - Raider Stadium Seat Cushion Sponsorship (Valued at \$150)
 - 4 Booster Passes for any home games (Valued at \$80)
 - JEB Stuart HS Raider Athletics Supporter Window Decal for business and car (Valued at \$50)
- (Unpackaged Price: \$530)



I am in! What's next?

Please Contact:
Kristen West
J.E.B. Stuart HS Athletic Booster Club
(703) 671-1455
kbwest1@gmail.com

BECOME A RAIDER TODAY!!

J.E.B. STUART HIGH SCHOOL

Leading the way for 50 years

