



Port Huron
Schools

Advocate Innovate Educate

Corporate Sponsor Program

2019-20 Athletic Season for Port Huron Schools

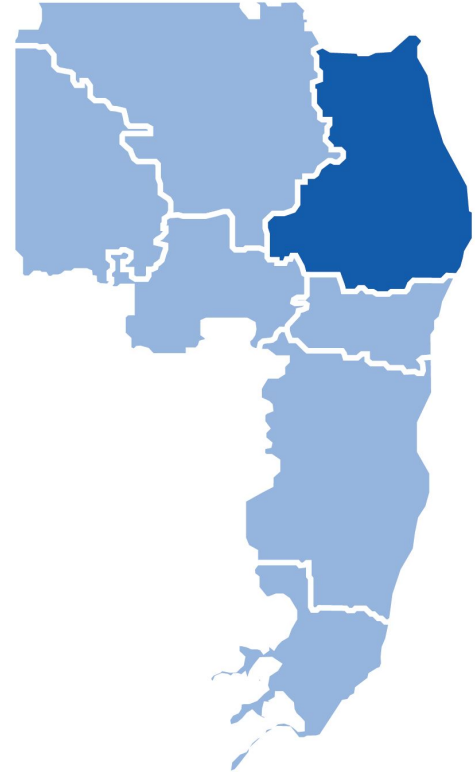
Importance of Educational Athletics

- Participants in school activities in general have .25 higher GPAs, lower dropout rates, better daily attendance and fewer discipline problems than non participating students.
- Students who participate in two sports have a higher GPA than those who compete in one sport and those involved in three sports have higher GPAs than those involved in two.
- Participants in school activities feel better about themselves, about their schools and about their education than those who do not participate.
- Participants in school activities generally have lower rates of tobacco and alcohol use during their season of competition than off season.
- Participation in school activities is a better indicator of success in later life than either GPA or standardized test results.

Importance of Educational Athletics

In other words,
participants in school
activities are
motivated to stay in
school and do well.

Reducing or compromising
these programs would force
many of our top students to
leave our district and seek
programs in other districts.



Corporate Sponsorship Ideas

Mutually beneficial for both parties:

1. Port Huron Schools student teams receives much needed financial backing of business in the community.
2. Investments made by sponsors create valuable exposure in the local community to increase business.

How many people/potential customers will be exposed to advertisements?

1. Signs at Memorial Stadium will be seen by 3,000 to 6,000 people every Friday night from late August through late October.
2. Ads in Football programs at PHHS and PHN are viewed by 250 to 500 every game.
3. Signage in gyms are visible to 500 to 1,200 at each game (x20) in Boys & Girls Basketball, 300 to 400 for Wrestling (x4) and 200 to 500 for Volleyball (x10).

These do not include possible MHSAA state tournament events.

Corporate Sponsorship Ideas, cont'd

- Signage at Basketball and Softball fields is seen by 200 to 500 people per event. (30 home BB and SB contests combined)
- Signage at tracks of both high schools is seen by 300 to 400 spectators at each track meet (used by HS and middle schools).
- On average 10K - 12,000 people per week are reached via PHSchools social media outlets. (Facebook and Twitter analytics as of June 2019)
- Sponsorships are also acknowledged on the highly trafficked district website www.phasd.us under “Community” and via each high schools’ “Athletics” web pages, phsbigreds.com and phnhuskies.com.



Advocate Innovate Educate

Diamond Sponsor \$8,000

Benefits: 9 – 4x8 billboards

- Both high school gyms
- Memorial Stadium
- Both BB diamonds
- Both SB diamonds
- Both tracks
- Announcements at all contests in Memorial Stadium
- 4 full-page ads in both high school programs
- Acknowledgement on school and district websites
- 6 athletic passes to all home events (except hockey)
- 2 preferred parking passes to Memorial Stadium

Plus

Event Sponsor

Exclusive title rights to a specific event (excluding the “Crosstown Showdown” PHHS/PHN football game, K’s for Kids annual fun run and playoff games)

Up to 50 preferred seating tickets available for friends, family and colleagues

Pre-promotion for the week prior to the event on PHS-Online on phasd.us and district social media, plus PHS-TV on Comcast channel 6.

OR

Sport Sponsor

Exclusive sponsor recognition for a specific team

Up to 50 guest tickets available for friends, family and colleagues

Promotion throughout the sports season on PHS-Online on phasd.us and district social media, plus PHS-TV on Comcast channel 6.



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Platinum Sponsor \$5,000

Benefits: 6 – 4x8 billboards

- Both high school gyms
- Memorial Stadium
- 1 BB diamond
- 1 SB diamond
- 1 track
- Announcements at all contests at Memorial Stadium
- 4 ads in both high school programs (2/3-page each)
- Acknowledgement on school and district websites
- 4 athletic passes to all home events (except hockey)
- 1 preferred parking pass to Memorial Stadium



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Gold Sponsor \$3,000

Benefits: 4 – 4x8 billboards

- Both high school gyms
- Memorial Stadium
- One additional sign at location of your choice (e.g. tracks, BB/SB fields)
- Announcements at all contests at Memorial Stadium
- 4 ads in high school programs (1/2-page each)
- Acknowledgement on school and district websites
- 2 athletic passes to all home events (except hockey)
- 1 preferred parking pass to Memorial Stadium



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Silver Sponsor \$2,000

Benefits: 2 – 4x8 billboards

Sites requested

- Memorial Stadium and one school gym
- Announcements at all contests at Memorial Stadium
- Acknowledgement on district and school websites
- 1 athletic pass to home events (except hockey)
- 1/3-page ad in one high school's program or 1/3-page ad in both high schools' fall or winter programs



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Bronze Sponsor \$1,000

Benefits: 1 – 4x8 billboard

- One billboard at location of sponsor's choice, excluding Memorial Stadium
- Announcements at contests of choice
- Acknowledgement on district website
- 1 athletic pass to home events (except hockey)
- 1/4-page ad in one high school program



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Copper Sponsor \$500

Benefits: 1 – 4x8 billboard

- One billboard at location of sponsor's choice, excluding Memorial Stadium
- Acknowledgement on district website
- Business card size ad in one high school program



Advocate Innovate Educate

Become an Athletic Sponsor of PHSchools

Contact:

PHN – Jason Kasparian

Athletic Director

jkasparian@phasd.us or (810) 984-2671, ext. 1829

PHHS – Jillian

Athletic Director

jciesielski@phasd.us or (810) 984-2611, ext. 1431

Keely Baribeau

Community Relations Director for Port Huron Schools

kbaribeau@phasd.us or (810) 984-3101, ext. 4021