



Media Center Fundraising Partnership Program

Legend High School and Denver Athletic Supply is proud to present the opportunity to partner with community sponsors across Colorado to support them in their fundraising efforts.

Denver Athletic Supply has developed a Media Center Fundraising Partnership Program that will generate fundraising revenue for Legend High School. A full color LED display board will be placed in the main gym at no cost to the school. DAS will offer advertising spots to community sponsors to be run during games and other approved activities. The majority of the sponsorship funds will be made available to the schools. DAS is driven to lead the industry in giving back the largest percentage of sponsorship funds to the schools.

As a sponsor you will have a full color ad running on the 3' X 7'5" display board upwards of 54 times per event. We have an internal graphics department along with partnering with students at each school to assist with ad development. You will also have the ability to edit your ad to take advantage of specials you may want to offer! No other advertising opportunity will offer this at no cost. Go ahead, run a new special this week!

Help support Legend High School and sign up today.

Contact:

Jeff Gordon
Denver Athletic
Director of Business Development
303.761.7773
jeff@denverathletic.com

Jason Jacob
Legend High School
Assistant Principal/Athletic Director
303.387.4513
jason.jacob@dcsdk12.org



3101 S. Platte River Drive, Englewood, CO 80110 Ph. 303.761.7773

Sponsor Opportunities

- The sponsor has the ability to choose from a defined level of participation as listed below which identify the additional marketing placements with each level.
- The sponsor can also choose to participate at a dollar amount that best fits their advertising budget that is not at a defined level. They will qualify for the additional marketing placements of the level they meet or exceed for each board.
- The sponsor has the choice to break up their allocated slots amongst available school media centers of their choice as long as inventory is available. Pick as many schools as you wish to be on.
- The sponsor will be able to run multiple ads to fill their spots along with updating ads to reflect specials or seasonal products.
- All sponsors and ad content will be approved by the school.
- Sponsors will need to supply the appropriate art files of logos, business cards, pictures and content to DAS for approval and application.
- DAS and the school will offer graphic and ad design support as a learning tool for the students.

- The sponsor will be invoiced for 50% to lock in ad inventory and begin ad development. The remaining 50% will be due in 30 days.
- The sponsor will be able to determine which program they want their funds to support at Legend High School.
- The sponsorship will run for each school year (ex. 08-09 school year).
- Renewals will begin in June for the coming school year.



3101 S. Platte River Drive, Englewood, CO 80110 Ph. 303.761.7773

Sponsorship Levels

5 Year Naming Sponsorship

\$25,000

Permanent Display Name on top of board for 5 years
Title Sponsorship below for 5 years

Annual Sponsorships

Title Sponsorship

\$3000

18 10-second full color graphic ads per hour
Full page ad in the game program
Website banner link
Website sponsorship listing

Major Sponsorship

\$2000

12 10-second full color graphic ads per hour
Business card ad in the game program
Website box link
Website sponsorship listing

Local Sponsorship

\$800

5 10-second full color graphic ads per hour
Game program sponsorship listing
Website sponsorship listing

Purchase just one 10-second full color graphic ad running every hour at any of the levels above and it would break-down to be a cost of \$167.00 for the year. Each school averages 100 events per year and each event lasts an average of 3 hours. This will give you 300 total 10 second spots during the year!

An average cost of 56¢ per spot!