

HARRISONBURG HIGH SCHOOL
Athletics Program Guide and Game Sponsorship Sales Agreement 2021-22

COMPANY/PARENT NAME: _____

COMPANY/PARENT CONTACT: _____

ADDRESS: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

Company Advertisements in Athletic Programs

This year we are producing a different, smaller program for each home contest. This is in the hope of improving the number of exposures our advertisers get with our fans. The programs will be free, and we hope to cover the cost of the programs through our ads. We appreciate your continued support of Harrisonburg High School Athletics.

PROGRAM GUIDE CHOICE: **FALL**

Name and Address on patrons page	\$30	_____
1/8 Page	\$150	_____
1/4 Page	\$230	_____

WINTER

Name and Address on patrons page	\$30	_____
1/8 Page	\$150	_____
1/4 Page	\$230	_____

SPRING

Name and Address on patrons page	\$30	_____
1/8 Page	\$150	_____
1/4 Page	\$230	_____

TOTAL COST OF AD _____

GAME SPONSORSHIP RATES:

Football Game Sponsor 2 per game	\$500	_____
Football Game Exclusive Sponsor	\$1,000	_____
Volleyball Match Sponsor	\$200	_____
Basketball Boys or Girls Game Sponsor	\$300	_____
Wrestling or Gymnastics Meet Sponsor	\$200	_____
Baseball or Softball Game Sponsor	\$250	_____
Soccer Boys or Girls Match Sponsor	\$250	_____
Track Meet Sponsorship	\$200	_____

Promotional Items \$500.00 _____

Towels, sports balls, etc. cost may vary depending on item chosen

TOTAL COST OF GAME SPONSORSHIPS _____

Ad Authorized By: _____

Ad Sold By: _____

Date: _____

____ Please Bill ____ Copy Attached ____ Use Same Ad
____ Paid by Check – Check # ____ Payable to Harrisonburg High School
____ Paid by Cash

Ad Will Be Ready On _____

Notes: _____

Senior Advertisements in Athletic Programs

PROGRAM GUIDE CHOICE: FALL

1/4 Page No Photo	\$25	_____
1/2 Page No Photo	\$50	_____
1/4 Page One Photo	\$30	_____
1/2 Page One Photo	\$55	_____
1/4 Page Two Photos	\$35	_____
1/2 Page Two Photos	\$60	_____
Full Page Four Photos	\$100	_____

WINTER

1/4 Page No Photo	\$25	_____
1/2 Page No Photo	\$50	_____
1/4 Page One Photo	\$30	_____
1/2 Page One Photo	\$55	_____
1/4 Page Two Photos	\$35	_____
1/2 Page Two Photos	\$60	_____
Full Page Four Photos	\$100	_____

SPRING

1/4 Page No Photo	\$25	_____
1/2 Page No Photo	\$50	_____
1/4 Page One Photo	\$30	_____
1/2 Page One Photo	\$55	_____
1/4 Page Two Photos	\$35	_____
1/2 Page Two Photos	\$60	_____
Full Page Four Photos	\$100	_____

TOTAL COST OF AD _____

Ad Authorized By: _____

Ad Sold By: _____

Date: _____

____ Paid by Check – Check # ____ Payable to Harrisonburg High School

____ Paid by Cash

Ad Will Be Ready On _____

Notes: _____

For Office Use Only

PROGRAM GUIDE TERMS:

Sponsors will provide HHS Athletics with proposed text, graphics and logos. Final ad will be approved by HHS Athletics and sponsors before printing occurs. Sponsors will meet all deadlines of HHS Athletics and will be responsive to requests for information and art approval. Sponsors also agree to provide payment for ads placed prior to printing of the season Program Guide in which the ad is placed.

GAME SPONSORSHIP TERMS:

Game sponsorship includes a 3' X 3' sponsorship banner at the main entrance to the game, an extended announcement of approximately 50 words prior to the game, half-time reminder announcement of approximately 25 words, and one other reminder of sponsorship during a time-out or stoppage of play during the game. A representative from the sponsoring organization may set up a display or demonstration and a space can be provided for a tent and display near the main stadium entrance. This will be determined through negotiation with the Athletic Director and predicated upon weather and availability.

Promotional items will be delivered either before or after the game at the discretion of the Athletic Department based on the nature of the item. For example, souvenir sports balls or objects that could be thrown will be distributed after the game; towels or printed items would be distributed prior to the game.