

Dear Sponsor,

It is that time of year again and we are asking for renewals for our stadium sponsorship program. Last year was a huge success for our booster club. ***We have a new opportunity available for sponsors this year. Please see the attached letter for an exciting digital advertising option. We are limiting the digital scoreboard to the first 20 sponsors to respond and commit to the GOLD PACKAGE (\$1,000).*** We are still offering the traditional silver package for \$500 for the banner in the stadium. In the past 2 years we were able to purchase some big ticket items and help our student-athletes take pride in Turner Ashby High School. Over the past 2 years the booster club has assisted or provided the funding for the following items.

Basketball, Volleyball, Wrestling and special events digital scorers table \$12,700



2 John Deere Gators \$17,000 (Training Room Gator and Baseball/Football Gator)

Cheerleading Mat \$8700 we had not purchased a new mat since 2003

Boys Basketball uniforms \$4000

Girls Basketball uniforms \$4000

Cross Country uniforms \$2000

Football shoulder pads \$2000

12 New Football Helmets \$4200

Softball uniforms \$4000

Football uniforms \$12,000

Weight Room addition and painting \$5,000

Training room supplies \$6000

Girls Soccer uniforms \$4000

Cheer Uniforms \$6000

Pitching Machine

Baseball Turtle Hitting Cage

Girls Tennis Uniforms

Boys Tennis Uniforms

State meal money for our athletes

Awards, certificates, and plaques for our athletes

4 \$500 scholarships to further education

Again this is our major fundraiser and our booster club will purchase every athletic team a new uniform every 4 years so every sport will benefit from your donation. We have a small budget that the county provides us each year and we rely heavily on gate receipts and our booster club.

# **Turner Ashby High School**

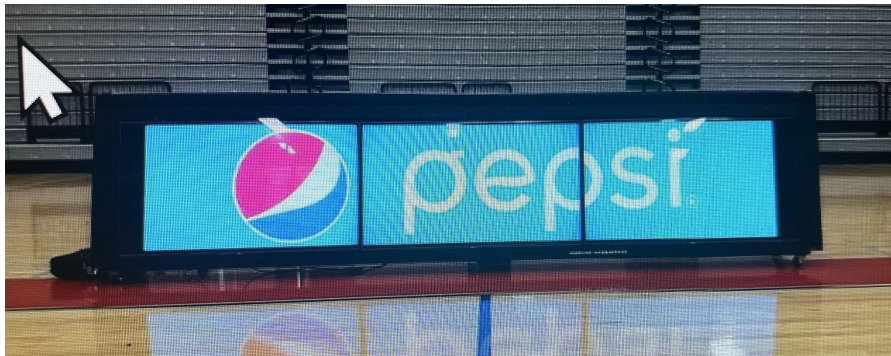
Are you looking for a great way to spend your advertising dollars and at the same time help the Turner Ashby High School athletic program? If so, we have a solution! Our advertisers are an important partner with our student athletes. To ensure we are good stewards of the advertising monies entrusted to us, we believe the use of banners will increase the exposure for your business. Turner Ashby High School will be selling sponsorship to local businesses for advertisement by having banners made with the business name, or logo displayed at our athletic venues. This will replace the Fall, Winter and Spring athletic program ads as the primary form of advertising for TAHS.

Pricing includes the cost of the banner once every three years. If the sponsor would like to change the banner during the 3 year period, the sponsor would be responsible for that cost. Banners will be displayed in a location to maximize visibility by our spectators. If you have questions, call Donnie Coleman, Activities Director, at 828-2008 or email [dcoleman@rockingham.k12.va.us](mailto:dcoleman@rockingham.k12.va.us)

## **Option #1 GOLD PACKAGE**

(Only selling 20 slots of this option, when the first 15 slots are filled we will not sell anymore)

- \$1000 per year for 3 years, money due each July.
- You will receive an advertising spot on our digital press table at all inside events. This will rotate throughout the event.
- Your 4'x4' banner will be prominently displayed at the various athletic venues. We will move your banner to coincide with the changes in sports.
- Your business will receive two free passes to any/all athletic events for the year.



## **Option #2 SILVER PACKAGE**

- \$500 per year for 3 years (\$1,500 total commitment), monies due each July/August.
- Your 4'x4' banner will be prominently displayed at the various athletic venues. We will move your banner to coincide with the changes in sports.
- When no outdoor sport venues are active, your banner will be moved to the main gymnasium and prominently displayed as our single featured advertiser for a week when home sporting events are present. Banners will be rotated throughout the season.
- Announcements will be made at all athletic events (the entire school year, at all sports) recognizing your business.
- Your business will receive two free passes to any/all athletic events for the year.

If interested in purchasing a banner contact Donnie Coleman [dcoleman@rockingham.k12.va.us](mailto:dcoleman@rockingham.k12.va.us)  
Mail business logo in suitable format with any information that you would like displayed on the banner

**Mail check payable to**

**Turner Ashby High School Booster Club**

**800 North Main Street**

**Bridgewater VA 22812**