

Ballard Community School

BOMBERS

ACTIVITIES DEPARTMENT



2020-21



SPONSORSHIP CATALOG

Athletic Sponsorships



and Advertising

Dear Prospective Sponsor,

The Ballard Activities Department would like to thank you for your continued support of Bomber Athletics through sponsorships and advertising partnerships. As we look forward to another year of Bomber Athletics, we would like to express our extreme gratitude for the help you have provided in the past. Each year many student-athletes at Ballard Middle School and High School participate in 19 varsity, junior varsity, freshman, and middle school athletic programs. The opportunities, available to all of our student-athletes, could not be made possible without your help.

As we begin planning for the 2020-21 athletic calendar year, we are asking for your continued support. Revenue from these sponsorships and advertisements are vital to the success of our athletic programs. For the advertisers, they provide tremendous exposure to a large and wide ranging market, the spectators from both the visiting and home teams at more than 80 sporting events each year.

The advertisement options and prices are listed on the attached pages. You may pay now or choose to be invoiced in the fall. Any artwork may be emailed or you may contact us with suggestions. If you opt for payment in the fall, invoices will be mailed in the month of September.

Again, thank you for your consideration of support for the athletes at Ballard Middle and High School. In addition to this being an excellent advertising venue, your advertising dollars contribute strongly to the support of our student-athletes. Your advertising participation is greatly appreciated, and together we can continue providing the best opportunities possible for our student-athletes to succeed.

Sincerely,

Nate Boock

Nate Boock
Activities Director
Ballard Community Schools
nboock@ballard.k12.ia.us
515.597.2971 ext. 2139





Banner Advertising

One means of supporting our athletes and athletic programs is via the Banner Advertising Program. These banners are displayed permanently outdoors at Richard Strouse Field. Revenues from these banners are vital to the success of our athletic programs. For the advertisers, they provide tremendous exposure to a large and wide ranging market. The spectators from both the home and visiting teams will see these at more than 40 events at the stadium each year.

Banner advertising is for a three-year term and typically begins with each new school year. Banners are 3' x 6'. Payment can be in 3 yearly installments.

3' x 6' Banner

\$2,400 for 3 years (Installments \$800, \$800, \$800)

Renewal

After the initial 3-year term, advertisers may renew for another three years at a reduced cost. Banners may be renewed for \$2,100 for three years (installments \$700, \$700, \$700). Renewal rates are based on using the same banner as previously. If the banner needs to be updated at time of renewal, then renewal rates would not apply.

*Advertisers can supply the artwork and the Ballard Community School District will have a banner manufactured by our vendor or the vendor can create artwork for you to proof before finalizing.

*Banners will be hung on the fence at Richard Strouse Field and remain there permanently for the term of the advertising program.

*Maximum banners: 12

Specifications

Size: 3' x 6'

Color: Yes

Artwork: Provide camera ready art

Deadline: Banners typically take 1-2 days after proof. Target date for banners is August 15 at the latest.



Note: If camera ready art is not available, please provide a sketch or description of what you want included on the banner. We will have our vendor design the proof for you to approve prior to finalizing it.

For more information about Banner Advertising, please contact:

Nate Boock, Ballard Activities Director

515.597.2971 ext. 2139

nboock@ballard.k12.ia.us



Activities Website Advertising

Our advertisers and sponsors are a large part of the effort needed to make our programs at Ballard great. Ballard athletics offers several partnership opportunities in a variety of options and advertising on the activities website is one of those options.

Ballardactivities.com is the main site for recent information about what's happening with Ballard activities. The site displays recent stories, results, schedules, social media posts, and much more.

The activities website advertising is for a three-year term and begins August 1 of year #1 and ends July 31 of year #3. Payment can be in 3 yearly installments.

Activities Website

\$1,800 for 3 years (Installments \$600, \$600, \$600)

Renewal

After the initial 3-year term, advertisers may renew for another three years at a reduced cost. Website advertising may be renewed for \$1,500 for three years (installments \$500, \$500, \$500).

*Advertisers must supply the artwork.

*Advertiser's logos will scroll across the bottom of the activities website with a direct link to the advertiser's website when clicked. The website has received 355,156 visits in the last 12 months and 3,080,044 hits in the same timeframe.

*Maximum advertisers: 24

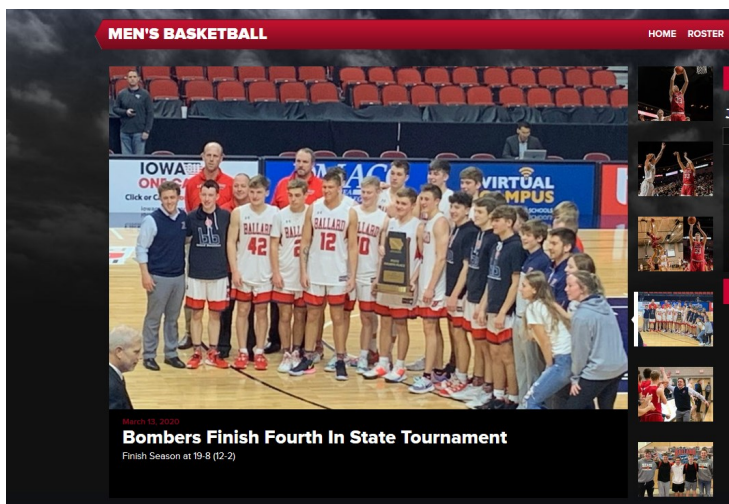
Specifications

Size: 123 px x 123 px, approx.

Color: Yes

Artwork: Provide camera ready art

Deadline: Artwork and direct link need to be supplied by August 1.



For more information about Activities Website Advertising, please contact:

Nate Boock, Ballard Activities Director

515.597.2971 ext. 2139

nboock@ballard.k12.ia.us



Twitter Advertising

Our advertisers and sponsors are a large part of the effort needed to make our programs at Ballard great. The Ballard Activities twitter account offers partnership opportunities.

@BHSbombers is the official twitter account for Ballard Activities. With the help of Box Out Sports, the tweets display schedules for the day and final scores with your logo on the graphic generated.

Twitter advertising is for a one-year term and begins August 1 of the year and ends July 31 of the year. Payment can be in one installment.

Twitter Advertising

\$300 for 1 year

*Advertisers must supply the artwork.

*Advertiser's logos will rotate among the other sponsors through out the school year. The twitter account has 471.6 K impressions (number of times users saw the tweet on twitter) over the last 8 months and has 1,762 followers.

*Maximum advertisers: 6

Specifications

Size: 123 px x 123 px, approx.

Color: Yes

Artwork: Provide camera ready art

Deadline: Artwork and direct link need to be supplied by August 1.

For more information about Twitter Advertising, please contact:

Nate Boock, Ballard Activities Director

515.597.2971 ext. 2139

nboock@ballard.k12.ia.us





Athletic Pass Advertising

Our advertisers and sponsors are a large part of the effort needed to make our programs at Ballard great. The Ballard activity pass offers partnership opportunities.

Ballard activity passes are printed on a hard plastic card and are reusable making your advertising dollars go longer than a year.

Athletic pass advertising is for a one-year term and begins August 1 of the year and ends July 31 of the year. Payment can be in one installment.

Athletic Pass Advertising

\$500 for 1 year

*Advertisers must supply the artwork.

*Maximum advertisers: 1

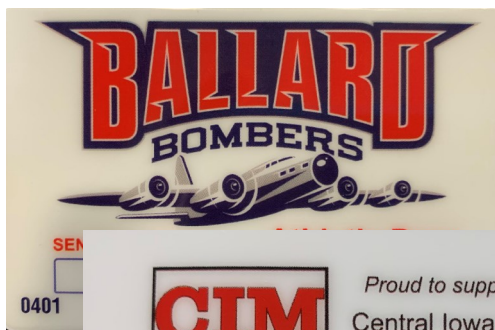
Specifications

Size: 123 px x 123 px, approx.

Color: Yes

Artwork: Provide camera ready art

Deadline: Artwork and direct link need to be supplied by August 1.



For more information about Athletic Pass Advertising, please contact:

Nate Boock, Ballard Activities Director
515.597.2971 ext. 2139
nboock@ballard.k12.ia.us



LCD Advertising Display

Ballard Community Schools has an LCD advertising display in the high school gymnasium. The Ballard Athletic Department can provide your company or organization a terrific opportunity to advertise, promote, and get your business name “in the game” at all of the events held in the Ballard High School gymnasium. The LCD display will be shown at all sporting events held in the gymnasium and will be seen by thousands of home and visiting fans every year.

Each LCD advertisement is designed in full color graphics. Your advertising sponsorship will generate revenue for the school’s athletic programs. This program is a win-win for your business and the student-athletes of Ballard.

The LCD display is operated by Varsity Group Marketing.

LCD Advertising

\$2,100 for 3 years (Installments \$700, \$700, \$700)

*Advertisements rotate periodically throughout events with high-definition display and clarity.

*Unlimited advertisers

For more information about LCD Advertising, please contact:

Kevin Moreland, Central Iowa Sales Representative – Varsity Group
515.491.1777
kevin@varsitygrp.com

Nate Boock, Ballard Activities Director
515.597.2971 ext. 2139
nboock@ballard.k12.ia.us





Athletic Booster Club Business Membership

The Bomber

MEMBERSHIP

\$1,500

- Four Passes For Entry To Any Home Ballard Game Not Including Tournaments Or Postseason
- \$200 In Bomber Bucks Redeemable At The Bomber Shop
- Company Name Listed In All Programs As A Booster Club Member
- Hole Sponsor At Golf Tournament
- Social Media Mentions & Company Name Listed On Website
- Membership Cling

The Jet

MEMBERSHIP

\$1,000

- Two Passes For Entry To Any Home Ballard Game Not Including Tournaments Or Postseason
- \$100 In Bomber Bucks Redeemable At The Bomber Shop
- Company Name Listed In All Programs As A Booster Club Member
- Hole Sponsor At Golf Tournament
- Social Media Mentions & Company Name Listed On Website
- Membership Cling

The Fighter

MEMBERSHIP

\$500

- One Pass For Entry To Any Home Ballard Game Not Including Tournaments Or Postseason
- \$50 In Bomber Bucks Redeemable At The Bomber Shop
- Company Name Listed In All Programs As A Booster Club Member
- Hole Sponsor At Golf Tournament
- Social Media Mentions & Company Name Listed On Website
- Membership Cling

Recent Booster Club Purchases

Purchase All Varsity Athletic Uniforms
Purchased Mac Laptop For Dance Team (\$2,000)
Contributed to Fitness Equipment to Wellness Center (\$10,700)
Rapsodo Hitting Analyzer (\$4,600)
Extra Tennis Racquets (\$600)
Purchased Golf Simulator (\$2,000)
Purchased Hudl Remote (\$210)
Contributed \$2,200 Towards Middle School Ice Machine
Purchased Middle School Basketball Scorers Table (\$3,000)
Purchased Dr. Dish Shooting Machine (\$7,000)
Purchased Volleyball Nets (\$1,500)
Purchased T-shirts For Middle School M.A.D. Program (\$600)
Yearly Donation to After-Prom (\$250)
Improvement of Baseball Mound (\$2,500)
Purchased Wrestling Training Room Bikes (\$1500)
Purchased Wrestling Mats (\$28,000)

**Contact Dan Engstler at
engstler@hotmail.com
to become a sponsor.**



Fine Arts Booster Club Membership

Business

SPONSORSHIP

\$250

- Two Concert Passes
- Business Listed In Concert Programs

Family

SPONSORSHIP

\$150

- Concert Family Pass
- Name Listed In Concert Programs

Conductor

SPONSORSHIP

\$150

- Two Concert Passes
- Name Listed In Concert Programs

Symphonic

SPONSORSHIP

\$50

- One Concert Pass
- Name Listed In Concert Programs

Concert

SPONSORSHIP

\$25

- Name Listed In Concert Programs

Other

SPONSORSHIP

- Amount Of Your Choice

Contact Kristi Uselding at
kduselding@gmail.com to
become a sponsor.

Ballard Fine Arts Booster Club

All parents of students in speech, drama/theater, art, and music programs from middle school through high school are considered "boosters." Boosters are responsible for the concessions at football games and basketball games, a pizza supper, and some special events Ballard hosts. We welcome anyone in the community to join us too! Contact us via the Ballard web site if you'd like to be on our booster list.

Parents of students in music, art, speech, and drama/theater in grades 6-12 are called upon during the school year to help with events, mainly by working at concession stands once for football season and once again for basketball season. Concessions are our major fundraiser, and helping for a few hours is a great way for parents to help and meet other boosters. No experience working concessions is necessary! Trained class sponsors will be present to lead the concessions crews.

In addition to helping at concessions, other ways to be involved include:

- Monthly meetings (usually the third Tuesday every month in the HS media center at 7 PM)
- Concession help at contests or festivals that Ballard sponsors (such as speech competitions)
- Middle school football concessions (short shifts on Tuesdays in the fall)

Contract for Ballard Advertising Program

ADVERTISEMENT DESCRIPTION	COST	TOTAL
Full Color Banner	\$2,400 for 3 years OR Installments of \$800 every year	\$
Activities Website	\$1,800 for 3 years OR Installments of \$600 every year	\$
Twitter Advertising	\$300 for 1 Year	\$
LCD Advertising Display	\$2,100 for 3 years OR Installments of \$700 every year	\$
Athletic Pass Advertising	\$500 for 1 Year	
	TOTAL AMOUNT	\$

ADVERTISEMENT RENEWAL	COST	TOTAL
Full Color Banner	\$2,100 for 3 years OR Installments of \$700 every year	\$
Activities Website	\$1,500 for 3 years OR Installments of \$500 every year	\$
Twitter Advertising	\$300 for 1 Year	\$
LCD Advertising Display	\$2,100 for 3 years OR Installments of \$700 every year	\$
Athletic Pass Advertising	\$500 for 1 Year	
	TOTAL AMOUNT	\$

Billing Information

Sponsor: _____

Address: _____

City: _____ **State/Zip:** _____

Contact Name: _____

Contact Email: _____

Phone Number: _____

☐ Yes, I would like to receive a proof via email. ☐ No, I would not like to receive a proof.

Select Payment Options

☐ Payment will be made upon fall billing (Invoice will be mailed mid-fall.)

☐ Payment is enclosed, please make check payable to Ballard Athletic Department.

