

2019-20 SPONSORSHIP PACKET

# ALLATOONA HS CROSS COUNTRY & TRACK



VISIT OUR WEBSITE AT  
[WWW.ALLATOONARUNNING.COM](http://WWW.ALLATOONARUNNING.COM)

For questions, contact: [allatoonarunning@gmail.com](mailto:allatoonarunning@gmail.com)



Dear Sponsor,

In only 11 seasons since Allatoona High School has opened, Allatoona Cross Country & Track Programs has developed into one of the best high school running programs in the state. The program's dedication to the development of the student athletes on and off the course & track has helped turn our program into a program that is rich in tradition and success. Our boys and girls high school teams have combined to claim 11 Region Championships, made it to the GHSA State Meets nine times and claimed two State Boys Track Championships back to back in 2017 & 2018.

Nothing is more important and relevant in communities across the country than local high school athletic teams. Here in the Metro Atlanta area, especially Cobb County and Acworth, high school sports are the heart and soul of the community. When surveyed, high school fans felt very strongly about the companies that advertised to support their teams:

- 78% of those surveyed feel that local high school sports have a positive influence on their community.
- 72% of those surveyed said they would rather see a company spend their sponsorship budget on high schools than professional sports teams.
- 94% of high school sports fans feel it is important to be aware of which companies sponsor their teams.

*Source: Turnkey Sports & Entertainment 2017 HTM Survey*

As we prepare for the 2019-20 seasons we are asking you to partner with us and support Allatoona Cross Country & Track as we continue to strive for championship seasons and develop young men and women to be future leaders. This includes not only our boys and girls high school teams, but also our Jr. Bucs Middle School Cross Country & Track teams. In addition to just raising funds and support for our program, we want to provide you as a business new and unique ways to reach your audience. Thank you for considering sponsoring Allatoona Cross Country & Track. We hope you will join us this season as we strive for greatness.

Go Bucs,

*Allatoona XC/Track Booster Club Board & Allatoona XC/Track Coaching Staff*

#### **Program Facts:**

- Over 215 families participate in the Allatoona Cross Country & Track Programs every season between our high school teams, Jr. Bucs Middle School Teams and the Youth Camps.
- The Allatoona Running program will host two major XC Meets next season and at least 7 track meets. Each meet will have over 700 spectators attend
- Allatoona Track has submitted a bid to host post season meets resulting in the potential for additional promotion for our sponsors.
- Allatoona Track & XC Booster Club, Inc. is recognized as a 501 (c) (3) non-profit organization. Donations are tax deductible.

# 2019-20 Sponsorship Opportunities



## Championship Sponsor - \$1500

- (1) 4 x 3 Fence Banner at AHS Stadium (Spring Season)
- 2 Allatoona Running T-shirts
- 2 Season Passes to all Home Meets
- Company Logo Decal on Team Trailer
- Company Logo and Website Link on [allatoonarunning.com](http://allatoonarunning.com)
- Company Logo and Website Link on weekly program wide Allatoona Running Email Blasts
- Company name recognition at all home cross country & track meets
- Sponsorship Plaque

## Gold Sponsor - \$1000

- (1) 4 x 3 Fence Banner at AHS Stadium (Spring Season)
- Company Logo Decal on Team Trailer
- Company Logo and Website Link on [allatoonarunning.com](http://allatoonarunning.com)
- Company Logo and Website Link on weekly program wide Allatoona Running Email Blasts
- Company name recognition at all home cross country & track meets

## Silver Sponsor - \$750

- (1) 4 x 3 Fence Banner at AHS Stadium (Spring Season)
- Company Logo Decal on Team Trailer
- Company Logo and Website Link on [allatoonarunning.com](http://allatoonarunning.com)
- Company name recognition at all home cross country & track meets

## Bronze Sponsor - \$500

- Company Logo Decal on Team Trailer
- Company Logo and Website Link on [allatoonarunning.com](http://allatoonarunning.com)
- Company name recognition at all home cross country & track meets

# 2019-20 Sponsorship Opportunities



## **Athlete Sponsor - \$250**

- Donation to our scholarship fund to be awarded to families in need of financial assistance for runner's fees. \$250 helps cover costs of high quality warm up suits, team apparel & uniform. This does not cover all costs associated with running
- Company Logo and Website Link on [allatoonarunning.com](http://allatoonarunning.com)
- Company name recognition at all home cross country & track meets

## **Team Meal Sponsor - 75 Pre-meet meals**

- Opportunity for restaurant coupons, flyers or take out menus to be distributed at gate & concession stand
- Company Logo and Website Link on [allatoonarunning.com](http://allatoonarunning.com)
- Company name recognition at all home cross country & track meets

## **Custom Sponsorship Opportunities-starts at \$2000**

- All the benefits of the Championship Level, plus one custom promotion sponsorship:
  - Summer T shirt Sponsorship
  - Post Season Gear Sponsorship
  - Social Media Sponsorship (All posts "powered" by your company)
  - Other
- Contact [allatoonarunning@gmail.com](mailto:allatoonarunning@gmail.com) for Custom Sponsorship Packet



# 2019-20 Sponsorship Agreement

## SPONSOR INFORMATION

Business Name

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Business Contact Name

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Business Address

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Business Phone #

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Business Website

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Business Twitter Handle

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## SPONSORSHIP LEVEL

_____ Championship Sponsor	\$1500	_____ Athlete Sponsor	\$250
_____ Gold Sponsor	\$1000	_____ Team Meal Sponsor	Donation
_____ Silver Sponsor	\$750	_____ Custom Sponsorship	_____
_____ Bronze Sponsor	\$500		

## SPONSORSHIP DESCRIPTION

This agreement is made between the Allatoona XC & Track Booster Club, Inc. and the Organization/Individual (Sponsor). The scope of this agreement is described in the Sponsorship Level & Description above. In addition, Allatoona XC & Track Booster Club, Inc. is hereby authorized to display Sponsor's advertisement as indicated below through the end of the 2019-20 school year.

By signing this agreement, Sponsor agrees to pay the full costs of the Sponsorship at the time of this agreement to Allatoona XC & Track Booster Club, Inc. Sponsor agrees to provide the booster club with all digital logos and ads. Sponsor will not hold Booster Club responsible for quality of advertisement production if Sponsor fails to meet the agreed upon requirements.

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Sponsor Signature & Date

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ABTOC Signature & Date