

2021 North Paulding Football Sponsor Program





Pack for Life!

Welcome to the 2021 Wolfpack Football Sponsorship Program. We are looking forward to a very successful season of football.

The sponsorship program is a critical part of our success. It provides our players and coaches with the equipment necessary to be safe, strong and competitive winners. It also provides you a way to manage the expense of participating in this program.

The program also provides local businesses with direct access to the families of over 500 football and cheer sport athletes. On a Friday Night we can have over 3,600 attendees at a game. Through the course of a football season, our sponsors are seen over 40,000 times.

Included in this packet you will find sponsorship opportunities, a detailing of how sponsorships can benefit your family, and a sponsorship commitment form.

If you have any questions, please contact our Sponsorship Director at NorthPauldingSponsorships@gmail.com.

Dinner on the Deck will be provided at the fall scrimmage

August 13th Fall Scrimmage vs Allatoona

August 20th South Gwinnett

August 27th South Paulding

October 8th Marietta

October 22nd Walton

November 5th North Cobb

Athlete Benefit

By securing sponsorships you can offset the expense of your participation and receive some great perks. If you haven't started a Friday night off with Dinner on the Deck or enjoyed the benefit of Reserved Parking, this is a great opportunity.

Please note – Field and Game Night Sponsorships are limited, contact NorthPauldingSponsorships@gmail.com for current availability. Also, we have limited Dinner on the Deck, Reserved Seating, and Reserved Parking available. Once the available spots are gone, they're gone.

		Sponsor Contribution	Available Benefit (25%)	How Can I Use My Benefit?	
Sponsorship Program	End Zone Sponsor¹ 2 year commitment \$2500 Year 1, \$2000 Year 2 <i>Limited availability, year 1 must be paid in full by June 1st</i>	\$ 2,500	\$ 625	Your benefit can be used to cover your paid-in-full player fee(s), plus any remaining balance can be put towards the below services. <i>Dinner on the Deck, Reserved Seating, and Reserved Parking are limited in the total quantity available. No substitutions will be allowed.</i>	
		\$ 2,000	\$ 500		
	Goal Post Sponsor¹ 2 year commitment \$2500 Year 1, \$2000 Year 2 <i>Limited availability, year 1 must be paid in full by June 1st</i>	\$ 2,500	\$ 625		
		\$ 2,000	\$ 500		
	Game Night Sponsor¹ <i>Limited availability, must be paid in full by June 1st</i>	\$ 2,000	\$ 500		
	Wolfpack Sponsor	\$ 1,000	\$ 250		
	Navy Sponsor	\$ 700	\$ 175		
	Silver Sponsor	\$ 500	\$ 125		
	Inside Front Cover Ad	\$ 500	\$ 125		
	Back Cover Ad	\$ 450	\$ 113		
	Inside Back Cover Ad	\$ 400	\$ 100		
	4' X 4' Sign	\$ 400	\$ 100		
	Coin Toss Sponsor¹ <i>Price per game</i>	\$ 350	\$ 88	Dinner on the Deck (Family of 4)	\$ 125
	Full Page Ad	\$ 350	\$ 88	Reserved Seating (1 seat)	\$ 100
	2' x 2' Sign	\$ 250	\$ 63	Dinner on the Deck (2 Adults)	\$ 75
1/2 Page Ad	\$ 250	\$ 63	Reserved Parking (1 space)	\$ 50	
1/4 Page Ad	\$ 150	\$ 38	Dinner on the Deck (1 Adult)	\$37.50	
Business Card Ad	\$ 75	\$ 19	Dinner on the Deck (1 Child)	\$ 25	

¹ End Zone, Goal Post, Coin Toss, and Game Night Sponsorships are limited and sold on a first come first served basis. Contact NorthPauldingSponsorships@gmail.com for availability.

Sponsor Benefits

Sponsorships are a great way for our local business partners to expand their visibility and build community ties that last generations. It is our pleasure to partner with these businesses and encourage our Wolfpack Family to support them throughout the year.

Due to printing deadlines, **all ads must be finalized prior to 7/1/2021** for inclusion in the Souvenir Program. Artwork must be submitted as a PDF or JPEG high resolution file.

End Zone Sponsor: \$2500

(2-year commitment, year 1 payment due by June 1st to hold spot)

- \$2500 for the 1st year, \$2000 for the 2nd year
- 5x8 company banner hung under the scoreboard
- 4'x4' Multicolored sign displayed at NPHS Football Stadium for one year
- Logo Displayed on scoreboard in the Sponsorship Scroll
- Sponsorship Spotlight - game announcements at every home game
- 2 Wolfpack season tickets
- Reserved parking pass
- Business logo and link on our website northpauldingfootball.com
- Premier Sponsor Plaque for your place of business

Goal Post Sponsor: \$2500

(2-year commitment, year 1 payment due by June 1st to hold spot)

- \$2500 for the 1st year, \$2000 for the 2nd year
- 5x8 company banner hung under the scoreboard
- 4'x4' Multicolored sign displayed at NPHS Football Stadium for one year
- Logo Displayed on scoreboard in the Sponsorship Scroll
- Sponsorship Spotlight - game announcements at every home game
- 2 Wolfpack season tickets
- Reserved parking pass
- Business logo and link on our website northpauldingfootball.com
- Premier Sponsor Plaque for your place of business

Friday Night Game Sponsor: \$2000 (full payment due by June 1st to hold spot)

- Friday Night Sponsor presentation at half time
- 5x8 company banner hung under the scoreboard
- 4'x4' Multicolored sign displayed at NPHS Football Stadium for one year
- Logo Displayed on scoreboard in the Sponsorship Scroll
- Sponsorship Spotlight - game announcements at every home game
- 2 Wolfpack season tickets
- Reserved parking pass
- Business logo and link on our website northpaulingfootball.com
- 2020 WOLFPACK Football Souvenir Program
- Premier Sponsor Plaque for your place of business

Wolfpack Sponsor: \$1000

- 4'x4' Multicolored Sign displayed at NPHS Football Stadium for one year
- Logo Displayed on scoreboard in the Sponsorship Scroll
- Sponsorship Spotlight - game announcements at every home game
- 2 Wolfpack season tickets
- Business logo and link on our website northpaulingfootball.com
- Sponsor Plaque for your place of business

Navy Sponsor: \$700

- 4'x4' Multicolored Sign displayed at NPHS Football Stadium for one year
- Logo Displayed on scoreboard in the Sponsorship Scroll
- Business logo and link on our website northpaulingfootball.com
- Sponsor Plaque for your place of business
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Silver Sponsor: \$500

- 2'x2' Multicolored Sign displayed at NPHS Football Stadium for one year
- Logo Displayed on scoreboard in the Sponsorship Scroll
- Business logo and link on our website northpaulingfootball.com
- Sponsor Plaque for your place of business

Coin Toss Sponsor: \$350 (1 game only, multiple games available)

- 2'x2' Multicolored sign displayed at NPHS Football Stadium for one year
- Logo Displayed on scoreboard in the Sponsorship Scroll
- Business logo and link on our website northpaulingfootball.com

Sign only Sponsor:

- 4' x 4' Multicolor Sign \$400
- 2' x 2' Multicolor Sign \$250

Scoreboard Digital Sponsorship

Premiere sponsor level

Cost: \$10,000 Sponsorship good for 2021 season

- ✓ 4 Guaranteed In-Game Commercial up to 30 seconds long
- ✓ 4 Guaranteed In-Game Commercial up to 60 seconds long
- ✓ Non-animated scrolling graphic ad during football games
- ✓ Link from athletic website to sponsor's website
- ✓ VIP parking pass to all home football games (\$200 value)
- ✓ 6 Complimentary All sports pass to home events (\$600 value-per request)
- ✓ Broadcast and interview on athletic podcast

Commercial Sponsorship reach:

Played at all home football games: Totals 10,000 plus fans

Guaranteed continuation of sponsorship through playoffs: up to 6,000 additional fans

Linked to athletic website: Totals 1,000+ monthly viewers

Athletic Podcast 500+ weekly listeners

Advanced sponsor level

Cost: \$7,500 Sponsorship good for 2021 season

- ✓ 3 Guaranteed In-Game Commercial up to 30 seconds long
- ✓ 3 Guaranteed In-Game Commercial up to 60 seconds long
- ✓ Non-animated scrolling graphic ad during football games
- ✓ Link from athletic website to sponsor's website
- ✓ VIP parking pass to all home football games (\$200 value)
- ✓ 4 Tickets to all NPHS Home Football Games

Commercial Sponsorship reach:

Played at all home football games: Totals 10,000 plus fans

Guaranteed continuation of sponsorship through playoffs: up to 6,000 additional fans

Linked to athletic website: Totals 1,000+ monthly viewers

Competitor sponsor level

Cost: \$5,000 Sponsorship good for 2021 season

- ✓ 2 Guaranteed In-Game Commercial up to 30 seconds long
- ✓ 2 Guaranteed In-Game Commercial up to 60 seconds long

- ✓ *Non-animated scrolling graphic ad during football games*
- ✓ *Link from athletic website to sponsor's website*
- ✓ *VIP parking pass to all home football games (\$200 value)*

Commercial Sponsorship reach:

Played at all five football games: Totals 10,000 plus fans

Guaranteed continuation of sponsorship through playoffs: up to 6,000 additional fans

Linked to athletic website: Totals 1,000+ monthly viewers

Kick-off sponsor level

Cost: \$2,500 *Sponsorship good for 2021 season*

- ✓ *1 Guaranteed In-Game Commercial up to 30 seconds long*
- ✓ *1 Guaranteed In-Game Commercial up to 60 seconds long*
- ✓ *Non-animated scrolling graphic ad during football games*
- ✓ *Link from athletic website to sponsor's website*

Commercial Sponsorship reach:

Played at all home football games: Totals 10,000 plus fans

Guaranteed continuation of sponsorship through playoffs: up to 6,000 additional fans

Linked to athletic website: Totals 1,000+ monthly viewers

Silver sponsor level

Cost: \$1,000 *Sponsorship good for 2021 season*

- ✓ *Non-animated scrolling graphic ad during football games*
- ✓ *Link from athletic website to sponsor's website*

Commercial Sponsorship reach:

Played at all home football games: Totals 10,000 plus fans

Guaranteed continuation of sponsorship through playoffs: up to 6,000 additional fans

Linked to athletic website: Totals 1,000+ monthly viewers

North Paulding Athletic Sponsorship Form

Company Name

Web Address (if applicable)

Address

City

State

Zip Code

General Manager/ Owner Name/Contact Name

Phone Number(s)

Email Address

Sponsorship Level

- Silver (\$1,000)
- Kick-Off (\$2,500)
- Competitor (\$5,000)
- Advanced (\$7,500)
- Premiere (\$10,000)

Sponsoring Program

- General Athletics
- Football
- Basketball
- Baseball
- Other _____
(Please list)



1%



Sponsorship Form

Sponsor Details

Sponsor Company Name	Company Contact Name
Billing Street Address	City State Zip
Email Address	Phone

Family Details

Player Being Sponsored (Not Required)	Player Grade
Player Parent or Guardian Name	Phone

Stadium Level Sponsorships	End Zone Sponsor 2 year commitment <i>Limited availability, year 1 must be paid in full by June 1st</i>	\$ 2,500 Year 1	
		\$ 2,000 Year 2	
	Goal Post Sponsor 2 year commitment <i>Limited availability, year 1 must be paid in full by June 1</i>	\$ 2,500 Year 1	
		\$ 2,000 Year 2	
Game Level Sponsorships	Game Night Sponsor <i>Limited availability, must be paid in full by June 1st</i>	\$ 2,000	
	Wolfpack Sponsor	\$ 1,000	
	Navy Sponsor	\$ 700	
	Silver Sponsor	\$ 500	
	Coin Toss Sponsor <i>Price per game</i>	\$ 350	
Souvenir Program Ads	Inside Front Cover Ad	\$ 500	
	Outside Back Cover Ad	\$ 450	
	Inside Back Cover Ad	\$ 400	
	Full Page Ad	\$ 350	
	1/2 Page Ad	\$ 250	
	1/4 Page Ad	\$ 150	
	Business Card Ad	\$ 75	
Stadium Sign	4' X 4' Sign	\$ 400	
	2' x 2' Sign	\$ 250	
Personal Ads	Full Page Ad	\$ 40	
	Half Page Ad	\$ 20	

Please submit all artwork to:
NorthPauldingSponsorship@gmail.com

All artwork should be submitted as a PDF or EPS high resolution file. Full payment & artwork must be received by 7/1/2021 for inclusion in the 2021 Souvenir Program.

Personal Ads must be received by 7/15/2021.

Checks payable to:
North Paulding Touchdown Club

For payment delivery options contact the Sponsorship Director at:
NorthPauldingSponsorships@gmail.com

Check Amount	
Check Number	