



SOUTH LAKES ATHLETICS BOOSTERS

2024/25

Sponsorship

Information Packet

SOUTHLAKESBOOSTERS.COM



For information please e-mail
sponsorship@southlakesboosters.com

2024-25 SPONSORSHIP INFORMATION

Thanks for your interest in teaming up with us as a corporate sponsor for the South Lakes High School Athletics Booster Program. We're all about supporting our student-athletes and giving our sponsors some great visibility in our community.

Here's the scoop: our Boosters back every sports program at South Lakes. We do our best to fill in the gaps not covered by county funding—things like cool uniforms, the latest safety gear, tech upgrades, food, and keeping our facilities top-notch.

Our sponsorship program is one of the best around here in Fairfax County, and we've got plenty of ways for you to get involved:

- **Get Noticed:** Your brand can shine on our campus banners, social media, and at our special events.
- **Connect:** Engage with over 800 student-athletes, plus their families and friends, including all the community members who use our campus for their events all year round.

We'd really love your support to make things happen for our athletes. Your help means everything to us and we can't do it with you. If you've got any questions, or just want to chat more about this, drop a line to our Sponsorship Director at sponsorship@southlakesboosters.com

Thanks for considering a partnership with us!

SPONSORSHIP BENEFITS

Banners:

Our banner program allows visibility all over campus depending on your level of sponsorship. Our facilities are not only used by our school, they are used year round by the community at large. Tens of thousands of people from all over the county attend our events throughout the year.

Depending on your level of sponsorship, banners can be hung in the stadium, gymnasium, baseball field, and softball field. These are all areas that receive major traffic during the school year.

Special Events:

With special events like Midnight at the Byrd, Capital Hoops, District Playoffs, State Playoffs, Invitationals, and The Lakes Show, our sponsors have great visibility to the local community.

Social media:

Promotion through our social media channels.



1,000+ followers



2828 followers



926 followers

Sponsorship Events

Twice a year we recognize our sponsors at a high profile event.

SPONSORSHIP LEVELS

MARQUIS \$5,000

- 4 All Season Passes for all regular season, home games
- Header Listing on the Athletics website*
- 9x6 Stadium Banner*
- 5x3 Stadium Banner*
- 5x3 Gym Banner*
- 9x4 Baseball Field Banner*
- 9x4 Softball Field Banner*
- Feather Flag Banner for Stadium Events
- Sponsor Appreciation Events
- Rotating Side Banner on Boosters Website*
- One Titled Game Per Year (Football or Basketball)
- Showing on the LCD Screen in the Stadium for All events
- Special Consideration for other Promotional Opportunities
- Social Media Mentions
- Announcer Shout Outs at Home Games

BLUE \$2,500

- 4 All Season Passes for all regular season, home games
- 5x3 Stadium Banner*
- 5x3 Gym Banner*
- 9x4 Baseball Field Banner*
- 9x4 Softball Field Banner*
- Sponsor Appreciation Events
- Rotating Side Banner on Boosters Website*
- Social Media Mentions
- Announcer Shout Out at Home Games

*All Artwork to be provided by sponsor

SPONSORSHIP LEVELS

GREEN \$1,250

- 2 All Season Passes for all regular season, home games
- 5x3 Stadium Banner*
- 5x3 Gym Banner*
- Sponsor Appreciation Events
- Rotating Side Banner on Boosters Website*
- Social Media Mentions

WHITE \$625

- 2 All Season Passes for all regular season, home games
- 5x3 Stadium Banner*
- Sponsor Appreciation Events
- Rotating Side Banner on Boosters Website*
- Social Media Mentions

*All Artwork to be provided by sponsor

NEXT STEPS

BECOMING A SPONSOR IS EASY

1. Decide what level you would like
2. Fill out the form at this link:
<https://forms.gle/UKgZ38MCUtok4m6h9>
3. Look for your invoice from our Financial Secretary
4. Submit Payment through check or wire transfer. (Instructions will be on the invoice.)
5. Submit your artwork to sponsorship@southlakesboosters.com
(Spec. Sheet Below)
6. Look for your Booster Passes in your email
7. Get ready for a great year!

SLHS Boosters is a 501(c) organization

**THANK YOU FOR SUPPORTING
SEAHAWKS ATHLETICS!**

ARTWORK SPECS

Banners:

A high-res PDF file with the correct ratio for:

Stadium and Gym banner (White and Green levels) = 5' wide x 3' tall
(landscape orientation)

Baseball & softball field banner (Blue & Marquee levels) = 9'wide x 4'tall

Helpful tips:

- Keep the design clear and easy to read from a distance
- Use bright colors
- Include your contact information. URL or phone number
- Consider using a QR code that links to a special page on your website with a unique incentive for Seahawk Families. Example:
www.doriehowell.com/southlakes
- All graphics will be proofed by our design team before printing



Website:

Ads are approved for our website with consideration of color and look. We may use your ad or create one for you.

• **RECTANGLE:** A 300p(W) x 250p(H) pixel file (such as .jpg, or .png) of your advertisement, or logo for our Boosters website. Located on left side of team pages. Rectangle is landscape orientation (not portrait)

Visit our website at <https://southlakesboosters.com/> to see page layout and sponsor ads. Your ad blocker may need to be disabled to view.