



HIGH SCHOOL SPORTS AWARDS

SPONSORSHIP



2021 Takeaways

VIEWERSHIP

Total for all HSSA shows is more than 3.3 million.

STUDENT ENGAGEMENT

Through a massive communication effort, we were able to achieve a 90% registration rate for the national show.

SHOW HYPE

Getting a segment on CBS This Morning that was teased multiple times and included Rob Gronkowski resulted in more than 2 million unplanned views.

QUALITY PRODUCTION

Top professional athletes, broadcast-quality filming, premium staging and post-production editing all led to the phenomenal show quality.



**In-person estimated
attendance:
600-1,200**

**Virtual viewership range:
1,200-4,000**

Coming in 2022

- **It's a bigger and better show** — Live show plus virtual audience. Theater-style in-person show with all honored athletes/coaches invited at no cost. The show will be recorded and posted online for viewing after the in-person awards ceremony.
- **Top athletes** — The biggest awards of the night will be announced by A-list celebrities on the jumbo screen.
- **In-person celebrity athlete appearance** — Award winners and top sponsors will get an opportunity to meet our celebrity speaker in person.

2022 **SHOW NAME** High School Sports Awards

Presented by **NEWSPAPER NAME** and
the USA TODAY Network

236

High schools

38

Awards

400+

Student athletes and
coaches honored locally



HIGH SCHOOLS COVERED **If needed**

- Academy of the Americas
- Allen Park
- Allen Park Cabrini
- Allen Park Inter-City Baptist
- American International Academy
- Anchor Bay High School
- Ann Arbor Central Academy
- Ann Arbor Clonlara
- Ann Arbor Father Gabriel Richard
- Ann Arbor Greenhills
- Ann Arbor Huron
- Ann Arbor Pioneer
- Ann Arbor Rudolf Steiner
- Ann Arbor Skyline
- Arbor Prep High School
- Armada
- Auburn Hills Avondale
- Auburn Hills Oakland Christian
- Belleville
- Benton Harbor
- Berkley
- Birmingham Brother Rice
- Birmingham Detroit Country Day
- Birmingham Groves
- Birmingham Seaholm
- Bloomfield Hills
- Bloomfield Hills Academy of the Sacred Heart
- Bloomfield Hills Cranbrook-Kingswood
- Bloomfield Hills Marian
- Bloomfield Hills Roeper
- Brighton
- Brighton Charyl Stockwell Academy
- Brighton Livingston Christian
- Brownstown Woodhaven
- Canton
- Canton Preparatory
- Center Line
- Center Line Macomb Christian
- Chelsea
- Chesterfield Austin Catholic
- Churchill
- Clarkston
- Clarkston Everest Collegiate
- Clawson
- Clinton Township Chippewa Valley
- Clinton Township Clintondale
- Cornerstone Health and Technology
- Dearborn
- Dearborn Advanced Tech
- Dearborn Divine Child
- Dearborn Edsel Ford
- Dearborn Fordson
- Dearborn Heights Annapolis
- Dearborn Heights Crestwood
- Dearborn Heights Henry Ford Academy
- Dearborn Heights Riverside Academy-West
- Dearborn Heights Robichaud
- Dearborn Heights Star International
- Dearborn Heights WISE Academy
- Detroit Cass Tech
- Detroit Central
- Detroit Cesar Chavez Academy
- Detroit Cody
- Detroit Collegiate Prep
- Detroit Communication Media Arts
- Detroit Community
- Detroit Cristo Rey
- Detroit Davis Aerospace Technical
- Detroit Denby
- Detroit East English Village
- Detroit Edison Public School Academy
- Detroit Frontier International
- Detroit Henry Ford
- Detroit Henry Ford Academy Creative
- Detroit International Academy for Young Women
- Detroit Leadership Academy
- Detroit Martin Luther King
- Detroit Mumford
- Detroit Old Redford
- Detroit Osborn
- Detroit Pershing
- Detroit Public Safety Academy
- Detroit Renaissance
- Detroit School of Arts
- Detroit Southeastern
- Detroit U-D Jesuit
- Detroit Universal Academy
- Detroit University Prep Science and Math
- Detroit Voyageur
- Detroit West Side Academy
- Detroit Western International
- Detroit Westside Christian
- Dexter
- Eastpointe
- Ecorse
- Farmington
- Farmington Hills Mercy
- Ferndale
- Ferndale University
- Flat Rock
- Flint Beecher
- Fowlerville High School
- Fraser
- Frederick Academy for Young Men
- Garden City
- Gibraltar Carlson
- Grosse Ile
- Grosse Pointe Woods University Liggett
- Grosse Pointe North
- Grosse Pointe South
- Hamtramck
- Harper Woods
- Harper Woods Chandler Park Academy
- Harrison Township L'Anse Creuse
- Hartland
- Hazel Park
- Henry Ford II
- Holly
- Hope of Detroit

HIGH SCHOOLS CONT'D

- Howell
- Howell Kensington Woods
- Huron
- Ionia
- Jalen Rose Leadership Academy
- Lake Orion Baptist
- Lake Orion High School
- Lincoln High School
- Lincoln Park
- Livingston Classical Academy
- Livonia Churchill
- Livonia Clarenceville
- Livonia Franklin
- Livonia Stevenson
- Loyola High School Detroit
- Lutheran Westland
- Macomb Dakota
- Macomb L'Anse Creuse North
- Macomb Lutheran North
- Madison Heights Bishop Foley Catholic
- Madison Heights Lamphere
- Madison Heights Madison
- Manchester
- Melvindale
- Melvindale Academy for Business and Tech
- Michigan Collegiate High School
- Michigan Math and Science
- Milan
- Milford
- Mt. Clemens
- Muskegon
- New Haven
- New Haven Merritt Academy
- North Farmington
- Northville
- Novi
- Novi Christian Academy
- Novi Detroit Catholic Central
- Oak Park
- Ortonville Brandon
- Oxford
- Pinckney
- Plymouth
- Plymouth Christian Academy
- Pontiac
- Pontiac Academy for Excellence
- Pontiac Arts & Technology Academy
- Pontiac Notre Dame Prep
- Redford Covenant
- Redford Thurston
- Redford Union
- Richmond High School
- River Rouge
- Riverview
- Riverview Gabriel Richard Catholic
- Rochester
- Rochester Adams
- Rochester Hills Lutheran Northwest
- Rochester Hills Stoney Creek
- Romeo
- Romulus
- Roseville
- Royal Oak
- Royal Oak Shrine Catholic
- Saginaw
- Salem
- Saline
- South Lyon East
- South Lyon High School
- Southfield A and T
- Southfield Bradford Academy
- Southfield Christian
- Southfield Manoojian
- Southgate Anderson
- St. Clair Shores Lake Shore
- St. Clair Shores Lakeview
- St. Clair Shores South Lake
- St. Mary's Prep
- Sterling Heights
- Sterling Heights Parkway Christian
- Sterling Heights Stevenson
- Summit Academy North
- Swartz Creek High
- Taylor
- Taylor Preparatory
- Trenton
- Trillium Academy
- Troy
- Troy Athens
- Utica
- Utica Eisenhower
- Walled Lake Central
- Walled Lake Northern
- Walled Lake Western
- Warren Cousino
- Warren De La Salle
- Warren Fitzgerald
- Warren Lincoln
- Warren Michigan Collegiate
- Warren Mott
- Warren Regina
- Warren Woods Tower
- Washtenaw Technical Middle College
- Waterford Mott
- Waterford Our Lady
- Wayne Memorial
- West Bloomfield
- West Bloomfield Frankel Jewish Academy
- Westland Huron Valley Lutheran
- Westland John Glenn
- Westland Universal Learning Academy
- White Lake Lakeland
- Wixom Christian
- Wyandotte Roosevelt
- Ypsilanti Arbor Prep
- Ypsilanti Community
- Ypsilanti Lincoln

**Total
Schools
236**

Highlighted sports

- . Baseball
- . Basketball – Boys
- . Basketball – Girls
- . Bowling – Boys
- . Bowling – Girls
- . Cross Country – Boys
- . Cross Country – Girls
- . Dance
- . Field Hockey
- . Football Defense and Offense
- . Golf – Boys
- . Golf – Girls
- . Gymnastics
- . Indoor Track – Boys
- . Indoor Track – Girls
- . Lacrosse – Boys
- . Lacrosse – Girls
- . Skiing – Boys
- . Skiing – Girls
- . Soccer – Boys
- . Soccer – Girls
- . Softball
- . Swimming & Diving – Boys
- . Swimming & Diving – Girls
- . Tennis – Boys
- . Tennis – Girls
- . Track & Field – Boys
- . Track & Field – Girls
- . Volleyball – Boys
- . Volleyball – Girls
- . Wrestling – Boys
- . Wrestling – Girls

All sports may not be available in all markets

Our audience

High school student athletes

High school coaches, athletic directors and admins

High school sports fans

Parents and families of student athletes

USA TODAY and local publication subscribers

Premier Awards

- Male Athlete of the Year
- Female Athlete of the Year
- Coach of the Year
- Team of the Year
- Courage Award
- I AM SPORT Award

Fan Choice Awards

- Best Band Fan Favorite



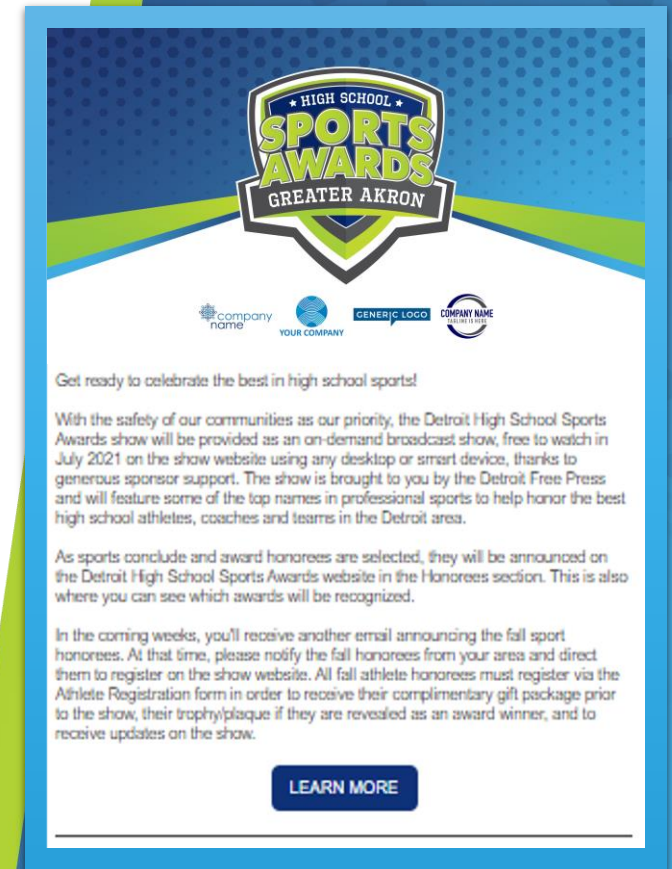
Show marketing examples



Digital/Social



Print



Email



Gallery Example



Thanks for registering for the Coastal Empire High School Sports Awards, presented by Georgia Ports Authority. In a year of uncertainty, we did not want to miss out on an opportunity to recognize the incredible accomplishments of high school athletes, coaches, and teams in the Savannah and Empire Coast area. As such, our Savannah Morning News and USA TODAY Sports department staff are continually tracking the local and statewide changes to sports schedules and postponements due to COVID-19 in preparation for the online broadcast of the Coastal Empire High School Sports Awards in June 2021. The show will be free to watch on our website thanks to generous sponsor support from Chatham Orthopaedic Associates.

You will periodically receive email updates with honoree announcements and reminders to watch the show. To see a list of the honorees that have been selected so far, head to the Honorees section of the website. This is also where you can see which awards will be recognized.

Email Inclusion Example

Show Night Overview

- 6:15 pm - Exclusive VIP Pre-Party with celebrity guest photo opp
- 6:30 pm - Doors open to general public for Red Carpet experience, complete with professional photographers and step & repeats.
- 7:30 pm - Show begins
- 8:30 pm - Moderated celebrity guest Q&A halfway through show
- 9:30 pm - Show ends

Presenting Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Category exclusivity for the entire show
 - Show naming rights ie: High School Sports Awards presented by SPONSOR NAME
 - Sponsor logo inclusion on show event website in presenting sponsor placement
 - Sponsor logo linked to sponsor website of choice
 - Sponsor logo inclusion on nominee registration page
 - Sponsor logo and name inclusion in confirmation email to registered nominees
- Option to include offer or coupon (or "Learn More") in confirmation email to registered nominees
 - Opportunity for sponsor offer or coupon (or "Learn More") on event website
 - Sponsor name on ticketing page
 - Sponsor logo and name inclusion on email marketing (coaches, ADs, parents, registered athletes)
 - Logo lockup on show marketing campaign (digital, print, social)

Presenting Sponsor

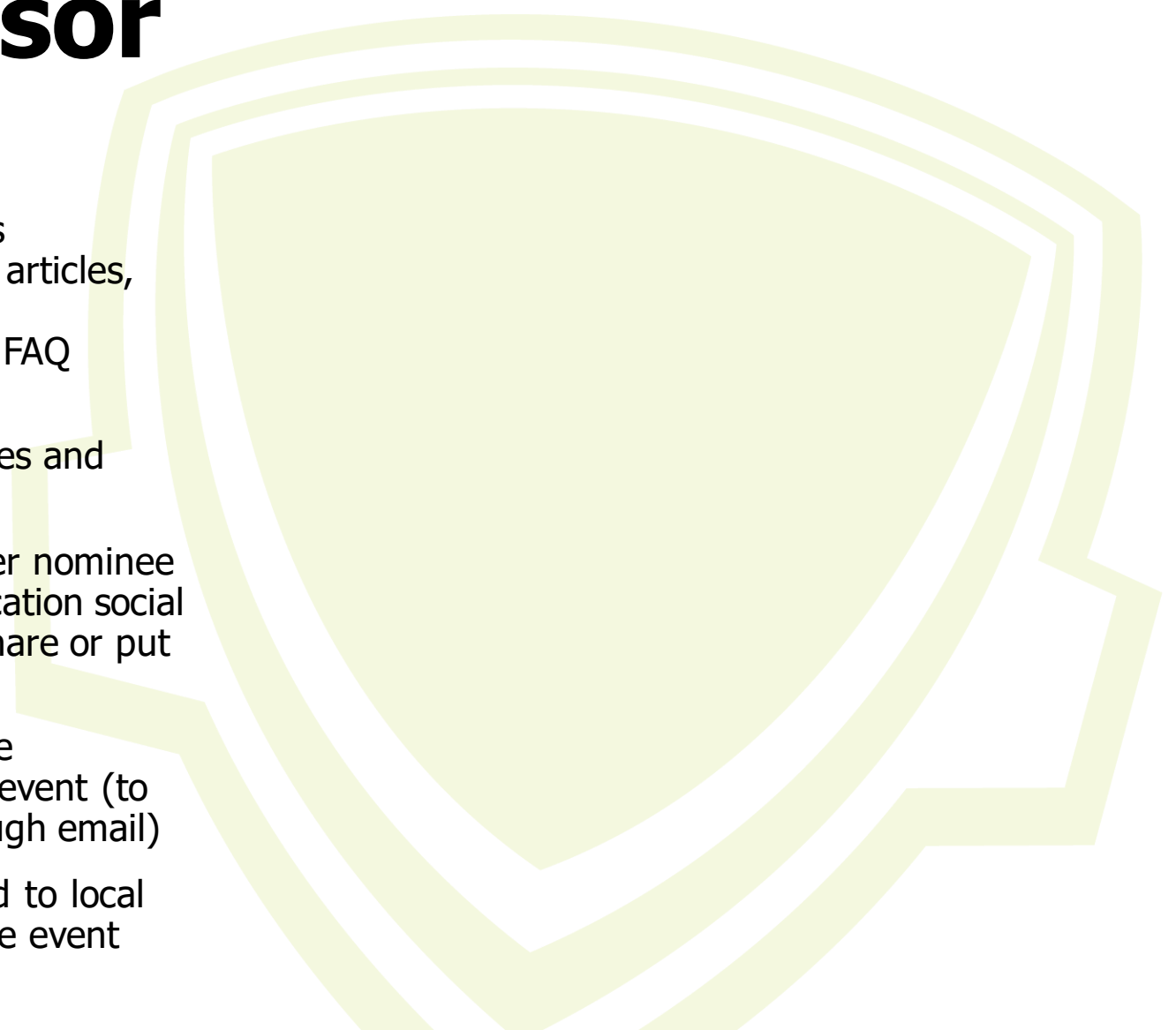
SHOW SPONSOR ASSETS

- Logo inclusion on photo opportunity on red carpet and in VIP space
- Logo inclusion on front cover and sponsor page of printed event program
- Full page ad in printed event program with premium placement
- Logo inclusion on podium or stage prop
- Verbal sponsor mention during show by host
- Logo inclusion in sponsor loop during sponsor call outs
- Sponsor logo included in intro video to show
- Option to play 1 min commercial in show *video must be produced and provided by the sponsor
- Naming rights to a premier award OR one individual sport award for both genders (ex: Girls Tennis Player of the Year and Boys Tennis Player of the Year)
- Award naming: Girls Tennis Player of the Year presented by SPONSOR NAME (this is in script, in printed program, on-screen, and engraved on award)
- Opportunity to submit question for moderated Q&A with celeb athlete
- Logo inclusion on screen during award presentation
- Opportunity to provide something to each nominee (shirt or rally towel if provided at each seat)
- Option for company representative to present award on stage
- Opportunity for lobby activation table to sample product, a lead-gen activity, etc. Must fit within a 6 ft table footprint

Presenting Sponsor

EDITORIAL ASSETS

- Sponsor logo and name mention in any stories promoting event (IE: nominee announcement articles, award story briefs and athlete spotlights, speaker announcements, ticket promo article, FAQ articles, etc.)
- Sponsor logo inclusion on any nominee galleries and post show winner gallery
- Sponsor logo and name included in Ice Breaker nominee spotlight (video element shared to local publication social accounts and provided to client so they can share or put on their website)
- Distribution of the show on publication website (newspaper.com) and show website after live event (to be shared on local publication social and through email)
- Name inclusion in full-show (in caption) posted to local publication website and show website after live event



Presenting Sponsor

HOSPITALITY & ADDITIONAL BENEFITS

- 10 Sponsor Area Tickets (additional tickets available upon request up to 20 tickets)
- 10 M&G Passes – includes photo opportunity with celebrity speaker
- 2 items signed by celebrity guest
- Business window decal or sticker ("proud sponsor of" sticker)
- Client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance

ENTER TO WIN VIP GIVEAWAY

- Logo inclusion on contest page
- Logo inclusion on email marketing to the promotions database in their market
- Access to email opt-in database to build email list
- Opportunity to ask up to two (2) lead generating questions
- Promotion to be included in at least one coach and athletic director email

INVESTMENT = \$75k-\$100k



Partner Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Category exclusivity
- Sponsor logo inclusion on show event website in partner sponsor placement
- Sponsor logo linked to sponsor website or landing page of choice
- Sponsor logo and name inclusion in confirmation email to registered nominees
- Sponsor logo and name inclusion on all email marketing (coaches, ADs, parents, registered athletes, fans)
- Sponsor logo included on show marketing campaign (digital, print, social) Nov-June

PRE-SHOW VIP MEET & GREET GIVEAWAY SPONSOR ASSETS

- Logo inclusion on contest page
- Logo inclusion on email marketing to the promotions database in their market
- Access to email opt-in database to build email list
- Promotion to be included in at least one coach and athletic director email

Partner Sponsor

SHOW SPONSOR ASSETS

- Logo inclusion on photo opps on red carpet and in VIP space
- Logo inclusion on sponsor page of printed event program
- Full-page ad in printed event program
- Verbal sponsor mention during show by host
- Logo inclusion in sponsor loop during sponsor call outs
- Option to play 1 minute commercial in show *video must be produced and provided by the sponsor
- Naming rights to one Premier Award or one individual sport award for both genders (ex: Girls Tennis Player of the Year and Boys Tennis Player of the Year) *inventory dependent; Example of award naming: Girls Tennis Player of the Year presented by SPONSOR NAME (this is in script, in printed program, on-screen, and engraved on award)
- Logo inclusion on-screen during award presentation
- Option to have company representative present award on stage
- Opportunity for lobby activation table to sample product, a lead-gen activity, etc. Must fit within a 6 ft table footprint ***sales to make sure there is space for partners at venue

Partner Sponsor

EDITORIAL SPONSOR ASSETS

- Sponsor logo and name mention in any stories promoting event (i.e., nominee announcement articles, award story briefs, and athlete spotlights, speaker announcements, ticket promo article, FAQ articles, etc.)
- Sponsor logo inclusion on any nominee galleries and post show winner gallery
- Distribution of the show on publication website (newspaper.com) and show website after live event (to be shared on local publication social and through email)

ADDITIONAL PERKS

- Regular (Monthly to Quarterly depending on need) client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance

HOSPITALITY & GIFTS

- 10 Sponsor Area Tickets
- 10 Meet & Greet Passes – includes photo opportunity with celebrity speaker
- 1 item signed by celebrity guest
- Business window decal or sticker ("proud sponsor of" sticker)

INVESTMENT = \$20k-\$50k



VIP Pre-Party Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Sponsor logo inclusion on show event website
- Sponsor logo linked to sponsor website of choice
- Logo inclusion on VIP Party invitation email to VIP guests

EDITORIAL SPONSOR ASSETS

- Sponsor name inclusion in article announcing nominees for award they choose to sponsor (not available for premier awards)
- Sponsor logo and name inclusion on gallery announcing nominees for award they choose to sponsor (not available for premier awards)
- Distribution of the show on publication website (newspaper.com) and show website after live event

VIP Pre-Party Sponsor

SHOW SPONSOR ASSETS

- Naming rights to the VIP pre-party i.e., Buffalo Wild Wings VIP Party
- Opportunity to sample product or provide catering for the VIP Party
- 2 Pull Up Banners at entry of VIP Party
- Logo on table toppers in VIP Event
- Logo inclusion on sponsor page of printed event program
- Half-page ad in printed event program
- Verbal sponsor mention during show by host
- Logo inclusion in sponsor loop during sponsor call outs
- Naming rights to one individual sport award for both genders (ex: Girls Basketball Player of the Year and Boys Basketball Player of the Year) *inventory dependent; Example of award naming: Girls Basketball Player of the Year presented by SPONSOR NAME (this is in script, in printed program, on-screen, and engraved on award)
- Logo inclusion on-screen during award presentation

VIP Pre-Party Sponsor

HOSPITALITY & GIFTS

- 5 Sponsor Area Tickets
- 5 Meet & Greet Passes – includes photo opportunity with celebrity speaker and opportunity to bring an item to have signed by celebrity guest
- 1 autographed headshot of celebrity
- Business window decal or sticker ('proud sponsor of' sticker)

ADDITIONAL PERKS

- Regular (Monthly to Quarterly depending on need) client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance

INVESTMENT = \$12k-\$15k



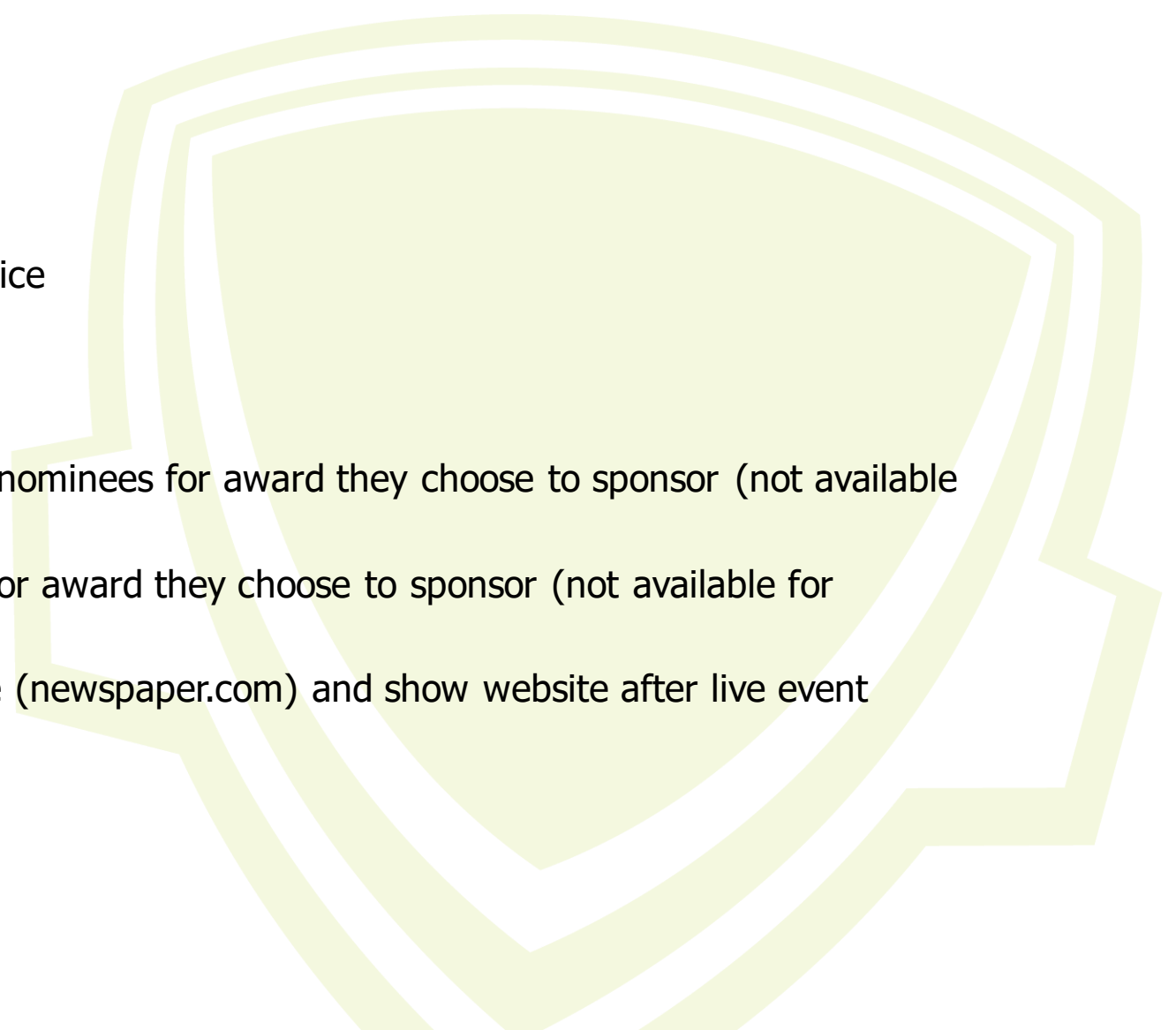
Social Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Sponsor logo inclusion on show event website
- Sponsor logo linked to sponsor website of choice

EDITORIAL SPONSOR ASSETS

- Sponsor name inclusion on article announcing nominees for award they choose to sponsor (not available for premier awards)
- Sponsor logo inclusion in gallery of nominees for award they choose to sponsor (not available for premier awards)
- Distribution of the show on publication website (newspaper.com) and show website after live event



Social Sponsor

SHOW SPONSOR ASSETS

- Logo inclusion on sponsor page of printed event program
- Half-page ad in printed event program
- Verbal sponsor mention during show by host
- Logo inclusion in sponsor loop during sponsor call outs
- Sponsor of Social Contest: Logo visible anytime when we are prompting audience to post to win autographed item; Host verbal sponsor mention when promoting autographed item giveaway during show; Name inclusion in minimum of 1 email promoting autographed item giveaway; Logo inclusion in printed program on ad promoting the autographed item giveaway; Logo included on card provided to winner along with autographed item; Option to provide additional prize and/or gift card from sponsor within the winner package'
- Winner Interview Reel Sponsor: Backstage interviews with select award winners on night of show using Instagram; Opportunity for business to provide backdrop for interviews with their branding/logo; Verbal mention of sponsor name during interview'
- Naming rights to one individual sport award for both genders (ex: Girls Basketball Player of the Year and Boys Basketball Player of the Year) *inventory dependent; Example of award naming: Girls Basketball Player of the Year presented by SPONSOR NAME (this is in script, in printed program, on-screen, and engraved on award)'
- Logo inclusion on-screen during award presentation

Social Sponsor

HOSPITALITY & GIFTS

- 4 Sponsor Area Tickets
- 4 Meet & Greet Passes – includes photo opportunity with celebrity speaker and opportunity to bring an item to have signed by celebrity speaker
- 1 autographed headshot of celebrity
- Business window decal or sticker ("proud sponsor of" sticker)

ADDITIONAL PERKS

- Regular (Monthly to Quarterly depending on need) client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance

INVESTMENT = \$15k-\$15k



Best Band Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Sponsor logo inclusion on show event website
- Sponsor logo linked to sponsor website of choice
- Sponsor logo on contest page
- Sponsor logo inclusion on all digital ads promoting contest
- Logo inclusion on the Home Page promotion to contest
- 300,000 digital ads on newspaper.com promoting the Best Band Contest, linking to the contest website
- Logo inclusion on 10,000 targeted emails the month of the show about the Best Band Contest, linking to the show website (targeting households with kids aged 13-18 years)
- Category Exclusive sponsorship of the Best Band Contest
- Email opt-in to build valuable email lists
- Facebook Like button to build valuable social audiences
- Lead generation questions
- Bounce back coupon or call to action
- Access to database of opt-in voters of contest
- Opportunity for custom email (congratulations or other) with specific offer to all who voted in contest
- Logo on email blast to opt-in audience for promotions/contests

Best Band Sponsor

EDITORIAL SPONSOR ASSETS

- Sponsor logo and name inclusion in article promoting contest
- Distribution of the show on publication website (newspaper.com) and show website after live event

SHOW SPONSOR ASSETS

- Logo inclusion on sponsor page of printed event program
 - Full-page ad in printed event program
 - Verbal sponsor mention during show by host
 - Logo inclusion in sponsor loop during sponsor call outs
 - Band members receive free tickets on behalf of best band sponsor
- Opportunity for best band winner to perform during pre-show or on red carpet if small group (drumline or prep band)
 - Best Band Fan Favorite award naming rights, Ex: 'SPONSOR NAME Best Band Fan Favorite Award!'
 - Logo inclusion on-screen during award presentation

Best Band Sponsor

HOSPITALITY & GIFTS

- 4 Sponsor Area Tickets
- 4 Meet & Greet Passes – includes photo opportunity with celebrity speaker and opportunity to bring an item to have signed by celebrity guest
- 1 autographed headshot of celebrity
- Business window decal or sticker ("proud sponsor of" sticker)

ADDITIONAL PERKS

- Multi-Month billing
- Regular (Monthly to Quarterly depending on need) client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance

INVESTMENT = \$XXXk



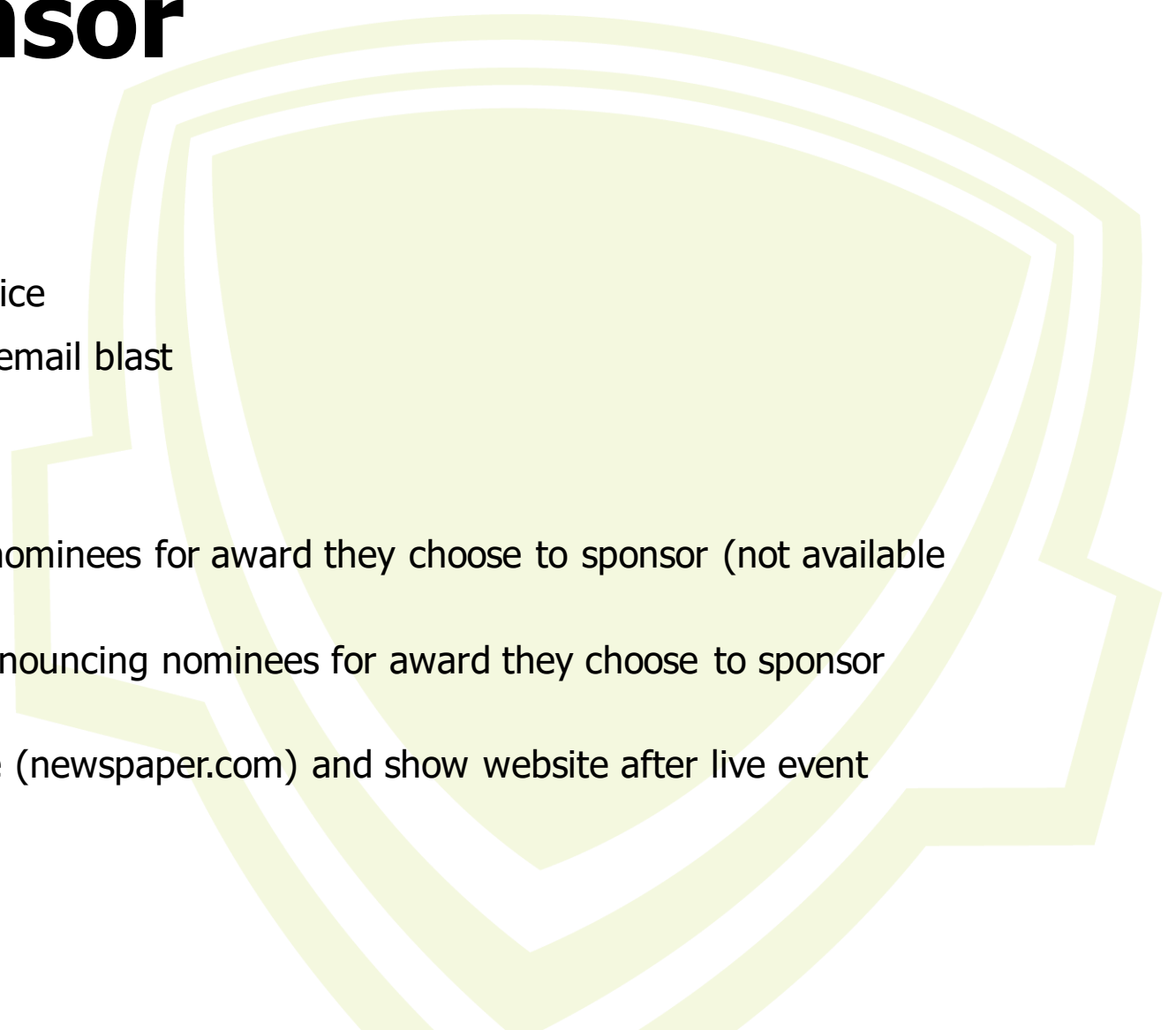
Award Plus Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Sponsor logo inclusion on show event website
- Sponsor logo linked to sponsor website of choice
- Name inclusion next to sponsored award in 1 email blast

EDITORIAL SPONSOR ASSETS

- Sponsor name inclusion in article announcing nominees for award they choose to sponsor (not available for premier awards)
- Sponsor logo and name inclusion on gallery announcing nominees for award they choose to sponsor (not available for premier awards)
- Distribution of the show on publication website (newspaper.com) and show website after live event



Award Plus Sponsor

SHOW SPONSOR ASSETS

- Logo inclusion on sponsor page of printed event program
- Half-page ad in printed event program
- Verbal sponsor mention during show by host
- Logo inclusion in sponsor loop during sponsor call outs
- Option to include a :30 second commercial prior to award presentation
- Naming rights to one Premier Award or one individual sport award for both genders (ex: Girls Basketball Player of the Year and Boys Basketball Player of the Year) *inventory dependent; Example of award naming: Girls Basketball Player of the Year presented by SPONSOR NAME (this is in script, in printed program, on-screen, and engraved on award)
- Option for company representative to present award on stage
- Logo inclusion on-screen during award presentation

Award Plus Sponsor

HOSPITALITY & GIFTS

- 4 Sponsor Area Tickets
- 4 Meet & Greet Passes – includes photo opportunity with celebrity speaker and opportunity to bring an item to get signed by celebrity guest
- 1 Autographed Headshot of celebrity
- Business window decal or sticker ('proud sponsor of' sticker)

ADDITIONAL PERKS

- Regular (Monthly to Quarterly depending on need) client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance

INVESTMENT = \$10k-\$15k



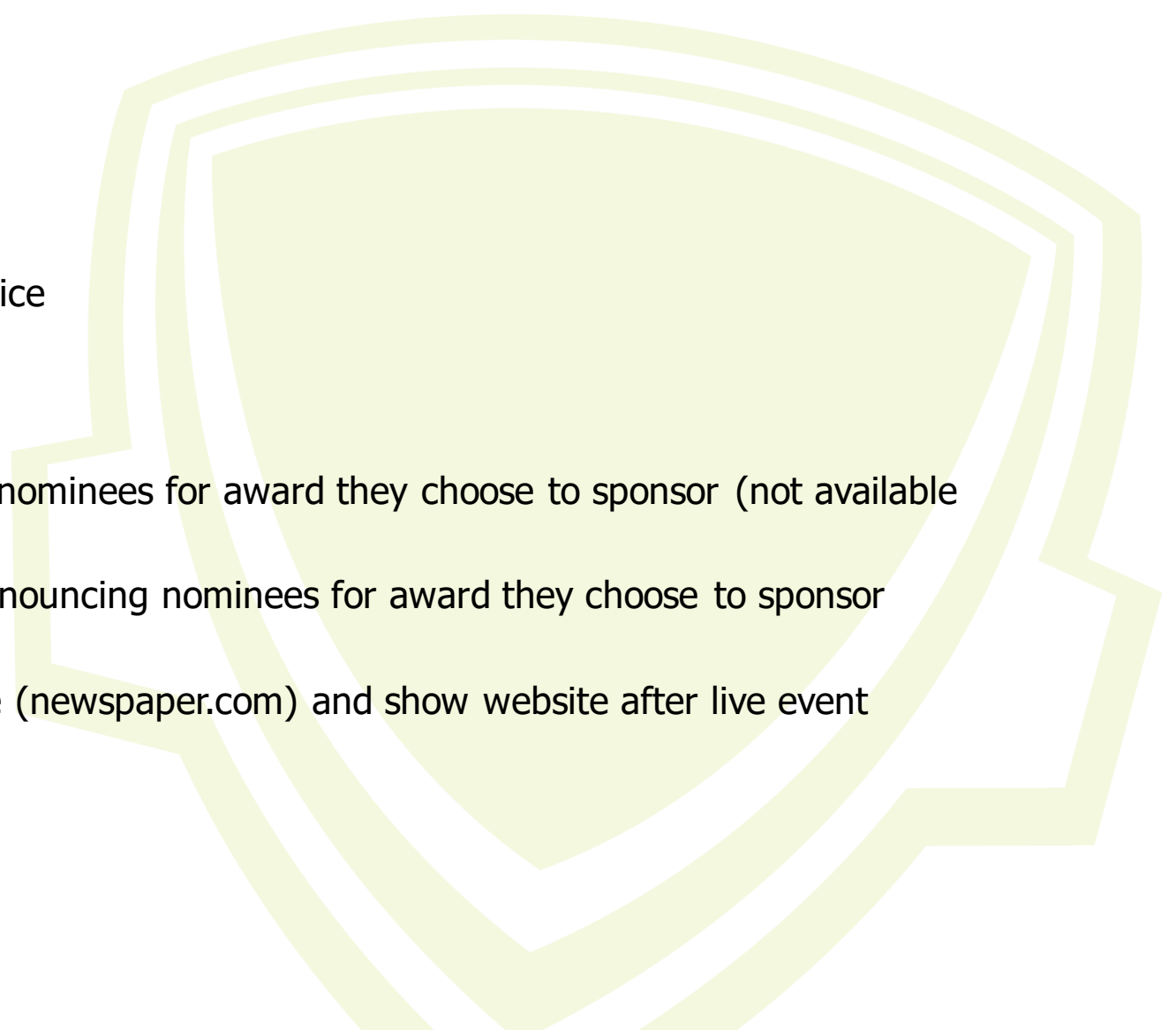
Award Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Sponsor logo inclusion on show event website
- Sponsor logo linked to sponsor website of choice

EDITORIAL SPONSOR ASSETS

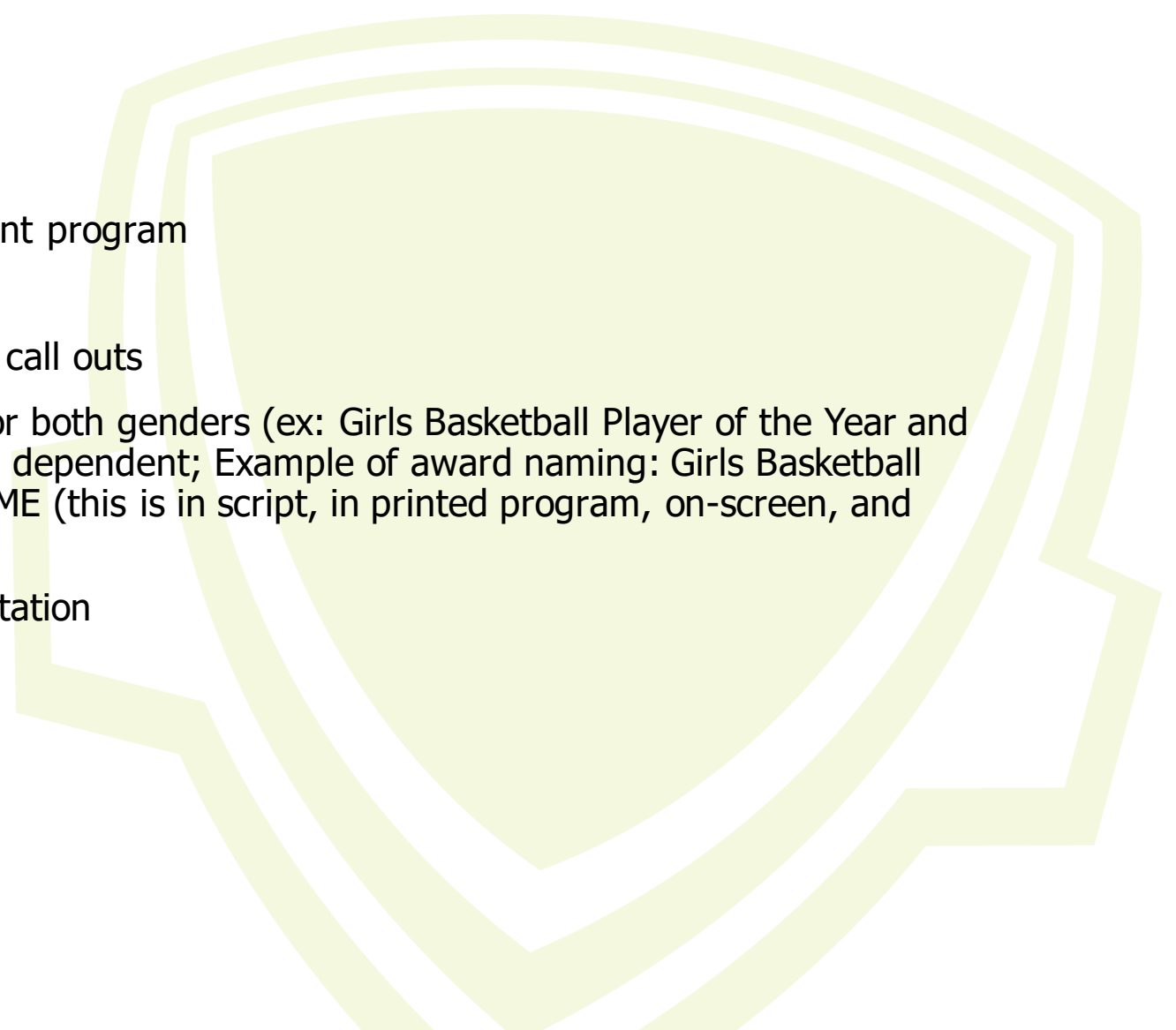
- Sponsor name inclusion on article announcing nominees for award they choose to sponsor (not available for premier awards)
- Sponsor logo and name inclusion on gallery announcing nominees for award they choose to sponsor (not available for premier awards)
- Distribution of the show on publication website (newspaper.com) and show website after live event



Award Sponsor

SHOW SPONSOR ASSETS

- Logo inclusion on sponsor page of printed event program
- Verbal sponsor mention during show by host
- Logo inclusion in sponsor loop during sponsor call outs
- Naming rights to one individual sport award for both genders (ex: Girls Basketball Player of the Year and Boys Basketball Player of the Year) *inventory dependent; Example of award naming: Girls Basketball Player of the Year presented by SPONSOR NAME (this is in script, in printed program, on-screen, and engraved on award)
- Logo inclusion on-screen during award presentation



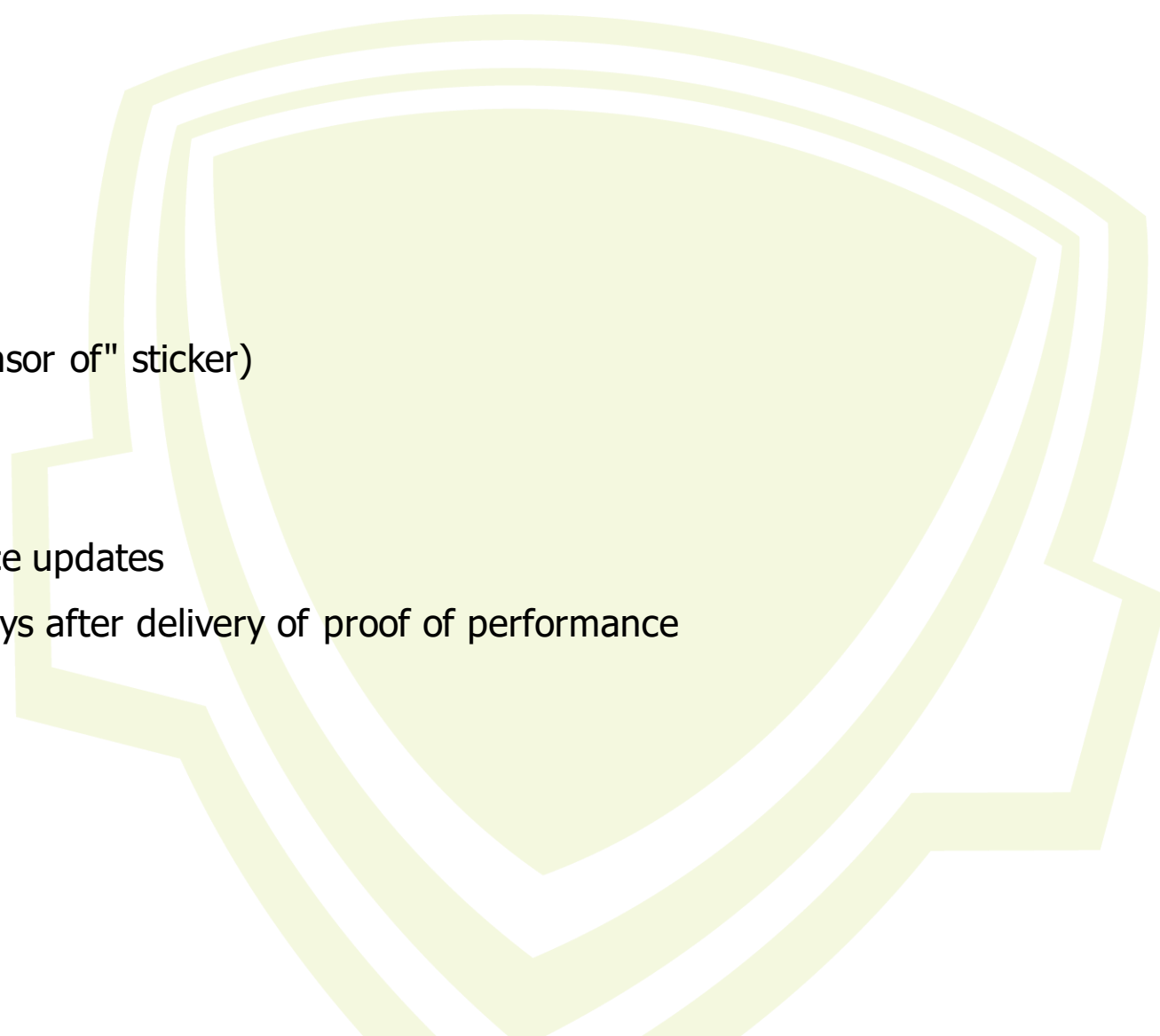
Award Sponsor

HOSPITALITY & GIFTS

- 2 Sponsor Area Tickets
- 1 autographed headshot of celebrity
- Business window decal or sticker ("proud sponsor of" sticker)

ADDITIONAL PERKS

- Quarterly client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance



INVESTMENT = \$2,500-\$5,000



App Download Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Sponsor logo inclusion on show event website
- Sponsor logo linked to sponsor website of choice
- App download Call To Action included in section of all emails with offer. Download the app to receive X% off your first order.
- App download Call To Action included on website with offer. Download the app to receive X% off your first order.

EDITORIAL SPONSOR ASSETS

- Sponsor name inclusion on article announcing nominees for award they choose to sponsor (not available for premier awards)
- Sponsor logo inclusion in gallery of nominees for award they choose to sponsor (not available for premier awards)
- Distribution of the show on publication website (newspaper.com) and show website after live event

App Download Sponsor

SHOW SPONSOR ASSETS

- Logo inclusion on sponsor page of printed event program
 - Half-page ad in printed event program promoting sponsor
 - Verbal sponsor mention during show by host
 - Logo inclusion in sponsor loop during sponsor call outs
 - QR code or promo code to download app/access offer in printed program
 - Verbal call out in show to download the app for a chance to win X, but regardless you get % off or smaller offer.
 - Option for product placement and product call out on stage **must be vetted for endorsement conflicts
- Opportunity for lobby activation table to sample product, a lead-gen activity, app download to win X etc. Must fit within a 6 ft table footprint
 - Naming rights to one individual sport award for both genders (ex: Girls Basketball Player of the Year and Boys Basketball Player of the Year) *inventory dependent; Example of award naming: Girls Basketball Player of the Year presented by SPONSOR NAME (this is in script, in printed program, on-screen, and engraved on award)"
 - Logo inclusion on-screen during award presentation

App Download Sponsor

HOSPITALITY & GIFTS

- 4 Sponsor Area Tickets (additional tickets available upon request up to 20 tickets)
- 4 Meet & Greet Passes – includes photo opportunity with celebrity speaker and opportunity to bring an item to have signed by celebrity guest
- 1 autographed headshot of celebrity
- Business window decal or sticker ("proud sponsor of" sticker)

ADDITIONAL PERKS

- Regular (Monthly to Quarterly depending on need) client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance

INVESTMENT = \$12k-\$15k



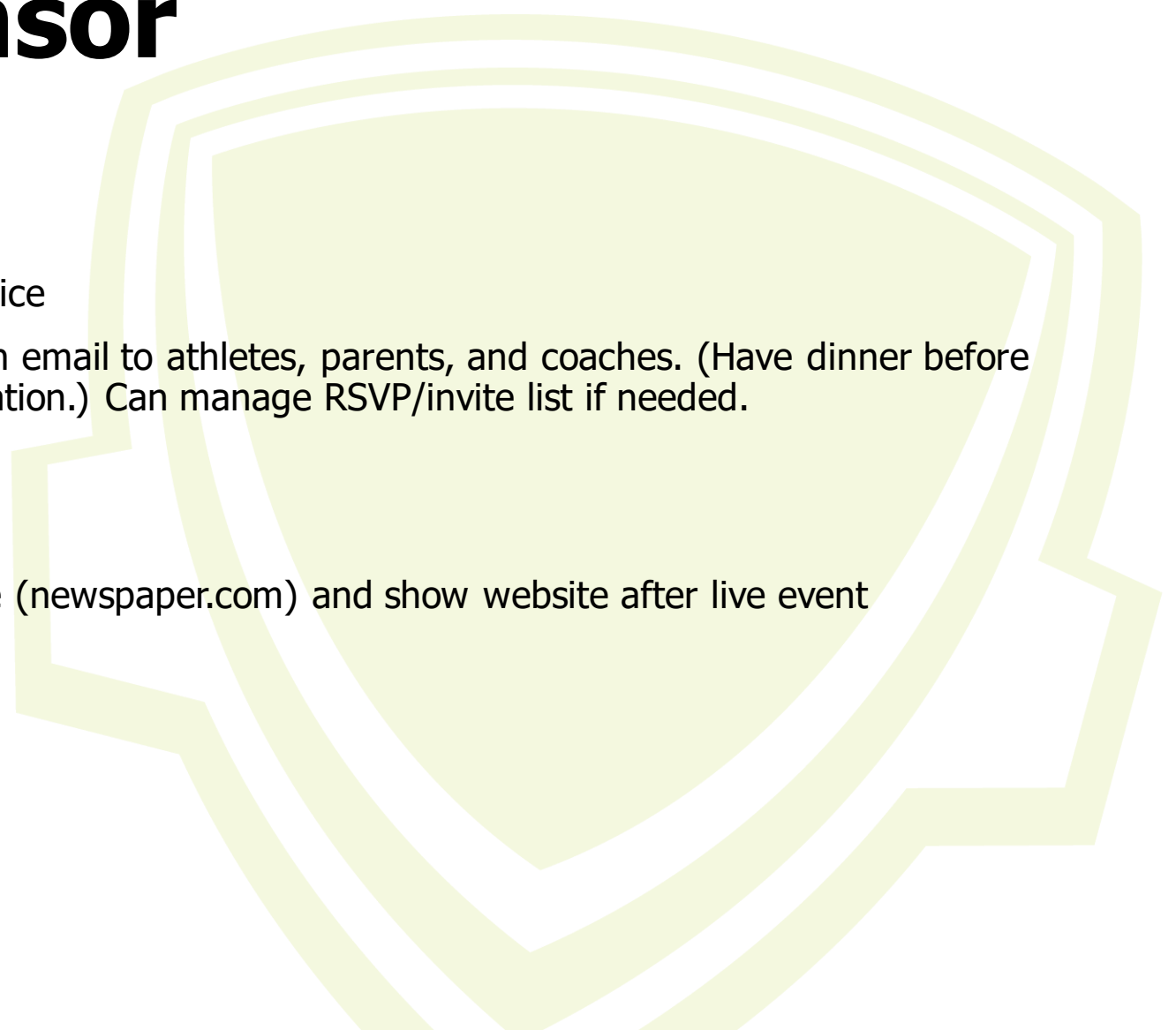
Restaurant Sponsor

PRE-SHOW MARKETING & EXPOSURE

- Sponsor logo inclusion on show event website
- Sponsor logo linked to sponsor website of choice
- Include restaurant sponsor Call To Action in an email to athletes, parents, and coaches. (Have dinner before the show at our official restaurant partner location.) Can manage RSVP/invite list if needed.

EDITORIAL SPONSOR ASSETS

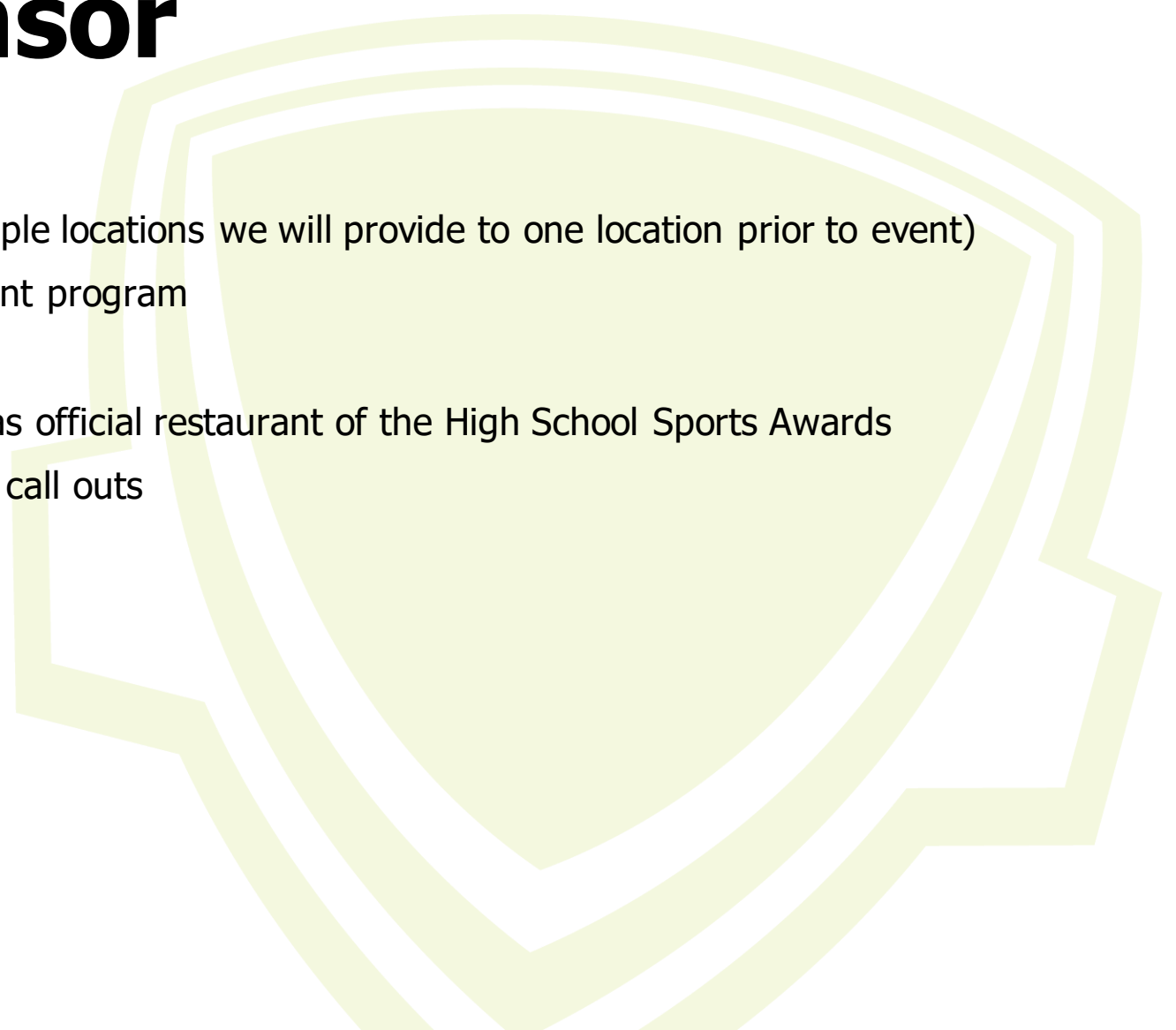
- Distribution of the show on publication website (newspaper.com) and show website after live event



Restaurant Sponsor

SHOW SPONSOR ASSETS

- Window clings and poster for location (if multiple locations we will provide to one location prior to event)
- Logo inclusion on sponsor page of printed event program
- Half-page ad in printed event program
- Verbal sponsor mention during show by host as official restaurant of the High School Sports Awards
- Logo inclusion in sponsor loop during sponsor call outs



Restaurant Sponsor

HOSPITALITY & GIFTS

- 2 Sponsor Area Tickets
- 2 Meet & Greet Passes – includes photo opportunity with celebrity speaker and opportunity to bring an item to have signed by celebrity guest
- 2 Autographed Headshots of Celebrity (1 to giveaway to an athlete that went to dinner at one of their locations)

ADDITIONAL PERKS

- Regular (Monthly to Quarterly depending on need) client check-in calls with performance updates
- First right of renewal for 2023 – expires 30 days after delivery of proof of performance

INVESTMENT = \$3k-\$5k

