



Sponsorship Information Packet

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Overview:

The Alexander Cougars are thrilled that you considered becoming a sponsor for the Athletics Program as a whole or for individual teams. This portfolio will describe several options available to you that will mutually benefit both entities. Once you have reviewed the choices, please indicate which best suits your needs and desired contribution.

In light of the financial hardships recently encountered due to COVID-19, we are happy to accept service-in-kind donations as well as products/goods that have a monetary equivalent. As always, Douglas County Schools/Alexander High School is a charitable organization. Therefore, any contribution will be tax deductible. We will provide documentation for your records.



Athletic Department Contacts:

Sport	Head Coach	Office #	Email
Principal	Chris Small	770-651-6000	christopher.small@dcssga.org
Athletic Director	John Chandler	770-651-6023	john.chandler@dcssga.org
Athletics Secretary	Niki Smith	770-651-6000	niki.smith@dcssga.org
Bookkeeper	Nicole Shealey	770-651-6010	nicole.shealey@dcssga.org
Baseball	Zach Romain	770-651-6135	zach.romain@dcssga.org
Basketball-B	Jason Slate	770-651-6181	jason.slate@dcssga.org
Basketball-G	Dallas Smith	770-651-6174	dallas.smith@dcssga.org
Cheerleading	Lora McAdams	770-651-6143	Lora.McAdams@dcssga.org
Cross Country	Brian Robinson	770-651-6051	Brian.Robinson@dcssga.org
Football	Matt Combs	770-651-6040	matthew.combs@dcssga.org
Golf	Ben Robinson	770-651-6041	ben.robinson@dcssga.org
Literary	Debbie Rager	770-651-6062	debbie.rager@dcssga.org
One-Act-Play	Molly Alexander	770-651-6127	molly.alexander@dcssga.org
Soccer-B	Jose Cuellar	770-651-6150	jose.cuellar@dcssga.org
Soccer-G	Jason Cann	770-651-6105	jason.cann@dcssga.org
Softball	Jaime Monroe	770-651-6035	jaime.monroe@dcssga.org
Swimming/Diving	Alexis Osment	770-651-6108	Alexis.Osment@dcssga.org
Tennis	Rikki-Lynn Baxter	770-651-6106	rikki.baxter@dcssga.org
Track	Brian Robinson	770-651-6051	brian.Robinson@dcssga.org
Volleyball	Brihanna Russell	770-651-6170	brhianna.russell@dcssga.org
Wrestling-B	Sean Moistner	770-651-6063	sean.moistner@dcssga.org
Wrestling-G	Daryk Cochran	770-651-6125	daryk.cochran@dcssga.org

Sponsorship Levels:

The following sponsorships levels are applicable for the entire athletic program or any specific team.

- **Diamond Partner (ONLY Available for Athletic Department Sponsorship)** - \$20k or equivalent good or service donation at one time or over the duration of a 5-year period (\$5k annually for the first four years and the 5th year complimentary). This tier will have a standing advertisement watermark on all live stream broadcasts via NFHS Network for all games, a standing advertisement spot on the NFHS Landing Page for Alexander Cougars, a scoreboard slot in the football stadium, a 5' high x 6' wide Premium Banner in the Basketball Gym, a scoreboard slot in both baseball and softball, and stationary website ad placement over the duration of the partnership. Additionally, partnership at this tier grants 6 Season passes for all athletic events and admission to all available hospitality suites on campus, and audible advertisements during each live stream of an athletic event on NFHS Network.
- **Platinum Partner (ONLY Available for Athletic Department Sponsorship)** - \$10k or equivalent good or service donation at one time or over the duration of a 5-year period (\$2k annually over a period of 5 years). Partnership at this tier will have a standing advertisement spot on the NFHS Landing Page for Alexander Cougars, a scoreboard slot in the football stadium, a 5' high x 6' wide Premium Banner in the Basketball Gym, and stationary website ad placement over the duration of the partnership. Additionally, partnership at this tier grants 4 Season passes for all athletic events and admission to all available hospitality suites on campus, and audible advertisements during each live stream of an athletic event on NFHS Network.
- **Gold Partner (Available for Individual Team or Athletic Department Sponsorship)** - \$5k or equivalent good or service donation at one time or over the duration of a 5-year period (\$1k annually over a period of 5 years). Partnership at this tier will have a scoreboard slot in the football stadium OR a 5' high x 6' wide Premium Banner in the Basketball Gym OR a scoreboard slot in both the Baseball and Softball stadiums, and stationary website ad placement over the duration of the partnership. Partnership at this tier grants audible advertisements during each live stream of an athletic event on NFHS Network and 2 Season passes for all athletic events and admission to all available hospitality suites on campus.

- **Silver Partner (Available for Individual Team or Athletic Department Sponsorship)** - \$1k or equivalent good or service donation at one time or over the duration of a 5-year period (\$200 annually over a period of 5 years). Partnership at this tier will have a 3.5' x 2.5' Banner in the TWO stadiums of your choice (Football, Basketball, Baseball, Softball) and stationary website ad placement over the duration of the partnership. Partnership at this tier grants audible advertisements during each live stream of an athletic event on NFHS Network.
- **Cougar Partner (ONLY Available for Individual Team Sponsorship)** - Partnerships at this level are directly managed by teams and may differ depending on the agreement made between the boosters and your organization. Should the partnership reach a monetary value that is at least the minimum of one of the aforementioned partnership tiers, then that tier will define the partnership. Partnership at this tier grants audible advertisements during each live stream of an athletic event on NFHS Network.

Sponsorship Summary:

Item	Diamond	Platinum	Gold	Silver	Cougar
Game Watermark (All Games)	✓				
Football Scoreboard	✓	✓	Choose 1	Small x 2	Small x 1
Gym 5' x 6' (Small = 3.5' x 2.5')	✓	✓	Choose 1	Small x 2	Small x 1
Baseball Scoreboard	✓		Choose 1	Small x 2	Small x 1
Softball Scoreboard	✓		Choose 1	Small x 2	Small x 1
Website Ad	✓	✓	✓	✓	✓
Landing Page	✓	✓			
Season Pass & Hospitality	6	4	2		
PA Ads	✓	✓	✓	✓	✓

Ad Placement:

Advertisements can be made on various levels and platforms. The specific guidelines are noted below.

Website Ads (Static) - These ads that are static on the mobile and computer version must be obtained via the website host company (VNN Sports). Click [THIS LINK](#) to find out more about ad placement on the website. Contact Brandon Rogers directly for setup via email at brogers@vnnsports.net

Website Ads (Featured in Posts and on Team Pages) - The ads in posts will cycle on the feature section of the homepage (alexandercougars.com). Also, a linked logo can be posted on a specific team's home page that is static for the duration of the partnership. Specific agreements should be made with the head coach and/or booster club directly for this choice. This can be obtained via the Athletic Director or Head Coach.

Social Media Ads (Facebook, Twitter, and Instagram) - Individualized promotional ads can be purchased and posted each day for one week for a \$50 donation towards the general athletics program. These ads can be videos (self produced or made by our students/staff), photos, or company logos. This can be obtained via the Athletic Director.

Public Address Announcements - PA Announcements can be made on your behalf at the sport of your choice for a \$50 per week donation towards the team of your choice. These will be made during game stoppage and repeated throughout the games as time permits (minimum once per game). This can be obtained via the Athletic Director or Head Coach.

Broadcast / Live Stream Watermark (See Appendix) - Your logo can be placed in one of three stationary spaces during live streams of athletic events. The cost of this ad placement is \$500 per game. This can be obtained via the Athletic Director. Click [THIS LINK](#) for more information.

NFHS Landing Page Advertisement - This is a static ad that is placed on the [Alexander Cougars Landing Page](#) for all of our live streams on the NFHS Network. The cost of this ad placement is \$250 per week. This can be obtained via the Athletic Director.

Connect With The Cougars

 ALX Cougars Athletics 		
* Connect With Us *		
Platform	Handle / Name / Address	Purpose / Benefits
Vanco Events	 Alexander High School	"Purchase" tickets to games. All Home games will use this platform. **Unique URL**
NFHS Network	 Alexander High School	"Watch" live streams of athletic events and other activities. With monthly or annual subscription, and get access to all content
Email	 john.chandler@dcssga.org	"Contact" the Athletic Director for all things regarding Athletics, Clubs, and Ensembles.
Twitter	 @ahscougars	"Follow" us on Twitter for scores, highlights, and announcements for Athletics, Clubs, and Ensembles.
Facebook	 Alexander Cougars-Athletics	"Like" our page for scores, highlights, and announcements for Athletics, Clubs, and Ensembles.
Instagram	 @alxcougarsathletics	"Follow" us on Instagram for the best photos, scores, highlights, and announcements for Athletics, Clubs, and Ensembles.
Website	 alexandercougars.com	"Visit" this resource often for schedules, news stories, and information. You can even subscribe to your favorite teams for updates.
YouTube	 Alexander Cougars	"Subscribe" to the YouTube Channel to see videos produced that highlight all students and special occasions.



Alexander High School



6500 Alexander Parkway
Douglasville, GA 30135
(P) 770-651-6000 (F) 770-920-4514

Principal: Dr. Chris Small

Asst. Principal: Mr. Rob Alford
Asst. Principal: Mrs. Miranda Combs

Asst. Principal: Mr. Stephen Beatty
Asst. Principal: Mr. John Chandler

Alexander Sponsorship Agreement

This agreement made this **Enter Date Here**, between Alexander High School and **Company Name and City**, outlines the details of the sponsorship for Alexander Athletics.

The sponsorship donation for Alexander High School Athletics is **\$Enter Dollar Amount Here**. This sponsorship donation will help continue the improvements to the athletic facilities for the athletic teams at Alexander High School. **Company Name and City** is entering into the partnership at tier indicated that matches the amount of the donation. **Enter Partnership Tier Here** with the **Enter Athletic Department or Specific Team Name** and will be donated over a period of **Enter donation frequency and specifics here**.

The sponsorship advertising rights and this agreement will span the life of the scoreboard. Your business will be able to display a 3'x5' advertisement panel on the scoreboard. When necessary (i.e., due to weather, etc.), Alexander High School will replace the advertisement sign on the scoreboard. The life span of the advertisement sign is estimated to be five to seven years. Banners will remain in place for the duration of the partnership and will be replaced by the school in the event of damage of weathering.

If for any reason after the original advertisement sign is created and installed, and the sponsoring business needs to modify the sign (i.e., change of business logo, etc.), the sponsoring business is responsible for payment for the new modified advertisement sign and installation.

Alexander Stadium Scoreboard Sponsorship Agreement Signature Page

Date

Chris Small, Principal - Alexander High School

John Chandler, Athletic Director - Alexander High School

<Sponsoring Business Representative>

<Sponsoring Business Representative>



Alexander High School



6500 Alexander Parkway
Douglasville, GA 30135
(P) 770-651-6000 (F) 770-920-4514

Principal: Dr. Chris Small

Asst. Principal: Mr. Rob Alford
Asst. Principal: Mrs. Miranda Combs

Asst. Principal: Mr. Stephen Beatty
Asst. Principal: Mr. John Chandler

Alexander Ad Placement Agreement

This agreement made this **Enter Date Here**, between Alexander High School and **Company Name and City**, outlines the details of the Ad Placement with Alexander Athletics as identified below.

Ad Type	Line Item Cost	Duration	Subtotal
Website Ad (Static)	Contact VNN		Contact VNN
Website Ad (Feature)	Enter Agreed Upon Cost	1 Year	
Social Media Ads	\$50 / Week		
Public Address	\$50 / Week		
Watermark	\$500 / Game		
Landing Page	\$250 / Week		
Total			

Alexander Ad Placement Agreement Signature Page

Date

Chris Small, Principal - Alexander High School

John Chandler, Athletic Director - Alexander High School

<Sponsoring Business Representative>

<Sponsoring Business Representative>