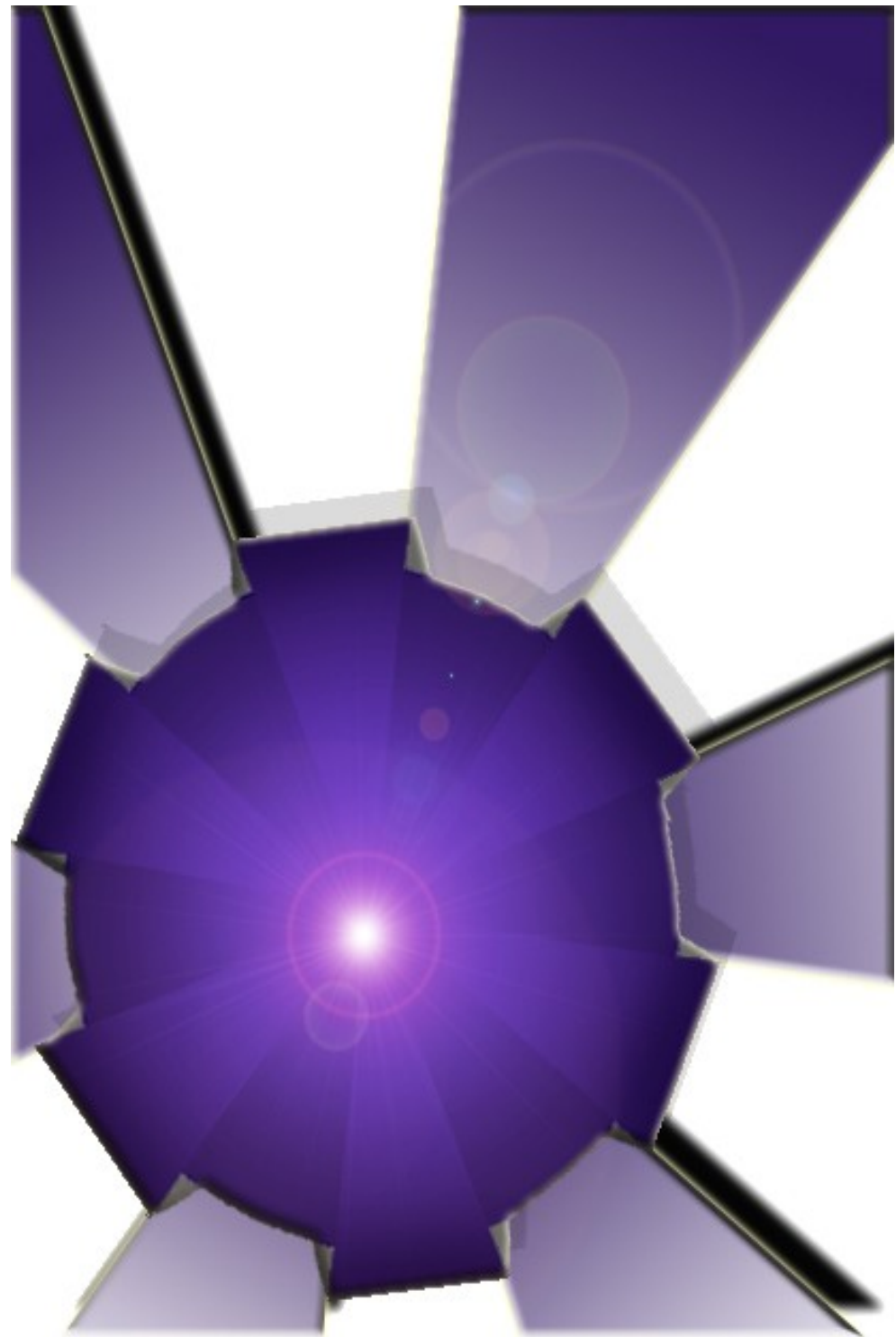


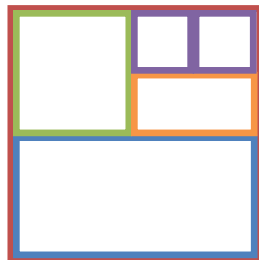
*Ann Arbor Pioneer High School Athletic Department
601 W. Stadium Blvd.
Ann Arbor, MI 48104
ph. (734) 994-2151
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email: cartwrl@aaps.k12.mi.us*



The Pioneer Athletic Booster Club offers potential advertisers the opportunity to gain exposure among community members. Alumni, students, parents, and friends all attend athletic events here at Pioneer and there is no better place than our athletic facilities to display your company and your products. There are numerous types of advertising opportunities available at Pioneer. The amount of people you will reach can only help your current business situation. Types of sponsorship range from signs around the athletic facility for sponsoring entire tournaments held at Pioneer.

Game Day Programs

Help create a game program for the athletic teams that displays your advertisement inside. The game day programs present a great opportunity to show your support for Pioneer Athletics while including your own advertisement. Many parents, fans, and friends purchase programs and will be exposed to your advertisement. To achieve the greatest amount of exposure for your company, Pioneer is combining 1 men's sport with 1 women's sport for the program. Therefore, two sports spectators instead of just one will see your program and advertisements. Your support of Pioneer Athletics will look excellent to the people that view your advertisements.



Pricing Plan:

1/16 Page Ad	\$60
1/8 Page Ad	\$100
1/4 Page Ad	\$180
1/2 Page Ad	\$300
Front/Back Cover Ad	\$500

Gala Dinner Sponsor

As you are aware, Pioneer High School has a well-deserved reputation for having what is regarded as the finest high school athletic program in the state of Michigan. Such success does not come about without plenty of hard work and lots of planning for the future.

In order to ensure that the Pioneer athletic tradition will continue into the new century, the Pioneer Booster Club created the Hall of Fame and established the Ann Arbor Pioneer Athletic Gala. The Booster Club hopes you will consider becoming a corporate or individual sponsor of this year's dinner.

There are three levels of support that you can choose:

\$500 (Purple) Benefactor entitles you to 8 dinner tickets, your business/name displayed on the table, and your business/name in the program.

\$250 (White) Corporate Sponsor entitles you to 4 dinner tickets, your business/name displayed on the table, and your business/name in the program.

\$100 (Grey) Patron entitles you to 2 tickets, your business/name displayed on one of the tables, and your business/name in the program.

Advertising opportunities

PROGRAM	SEE BOOKLET
GALA DINNER	SEE BOOKLET
TRACK & FIELD BANNER	\$250/ YEAR
POOL BANNER	\$250/YEAR
GIVEAWAY SPONSOR	\$250/ PER EVENT
HALFTIME SPONSOR	\$250/ PER EVENT
EXIT SAMPLING	\$250/ PER EVENT
ATHLETIC CUPS	\$250/ PER EVENT
AUX. GYM BANNER	\$250/ YEAR
MAIN GYM BANNER	\$300/YEAR
ON SITE SPONSOR	\$300/ PER EVENT
STADIUM FLAG	\$350/ YEAR
ADOPT-A-GARDEN	\$400/ ONE-TIME FEE
CONCESSION STAND BANNER/ NAMING RIGHTS	SEE BOOKLET
ONLINE ADVERTISING	\$750-\$1000/ YEAR
SCHEDULE CARDS/ POSTERS/ COUPONS	SEE BOOKLET
HOLLWAY STADIUM BANNER	\$500/ YEAR
PRESS BOX BANNER	\$600/ YEAR
GAME/ TOURNAMENT SPONSOR	\$750-\$1000/ PER EVENT
SCOREBOARD BANNER	\$1,500/ YEAR
MEDICAL GATOR SPONSOR	\$3,000/ YEAR
CHAIR BACK SIGNAGE	\$5,000/ 3 YEARS
WEIGHT ROOM SPONSOR	\$5,000/ ONE-TIME FEE
VICTORY BELL RESTORATION	\$5,000/ 5 YEARS
BLIMP SPONSOR	\$6,000/ ONE-TIME FEE
TREE SPONSOR	\$7,000/ PER TREE
PADDED SCORER'S TABLE	\$12,000/ 5 YEARS
CORNER MESSAGE CENTER	\$20,000/ YEAR
TIMING SYSTEM	\$25,000/ ONE-TIME FEE
HOLLWAY MESSAGE CENTER	\$30,000/ ONE-TIME FEE
FOOTBALL WALKWAY SPONSOR	SEE BOOKLET
TURF SPONSOR	\$1,000,000
UNIFORM SPONSOR	SEE BOOKLET

Message center at Hollway

As a sponsor of the Hollway message center, your company's message will be seen by over a 50,000 a year. The sponsorship contract is granted on an annual basis in the amount of \$30,000/initial cost.

Football Walkway Sponsor

The goal of Pioneer Athletics is to present the best facilities to its players and the best looking facilities to the public. By becoming a walkway sponsor, your money will be used to install a section of bricks to replace the dirt pathways the football stadium currently has. Along with the honor of improving the Pioneer facilities, your company will receive a banner that will be hung in the football stadium thanking you for your donation. This banner will be seen and appreciated by many fans that watch not only football, but also soccer and lacrosse. This requires a minimum donation of \$50,000 to become a walkway sponsor. We are looking for 5 total sponsors to donate \$10,000 each. Banner will be up for 15 years and an engraved thank you will be in the pathway as well.

Turf Sponsor

In becoming the turf sponsor, your company will be credited for bettering the playing field for football, soccer, and lacrosse. Not only will the student athletes be much appreciative, but the community will also praise your help because you have greatly improved the athletic facilities. Along with this praise, your company's name and logo will be placed on a banner and hung in the football stadium to thank you for your donation. Pioneer requires a \$1,000,000 minimum donation to become the turf sponsor.

Uniform Sponsor

By becoming a uniform sponsor you will be improving the overall appearance of the Pioneer Athletic Program. When visitors come to our facilities they want to see the best we have to offer. That not only applies to the actual playing grounds, but also the dress of our athletes. If our athletes don't look their best, then Pioneer doesn't look its best. Your donation for uniforms can assure our best appearance at all times. Along with the satisfaction of knowing that you have helped the Pioneer program be its best, you also receive a banner to be hung in the gym or in the stadium thanking your company for your generous support. Pioneer requires a minimum of a \$4,000 donation to be a uniform sponsor.

Exclusive rights available to any apparel/ clothing company willing to provide all the necessary uniforms for all sports. This includes: jersey, socks, shoes, training gear, sweatshirts, sweatpants, and equipment if possible. Rights will be renegotiated every 3

Track and Field/ Field Hockey Banner

As a sponsor for the track and field, and field hockey stadium, your company will be granted a 4 x 6' banner that will hang along the surrounding fence. The capacity of this facility is 1,000 per event. This sponsorship is granted on an annual basis in the amount of \$250.



Pool Banner

Need a picture. As a sponsor of the pool area, your company will be granted a 3'x5' banner to be hung in the pool area. Spectators watching swimming meets, water polo games, and synchronized swimming meets will see these banners. This sponsorship is granted on an annual basis in the amount of \$250.



Giveaway Sponsors

Giveaway sponsors present a great opportunity for your business to increase brand awareness. By distributing keepsake items with your logo or company name will provide a great chance for the athletic community to become aware of your product. Some items to give away could include, but is not limited to, pom-poms, towels, mini balls, t-shirts, bumper stickers, team pictures, seat cushions, etc. Pioneer Athletic Department requires a minimum donation of \$250 to participate in giveaway sponsorship.

Half Time Event Sponsor

By participating in the half time event sponsorship program, your business will be given a great opportunity to expose itself to the spectators and community residents of Ann Arbor. During the half time activities, you may sponsor a basketball shooting contest, a football throwing contest, a pitching contest, a raffle drawing etc. All of these will show the community your support for Pioneer Athletics. Also, by giving away prizes to the winners, you are also providing an excellent chance for people to use your business and find out what they are missing. Pioneer requires a minimum donation of \$250 to participate in half time event sponsorship opportunities.

Exit Sampling

By catching people on their way out of a sporting event, you can ask them to sample your product to find out if the community likes what you are offering. There are many benefits to participating in exit sampling. A few of the benefits may include the large number of people you will reach, the initial/instant reaction of consumers, and the exposure to gain brand recognition among the community will all help your business. Pioneer requires a minimum donation of \$250 to participate in exit sampling

Athletic Cups Sponsor

The main advantage of becoming an athletic cup sponsor is the publicity that they will bring to your company. With 26 varsity teams playing at Pioneer the amount of exposure the water cups will provide is very large. All of the spectators, players, officials, and administration will see your advertisements and recognize the support you give to your community. Pioneer Athletics requires a \$250 minimum donation, plus providing the cups, to become an athletic cup sponsor.

Aux. Gym Banner

As a sponsor of the auxiliary gym, your company will be granted a 3'x5' banner to hang inside the auxiliary gymnasium. Spectators of volleyball, wrestling, gymnastics, and some basketball will see these banners. The total number of spectators likely to see your banner is 336, the total capacity of the auxiliary gymnasium. This sponsorship is granted on an annual basis in the amount of \$250.



Main Gym Banner

As a sponsor of the main gym, your company will be granted a 3'x5' banner to hang inside the main gymnasium. Spectators of basketball, volleyball, gymnastics, and wrestling will see these banners. The total number of spectators likely to see your banner is 1,904, the total capacity of the gymnasium. This sponsorship is granted on an annual basis in the amount of \$300.



Tree Sponsor

There are many advantages to becoming a tree sponsor. Not only will your company be helping the environment by planting pine trees, but your company will also be assisting in the process to make Pioneer facilities more beautiful. Yet, just as importantly, your company will be given a banner to be hung in the football stadium thanking you for your generosity. Pioneer requires a minimum donation of \$7,000 to become a tree sponsor.

Padded Scorer's Table

As a sponsor of the chair backs, your company will receive exclusive rights to place their company logo on the front of the illuminated scorer's table. Purple padded sides with company logo on front and Pioneer High School as well, will be used for athletic events in the gymnasiums. Basketball, gymnastics, wrestling, and volleyball spectators will see these chair backs. The total number of people that will potentially see your sign is 3,000, the total capacity of the gymnasium. This is also including both men's and women's seasons. This sponsorship contract is 5 years and the amount is \$12,000



Corner Message Center

As a sponsor on the corner message center, over a million cars will see your company's message in a week. The sponsorship contract is granted on an annual basis in the amount of \$20,000/year.



Timing System

With constant improving of the facilities at Pioneer High School, there is also a large focus on accuracy and technology. A timing system for the track is needed for the upcoming years and a one time donation of \$25,000 will give you exclusive rights to the timing system. The company will receive a banner at Hollway field for their donation as well as special banner for tack and field events showing your support for Pioneer track and field.

Chair Back Signage

As a sponsor of the chair backs, your company will receive exclusive rights to place their company logo on the back of the chair, colors must be purple and white, will be used for athletic events in the gymnasiums. Basketball, gymnastics, wrestling, and volleyball spectators will see these chair backs. The total number of people that will potentially see your sign is 3,000, the total capacity of the gymnasium. This is also including both men's and women's seasons. This sponsorship contract is granted on an annual basis in the amount of

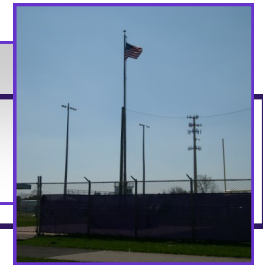


On Site Sponsors

Being on site of an athletic event gives your company the chance to gain publicity. By making yourself available to the local community and showing your support for Pioneer Athletics, many residents may start to recognize your company/brand or they may start to purchase your product over their previous choice. Being an on site sponsor means you can host a tailgate for football games, you can set up sampling tables, you may pass out coupons or fliers, and you may set up retail tents. Pioneer requires a \$300 minimum donation to be an on site sponsor.

Flag at Stadium

With the flag flying over Hollway field 50,000 people will have an opportunity to see the flag. This contract is granted on an annual basis in the amount of \$350/year.



Adopt-A-Garden

Help beautify the surrounding grounds of the athletic fields. Garden will be priced at a flat rate of \$400 per garden plus the cost of plants and labor. Volunteers will be provided for work and gardens must be approved by Pioneer High School.



Victory Bell

The famous Victory Bell can be used for advertising as well. Pioneer is asking for a \$5,000 donation for the restoration and upkeep of the bell and the surroundings. Company will receive a banner and a plaque located on the tower for the Victory Bell. Your donation will last 5 years and can be renewed at that time. Help preserve a part of Pioneer history.



Concession Stand Banner

As a sponsor of the concession stand, your company will be granted a 4'x6' banner to be hung on the outside walls of the concession stand. Spectators watching football, soccer, and lacrosse will see these banners. Keep in mind that the total capacity of the stadium is 3,000 spectators. This sponsorship is granted on an annual basis in the amount of \$400. Exclusive naming rights of the concession are available in the amount of \$50,000.



Blimp Sponsor

The main advantage of becoming a blimp sponsor is the amount of advertising time your company will receive. Having one of the largest athletic families in the state of Michigan, your advertisements will be seen by many community athletic goers. Also, for those not involved with the Pioneer athletic family, they will still gain exposure to your advertisements because the blimp will be flying above the stadium for the people passing by in their cars. Pioneer Athletics requires a \$6,000 minimum donation to become a blimp sponsor.

On-line Presence/Promotions

The goal of the online promotions is to become visible to web site users. An attachment will be made from the Pioneer Athletics web page to your company web page. If your company does not currently have a web site, your name and sponsorship will be placed on the web site itself. To link to the Pioneer Athletics web page a minimum donation of \$500/promotional partner and \$1,000/banner advertising. Customer data can be obtained through on-line surveys.

Standard Online Promotional Partner

5K max. file
GIF or JPEG
(120x60 pixels)

Banner Advertising Partner

12K max. file
GIF or JPEG
(468x60 pixels)

Schedule Cards/Posters/ Coupons

This is a great opportunity to provide athletic event spectators with a keepsake from Pioneer and your company. By handing out schedule cards, schedule magnets, or team posters you are providing the community with a chance to see their favorite Pioneer athletic teams. However, more importantly, you are also adding your advertisement to these gifts for all of the spectators to see. By being exposed to your company continuously spectators will be more willing to use your business. Pioneer requires a minimum donation of \$500/5,000 schedule cards, \$15,000/5,000 posters, and \$3,000/5,000 magnets to be a schedule sponsor. Ticket sponsors will get their name on the tickets given to every paid attendee to the game. Sponsors will get the opportunity to give patrons a coupon to use in their store. Family and season pass holders will have the sponsors' advertisement on the card. \$1800/year

Hollway Stadium Banner

Need a picture. As a sponsor for the football stadium, your company will be granted a 4'x6' banner that will hang along the surrounding fence. Keep in mind that the total capacity of the football stadium is 5,000 spectators. This sponsorship is granted on an annual basis in the amount of \$500 or you have the option for having banners on the visitor and home side for the amount of \$900.



Press Box Signage

Need a picture. As a sponsor for the press box, your company will receive a banner to be placed on the press box and will be 4'x6'. All Pioneer athletic fans will see this, with a total capacity in the stadium of 3,000, as well as travelers passing by the stadium. This sponsorship is on an annual contract in the amount of \$600.



Game/Tournament Sponsor

Game/Tournament sponsors increase their visibility greatly throughout Pioneer High School and the surrounding community. Sponsoring a game or tournament means being involved in all aspects of the events. Benefits of sponsoring a game or tournament are as follows, tickets to watch the sporting event, on site signage opportunities, tailgate possibilities,

VIP Seating, public address announcements, and on site promotion opportunities. Pioneer requires a minimum donation of \$750 for game sponsors and a minimum donation of \$1,000/day for tournament sponsors.

Scoreboard Banner

As a sponsor of the scoreboard, your company will be granted a one-year contract in the amount of \$1,500. The size of the sign will be 6x8. The scoreboard can be either inside the main gym (seen by basketball, volleyball, wrestling, and gymnastics spectators) or outside on the football scoreboard (seen by soccer, football, and lacrosse spectators). If you decide to sponsor, keep in mind that the total capacity to the gymnasium is 1,904 spectators and the total capacity of the stadium is 3,000 spectators.

Medical Gator

Medical personnel are present at all outdoor and indoor sporting event. Sponsors have the opportunity to help fund the medical gator. A donation of \$3,000 annually gets your company's name across the front as well as a banner thanking you for your support at Hollway Stadium.

