



2024-25 TFA Athletics Corporate Sponsorship Opportunities

- **Girls Volleyball / Basketball / Baseball Game Day Sponsorship - \$300**
 - Promotional social media content posted on game day
 - In-game PA company highlight and marketing script read throughout the game
 - Opportunity to play promotional videos during the game
 - Immediate family admission for 2 company affiliates at the game
 - Opportunity to pass out marketing materials during the game
- **Football Game Day Sponsorship - \$500**
 - Promotional social media content posted throughout the week
 - In-game PA company highlight and marketing script read throughout the game
 - Opportunity to play promotional videos during the game
 - Immediate family admission for 2 company affiliates at the game
 - Opportunity to pass out marketing materials during the game
- **Royal Invitational Track & Field Meet Title Sponsorship - \$5,000 - 1 available**
 - Email williampikalow@thefirstacademy.org if interested
 - Promotional social media content posted throughout the week
 - PA company highlight and marketing script read throughout the meet
 - Opportunity to play promotional videos during the meet as well as static logo on video board during all dead time
 - Immediate family admission for up to 8 company affiliates at the meet
 - Opportunity to pass out marketing materials during the meet
 - Naming rights for the meet - ex. “The (Company Name) Royal Invitational” or “The Johnson Family Royal Invitational”
 - Opportunity to post temporary signage at the meet with sponsor name/logo
 - Sponsor name on every website, news publication, and social media post that advertises or highlights the meet
 - Sponsor name/logo on every medal, plaque, trophy and ribbon that is presented to the winning athletes
 - Sponsor name announced from the PA system each time the name of the meet is said and each time an award is presented - ex. “The winner of the girl’s 400 meter relay at the (company name) Royal Invitational is...”

- **Payne Stewart Athletic Complex (PSAC) Banner Sponsorship - \$1,000**
 - 4x6 banner at PSAC for 1 year
 - Admission for you and up to 2 family members/guests at all regular season home contests held at PSAC
 - Banners are exposed to PSAC's nearly 35,000 visitors throughout the year

- **Cramer Family Field House (CFFH) Video Board Sponsorship - \$2,000**
 - Company logo will occupy the CFFH video board for one of four quarters at every basketball and volleyball contest for the entirety of 1 year
 - Admission for you and up to 4 family members/guests at all regular season home contests held at CFFH
 - Average 150 unique eyes at 30 total volleyball games = 4,500 unique eyes/season
 - Average 200 unique eyes at 40 total basketball games = 8,000 unique eyes/season

- **Payne Stewart Athletic Complex (PSAC) Video Board Sponsorship - \$3,000**
 - Company logo will occupy the PSAC video board for one of four quarters at every football, track & field, soccer, and lacrosse contest for the entirety of 1 year
 - Admission for you and up to 4 family members/guests at all regular season home contests held at PSAC
 - Average 2,000 unique eyes at 5 track & field meets = 10,000 unique eyes/season
 - Average 1,200 unique eyes at 7 varsity football games = 8,400 unique eyes/season
 - Average 300 unique eyes at 3 JV football games = 900 unique eyes/season
 - Average 100 unique eyes at 28 total soccer games = 2,800 unique eyes/season
 - Average 100 unique eyes at 21 total lacrosse games = 2,100 unique eyes/season

- **Baseball Scoreboard Sponsorship - \$7,500 - 2 spots available (\$2,500 annually)**
 - Company logo will occupy one of two permanent spots on the baseball scoreboard for the entirety of 3 years
 - Admission for you and up to 4 family members/guests at all regular season home baseball contests
 - Average 175 unique eyes at 50 total baseball games = 8,750 unique eyes/season

**All sponsorships purchased after March 1st (excluding game day sponsorships) of any given year will be executed at the beginning of the following school year (August 1st) in order to maximize exposure for our sponsors.*