

Target Market Profile
HIGH SCHOOL SPORTS FAN PROFILE

- Age of student body:* Students are 5-18 years old
- Staff and Faculty:* Over 500 faculty and staff and families are represented
- Regular game attendance:* Football averages 2,000, men's basketball 1000, girls basketball 350, Volleyball 350, soccer 500
- Other related information:* Total number of enrolled students-5000
Member of the AVCTL League, the toughest high school league in the state.

By investing your targeted marketing dollars with our program you will reach not only the High School student population but entire families throughout the area. These are active people who predominately live and shop in this area and whose friends are important link to 's athletic program.

Attendance is rising at our events, as is interest in our program from the community. You will reach both men and women with your message in near equal numbers. Reach your target market by being involved in our marketing program.

SPONSORSHIP PACKAGES

Think of the exposure that will come from involvement with athletic activities. Reach your community with your message using the vehicle of high school sports.

Platium Package	\$9000
Game Sponsorship (football or boys basketball) Maize Extravaganza/Carnival Eagle/Maverick Night Event (table) Eagle/Maverick Golf Classic (Foursome) Program advertising (1 page) Signage (all venues) Booster Club Annual Pass	

Gold Package	\$5000
Game Sponsorship (boys or girls basketball or volleyball) Maize Extravaganza/Carnival Eagle/Maverick Night Event (4 seats) Eagle/Maverick Golf Classic (twosome) Program Advertising (¼ Page) Signage (football and basketball) Booster Club Season Pass	

Silver Package	\$2000
Game Sponsorship (soccer, baseball or softball) Maize Extravaganza/Carnival (2seats) Eagle/Maverick Night Event Eagle/Maverick Golf Classic (twosome) Signage (baseball or softball) Booster Club Season Pass	

The Your HS Mascot target market is the 14-45 year old age group focused on families. This is the buying public with a large discretionary income—your target market!

Create your own package!

Choose from marketing opportunities available or talk with us about creating a package *designed especially for your business.*

SIGNAGE

Location, location, location are the keys to selling your business to your target market. You can't find a more captive audience than those who attend sporting and school events, intramurals, high school assemblies and classes. Get your sign now before space is no longer available. Your sign keeps your business name and message in front of Maize sports fans all year round. Price includes sign production and installation.

Signage	Size	Cost
Football, Soccer, Track	4 x 8	\$1000
Gym (basketball, volleyball)	4 x 4	\$1500
Baseball	4 x 8	\$500
Signage package (all signs)		\$3000

PROGRAM ADVERTISING

Programs are printed for each season, Fall and Winter. Highlights include information about each athletic team including team schedules, coaches' information and rosters. Reach your target market with your program ad all year long or pick from the season that interests you most. *With a limited amount of advertising space available in our programs, your ads will receive their intended impact!*

Program	Size	Fall or Winter	Both
Fall and/or Winter	1/8 page	\$150	\$250
	1/2 page	\$200	\$350
	Full page	\$250	\$450

SCHEDULE CARDS

Many people attend games because of schedule cards. These tools have great staying power that connect our 53 teams to fans and fans to the business that sponsors them. *Schedule cards stay in billfolds and purses and on refrigerators for the entire season and remind holders of your business each time they refer to it for the date and time of a game.* Schedule cards are distributed throughout the community.

Season	# Printed	Cost
Fall Sports (Football, volleyball, men soccer, , cross-country, women's tennis, womens golf)	10,000	\$1000
Winter Sports (basketball, wrestling, swimming)	10,000	\$1000
Spring Sports (baseball, softball, track/field, tennis, golf)	10,000	\$1000

GAME SPONSORSHIP

“(YOUR BUSINESS NAME) NIGHT”

Includes a whole night of fun!

Your business can be associated with a quality sponsorship that benefits the entire community. Build on your sponsorship night by including a giveaway item printed with your logo---and impress your clients and business associates at games.

CONTEST

Fans win something valuable from your business by competing at halftime or a time-out. The audience will remember this long after the game is over! Free throw contest, field goal kicking serving contest—you name it, we do it!

TWO PUBLIC ADDRESS ANNOUNCEMENTS

You can have two 15 second announcement/advertisements over the public address system during your sponsored game.

SIGNAGE

We provide the space and you provide the banner as you keep your business name and message in front of fans at your sponsored games.

HONORARY COACH

Have your business represented by you or by a member of your staff at the game, meet with game officials, hand them the game ball, be introduced to the crowd and actually sit with the team on the bench.

DISTRIBUTE YOUR FLYER OR SAMPLES AT THE GAME

Personnel for distribution provided by sponsor.

PROMO GIVEAWAY

Your Maize fans love promotional material that sponsors give, whether it's mini-footballs/basketballs or a key chain. Give our fans something to remember you by.

Sport	Cost
Football	\$1000
Volleyball	\$ 400
Men's basketball	\$500
Women's basketball	\$ 500
Baseball	\$ 300
Softball	\$ 300
Soccer	\$300

EAGLE/MAVERICK MASCOT NIGHT AND SPORTS AUCTION

Mascot Night will be one of the major events of the year in the Community. Highlighted by local area sports figures, our HS Mascot Night is held on St. Patrick's Day night and will also host a silent and live auction focused around sports and recreational items. Benefits for table sponsors include sign recognition at the event and in the written program, 8 seats at the dinner and a thank-you in the Valley Times. This is an evening you and your guests won't soon forget, with all proceeds going to the Maize athletic program.

Sponsorship	Cost
Table	\$300
Individual ticket(s)	\$ 35

EXTRAVAGANZA

Kick-off the fall season with an event to remember! The community will be all around this annual event held in August. teams are showcased as the year begins. football and volleyball play several other teams in a jamboree, cross-country kicks off with a fun run, soccer plays an intrasquad scrimmage. Jump on board this event co-sponsored by the Business Association and the High School Booster Club. Food booths and booth space is available. Get your business in front of Eagle and Maverick fans and families from the start of the year.

- Booth rental
- Participating sponsor
- Title Sponsor

EAGLE/MAVERICK MASCOT GOLF CLASSIC

The Mascot Golf Classic is in it's first year. Our goal is to make this the finest high school tournament of it's kind in the area. This year's tournament will be played at 's Reflection Ridge Golf Course. You have the option of playing with your own foursome, or choosing one of 's coaches or athletic department staff to help you round out your group. The revenue generated from the tournament is used exclusively for the athletic department and for kids. Make this event a part of your yearly calendar.

Sponsor	Cost
Individual player	\$150
Foursome	\$600
Hole sponsor	\$200
Tee or green sponsor	\$100
Driving range	\$500
Putting green	\$500
Participating sponsor	\$750

PAYMENT OPTIONS

We request that your company pay 20% of its total marketing agreement with your signed contract. All contracts must be paid in full by June 1, 2010. Payment options are as follows:

OPTION A: PAYMENT IN FULL

Return contractual agreement with full payment of marketing agreement.

OPTION B: QUARTERLY INSTALLMENTS

Return contractual agreement with 20% of its total marketing agreement. The rest may be paid in three equal installments, which are due:

- September 30, 2
- December 31, 2
- March 31, 2

For more information, please call or write:

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