



THE HAGERTY FAMILY EVENTS CENTER

BUSINESS ALLIANCE PROGRAM

2019-2020 PROGRAM OVERVIEW



Business Alliance Program

The Business Alliance Program was created to provide marketing opportunities that are valuable to our business supporters, while providing the necessary recourses for Cathedral Preparatory School and Villa Maria Academy to continue successful serving our youth.

The program was designed with **YOU** in mind... to provide your business/organization with true marketing value through a wide variety of multi-platform advertising options.

These packages provide numerous marketing impressions for Alliance Members to reach our global Prep-Villa family and the Erie community. With over 29,000 alumni and friends in our database and over 100,000 visitors to the Hagerty Family Events Center annually, the reach is extensive!

Business Alliance relationships run for an entire year (July 1st – June 30th for Business Alliance Packages) and monthly payment options **ARE** available.

THANK YOU for your support and we look forward to serving you as a

Member of our Business Alliance Program!



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Why Advertise With Us?

Events Recently Hosted at the Hagerty Family Events Center:

- ❖ Prep and Villa Athletic Contests:
Basketball, Football, Lacrosse,
Soccer, Swimming & Diving, Track &
Field, Wrestling, Water Polo
- ❖ Prep and Villa Annual Social Events:
Young Alumni Happy Hour, Reunion
Weekend Events, Tailgate Party
Events, etc.
- ❖ Collegiate Water Polo Games and
Tournaments
- ❖ Collegiate-run Basketball Camps &
Tournaments
- ❖ PIAA D-10 Athletic Playoff Contests
- ❖ City vs. County All-Star High School
Soccer Games
- ❖ Pennsylvania State C.Y.O. Basketball
Tournaments
- ❖ Burger King Classic Basketball
Tournament
- ❖ Erie BayHawks Basketball Camp
- ❖ Keystone Hoops Basketball
Tournaments
- ❖ Private & Public 3v3 Basketball
Tournaments
- ❖ Erie Irish Youth Basketball Practices
& Tournaments
- ❖ Youth/Novice Wrestling
Tournaments
- ❖ Club Chill Volleyball Practices &
Tournaments
- ❖ Cheer & Dance Competitions
- ❖ Erie Challenge Water Polo
Tournament
- ❖ Diocese of Erie Athletic Contests:
Basketball, Football, Soccer,
Swimming, Track & Field
- ❖ Erie Express Football Games
- ❖ EYTFL Youth Football Games
- ❖ National College Club Tackle Football
Championship Game
- ❖ Rugby Football Club Contest
- ❖ Zumbathon for “Boots on Ground”
Benefit Event
- ❖ Big Brothers Big Sisters of NWPA
Annual Benefit Event
- ❖ Lakeland Area Hospice Annual
Memorial Service
- ❖ Alzheimer’s Association RivALZ Flag
Football Fundraiser Event
- ❖ Aqua Aerobics Classes
- ❖ Diver’s World Classes
- ❖ EPIC Water Polo Club
- ❖ Lake Erie Silver Dolphins (LESF)
Swim Club
- ❖ Fitter & Faster Swim Clinic
- ❖ Private Social Events: Birthday
Parties, Graduation Parties, Holiday
Parties, Rehearsal Dinners,
Baby/Bridal Showers, Wakes,
Baptism/Communion Parties, etc.

Digital Sign Sponsorship

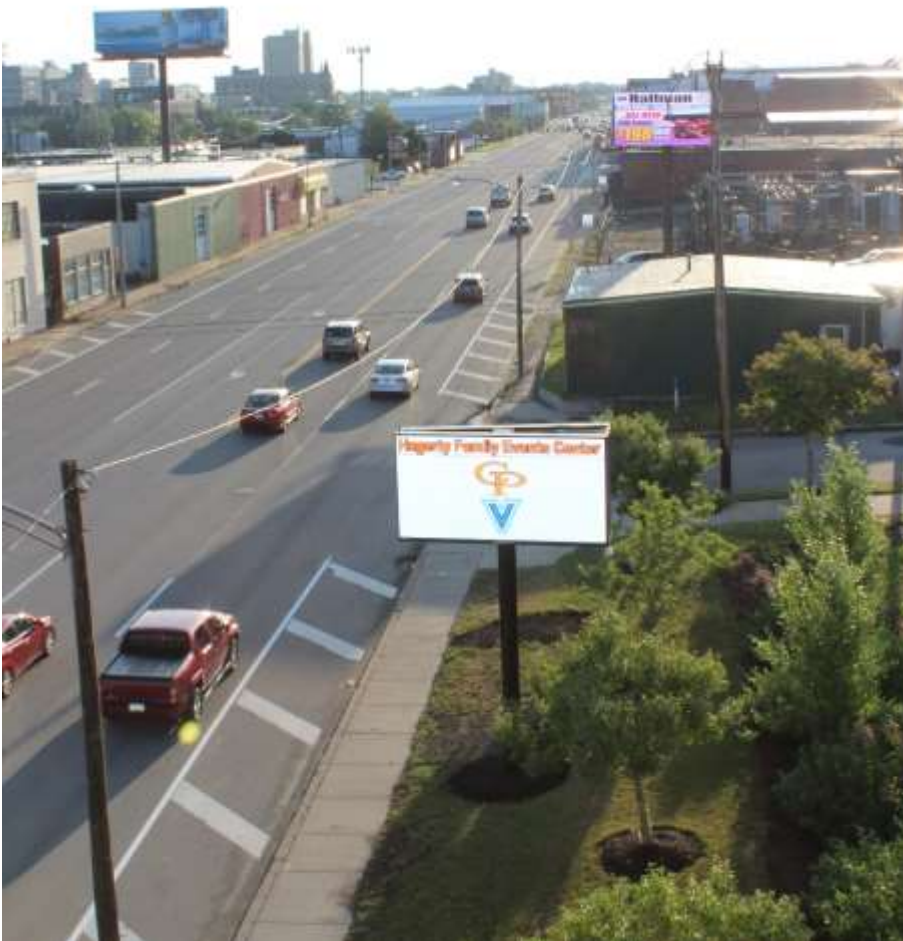
Our new digital sign stands tall just five blocks West of the heart of downtown Erie on West 12th St.
You have the opportunity to reserve a premier Sponsorship spot on our digital sign!

We have a daily average of 19,000 vehicles passing by our location every day!!

With the standard load factor of 1.5 people 18+ years of age,
traffic at our location delivers approximately 10,402,500 impressions in one year!

Spots are limited and will be reserved on a first come, first served basis.

Spots will run 24 hours/day for an 8 second hold time



1 Week Sponsor

SPONSORSHIP LEVEL: \$350

1 Month Sponsor

SPONSORSHIP LEVEL: \$1,000

3 Month Sponsor

SPONSORSHIP LEVEL: \$2,700

6 Month Sponsor

SPONSORSHIP LEVEL: \$5,000

1 Year Sponsor

SPONSORSHIP LEVEL: \$9,500

Scoreboard Sponsorship

Available for the first time since the inception of the Events Center is the opportunity for Sponsorship of the Dollinger Field Scoreboard and the Joann Mullen Gymnasium Display Board! These are the *premier* Sponsorship spots available!

Joann Mullen Gymnasium Display Board

Your Sponsorship would be placed on the silver side panels of the board.



➤ Investment: \$20,000

Signs & Banners Availability

Exterior Entrance 8' (W) x 4' (H)



Gym Banner 5' (W) x 3' (H)



Pool Banner 4' (W) x 6' (H)



Dollinger Field Sign 19' (W) x 7' (H)



Walnut St. Field Sign 8' (W) x 3' (H)



Ruby Package

What the Ruby Package can do for your business/organization:

- ❖ 5 premium signage locations (Exterior Entrance, Gymnasium, Aquatics Center, Dollinger Field, Walnut St.)
- ❖ Full page color advertisement in all 3 Seasonal Athletic Sports Guides
- ❖ 30 second video advertisement to be played on gymnasium scoreboard display screen during games & events
- ❖ Still frame advertisement to be played on gymnasium scoreboard display screen during games & events
- ❖ Still frame advertisement to be played on Café '64 display screen during games & events
- ❖ Official Game Sponsor for a Prep or Villa game.
- ❖ Listing on Prep and Villa Website as a Ruby Member with hyperlink to your website
- ❖ Acknowledgement on Prep and Villa social media accounts recognizing your business as a Ruby Member (3x: Fall, Winter, and Spring)
- ❖ Listing in Prep and Villa Performing Arts Program as a Ruby Member
- ❖ 4 "All Access Passes" to the Hagerty Family Events Center
- ❖ \$100 gift certificate to the Spirit Store



➤ Investment: \$10,000

Platinum Package

What the Platinum Package can do for your business/organization:

- ❖ 3 premium signage locations (Walnut St., Exterior Entrance, Gymnasium)
- ❖ Full page advertisement in all 3 Seasonal Athletic Sports Guides
- ❖ 30 second video advertisement to be played on gymnasium scoreboard display screen during games & events
- ❖ Still frame advertisement to be played on gymnasium scoreboard display screen during games & events
- ❖ Listing on Prep and Villa Website as a Platinum Member with hyperlink to your website
- ❖ Acknowledgement on Prep and Villa social media accounts recognizing your business as a Platinum Member (3x: Fall, Winter, and Spring)
- ❖ Listing in Prep and Villa Performing Arts Program as a Platinum Member
- ❖ 4 “All Access Passes” to the Hagerty Family Events Center



➤ Investment: \$5,000

Gold Package

What the Gold Package can do for your business/organization:

- ❖ 2 premium signage locations (Walnut St., Exterior Entrance)
- ❖ Half page advertisement in all 3 Seasonal Athletic Sports Guides
- ❖ Still frame advertisement to be played on gymnasium scoreboard display screen during games & events
- ❖ Listing on Prep and Villa Website as a Gold Member with hyperlink to your website
- ❖ Listing in Prep and Villa Performing Arts Program as a Gold Member
- ❖ 2 “All Access Passes” to the Hagerty Family Events Center



➤ Investment: \$3,000

Silver Package

What the Silver Package can do for your business/organization:

- ❖ 1 premium signage location (Walnut St.)
- ❖ Quarter page advertisement in all 3 Seasonal Athletic Sports Guides
- ❖ Still frame advertisement to be played on gymnasium scoreboard display screen during games & events
- ❖ Listing on Prep and Villa Website as a Silver Member with hyperlink to your website
- ❖ Listing in Prep and Villa Performing Arts Programs as a Silver Member



➤ Investment: \$2,000