



THE DEVIL'S DEN



# DIGITAL PARTNERSHIP PROSPECTUS





# TOGETHER

The Mt. Lebanon High School Athletic Department is home to 30 Varsity athletic programs with approximately 1,200 student athletes participating on a yearly basis. We are excited to offer businesses and organizations throughout our community the opportunity to team up with our programs through digital advertising and sponsorships. All funds raised through these partnerships will directly support our student athletes and athletic programs. Each sponsorship will also provide highly visible messaging options to promote your business to thousands of potential supporters throughout our school district.

We are very proud of our strong tradition at Mt. Lebanon and hope that you decide to join our team! Go LEBO!





# ABOUT MT. LEBANON HIGH SCHOOL

The Mt. Lebanon School District is a nationally recognized, award-winning school district with a tradition of excellence that spans over 100 years. Our mission to provide the best education for each and every student is what drives the District's seven elementary schools (grades k-5), two middle schools (grades 6-8), and high school (grades 9-12), educating a student population of over 5,500 students. The combination of a highly trained staff, committed families and a supportive community has developed well-rounded students who achieve local, state and national honors in academics, athletics and the arts.

Mt. Lebanon High School has a long and rich tradition of excellence in education and is ranked as one of the top high schools in our region and nationally by Newsweek, US News and World Report, and the Pittsburgh Business Times. Our varsity athletic teams consistently perform at the highest level of competition, winning state and district championships while maintaining strong academics.

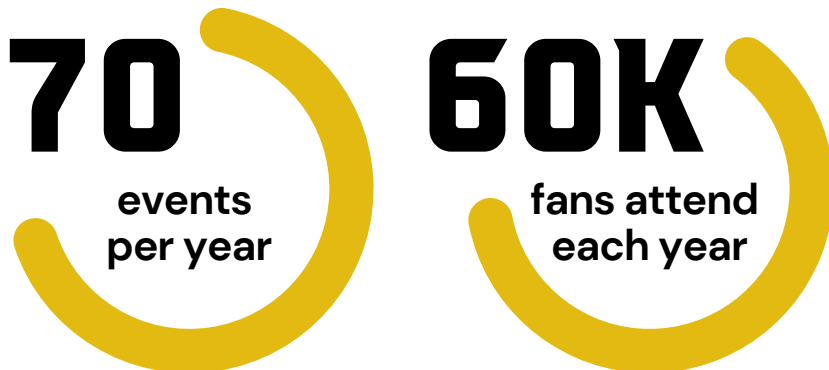
Lebo Pride permeates the school district and our community—a belief and expectation that you do your best at all times, whether in the classroom or on the field. This pride extends to our expansive alumni, who maintain strong connections to the High School and attribute much of their success to the education they received at Mt. Lebanon High School. With the strong support and involvement of the Mt. Lebanon community, parents who are invested in the education of their children, highly motivated students, and excellent staff, the Mt. Lebanon School District will continue to carry on the tradition of excellence for the next 100 years.



# MT. LEBANON STADIUM

Mt. Lebanon Stadium has been a staple of the community and our athletic programs for decades. The Stadium was last updated in 2020 when new artificial turf was installed and the track was resurfaced. This year, we are excited to add a new Video Board to enhance the great atmosphere already enjoyed at the Stadium.

The Stadium is home to the District's football, band, girls and boys soccer, field hockey, girls and boys lacrosse, girls and boys track, girls rugby and girls flag football teams. The Stadium hosts over 70 events per year and approximately 60,000 fans attend events at the Stadium each year. In addition, the Stadium hosts band festivals, youth camps, charitable events, alumni games, and community functions.



OUTDOOR EVENTS	TOTAL GAMES	AVERAGE ATTENDANCE
Football – Varsity	5	4,000
Football – JV	4	500
Football – JV B	4	500
Field Hockey	6	300
Girls Lacrosse	6	300
Boys Lacrosse	8	500
Girls Soccer	6	250
Boys Soccer	8	350
Track	3	200
Band Festival	1	3,000
Martha's Run	1	300
Community Fireworks	1	5,000
Camps/Clinics	4	100
Youth Football/Soccer/Lacrosse	numerous	200
Commencement	1	6,000
Blue Devil Night	1	500

**These community groups/organizations also use the field:**

- Physical Education Classes
- Community Fitness
- Mt. Lebanon Youth Lacrosse
- Mt. Lebanon Youth Soccer
- Mt. Lebanon Youth Football
- Football Camps
- Soccer Camps
- Field Hockey Camps
- Boys Soccer Alumni Game
- Girls Soccer Alumni Game
- Boys Lacrosse Alumni Game
- Relay for Life
- Blue Devil Marching Band
- Community Fireworks
- Band Festival





# DIGITAL PARTNERSHIP PACKAGES

The Mt. Lebanon Athletic Department offers a variety of digital video board partnership packages at the Stadium that provide our sponsors with tremendous exposure and an ability to connect with community members and the fans of our programs. Packages are per season unless otherwise specified.

## FOOTBALL

### DIGITAL ADVERTISING

- Static advertising (loop) on the Video Board throughout each game

\$2,500 per season



### HALFTIME CLOCK

(limited to 1 per season)

- Static advertising on the Video Board during halftime
- One :30 second commercial before the end of halftime

\$3,000 per season



### TOUCHDOWN SPONSOR

(limited to 1 per season)

- Video announcement after each Touchdown
- Static advertisement above a video replay of the score

\$2,000 per season





# DIGITAL PARTNERSHIP PACKAGES

## FIELD HOCKEY, GIRLS AND BOYS SOCCER, GIRLS AND BOYS LACROSSE, GIRLS AND BOYS TRACK, OTHER EVENTS

### DIGITAL ADVERTISING

- Static advertising (loop) on the Video Board throughout each game

\$1,000 per season



### GOAL SPONSOR

1 per season

- Announcement after each score
- Static advertisement after each goal
- One :30 second commercial during halftime

\$2,000 per season



### TRACK AND FIELD MEET SPONSOR

1 per season

- Several Announcements throughout the meet
- Static advertisement throughout the meet
- One :30 second commercial during each meet

\$1,000 per season





# ADDITIONAL OPPORTUNITIES

## DIGITAL ADVERTISING ALL STADIUM EVENTS

- Static advertising (loop) on Video Board for all Stadium events

**\$3,000 per year**



## DIGITAL ADVERTISING STADIUM, GYM, & POOL

- Static advertising (loop) on the Video Board for all Varsity sporting events including Stadium, main gym and pool

**\$5,000 per year**



## OTHER BRANDING OPTIONS

- Conference Standings
- Fan of the Game
- Kick off
- Official Starting Line-up
- Timeout Sponsor
- Where are they now?
- Athlete of the Week



Potential for other marketing or creative opportunities can be discussed with the athletic department



# THANK YOU!

Please contact the  
Mt. Lebanon School District  
Athletic Department  
at 412-344-2008  
for more information.

*Updated May 2024*

