



2024-2025 ATHLETICS SPONSORSHIP OPPORTUNITIES

Orange Lutheran High School's nationally-recognized athletics program is a vital part of the school's emphasis on excellence in competition and performance. We are committed to teaching our student-athletes the core values of Christian character development and the importance of academic excellence by way of athletic competition.

Lancer Athletics strives to provide an avenue for all student-athletes to bring glory to God on and off the field. Through our coaches, who seek to be transformational for Christ, we pursue victory with honor for the sake of growing the kingdom.

Orange Lutheran competes under the CIF Southern Section and within the prestigious Trinity League, a league often recognized as one of the most competitive in the nation.

ORANGE LUTHERAN FAN DEMOGRAPHICS

Orange Lutheran represents a demographic of mostly middle- to upper-income families that support our school and show sincere loyalty to business sponsors who help us achieve excellence in our academic and athletic programs.

Although the vast majority of our 1,400 current students live in Orange County, we have families who live throughout the Los Angeles basin. The alumni base of 7,500+ extends throughout the country but is predominantly located in Southern California.

ABOUT OLU ATHLETICS

BY THE NUMBERS

1,400 students enrolled

900+ student-athletes

27 athletic programs

3.62 average student-athlete GPA

184 league titles

38 CIF titles

13 state titles

450+ students signed to colleges since 2010

COMPETITION VENUES

- Montell Field at Orange Lutheran *Frosh/JV Football, Flag Football, Soccer, Lacrosse*
- Ellwein Center at Orange Lutheran *Basketball, Volleyball, Wrestling*
- Anaheim Tennis Center *Tennis*
- Santiago Canyon College *Water Polo, Swim & Dive*
- Orange Coast College *Varsity Football, Water Polo, Swim & Dive*
- The Rinks at Anaheim Ice *Hockey*
- Black Gold Country Club *Golf*

• 4-6 home, regular season contests in Football with an average attendance of 6,000 at Orange Coast College.

• 6-8 home, regular season contests in Boys Basketball with an average attendance of 1,000 people.

• 25-28 home regular season contests in Girls Volleyball, Boys Volleyball, Girls Basketball and Wrestling with an average attendance of 600 people.

YOUR SUPPORT MATTERS

Traditional student fees and fundraisers account for 60-70% of our annual athletic department budget. Partnerships with individuals and businesses bridge the gap between our available resources and the true cost of excellence.

Supporting Orange Lutheran Athletics or a specific athletic program offers an incredible opportunity to promote your services to our student body and passionate fan base. The ongoing success of our program provides an attractive platform for local businesses to reach a large and loyal audience of families and Lancer fans.



SPONSORSHIP PACKAGES

GOLD SPONSORSHIP

\$10,000

TICKETS

- 8 tickets for all Orange Lutheran home games*
- 2 reserved parking spots at each game held on Orange Lutheran's campus

BANNER

- A-frame banner (8x3') displayed at all home football games†

ADVERTISING

- Full-page color print ad in all printed season programs/media guides
- Gym Screen Ads†
- OLu Athletics Mobile App: Choice of Home Screen or Team Home Screen Ad, choice of Team Schedule or Team Roster Ad, and 1 Home or Team Content Stream Mix-in Ad†
- Read announcement during home games
- 4 dedicated social media posts each season (1 post each on OLu Athletics Facebook and Instagram accounts, 1 post each on Orange Lutheran's main Facebook and Instagram accounts)

GOLF CLASSIC

- 2 tee signs with company logo at OLu Golf Classic†
- Sponsor logo on OLu Golf Classic website

RED SPONSORSHIP

\$7,500

TICKETS

- 6 tickets for all Orange Lutheran home games*

BANNER

- A-frame banner (8x3') displayed at all home football games†

ADVERTISING

- Half-page color print ad in all printed season programs/media guides
- Gym Screen Advertisements†
- OLu Athletics Mobile App: 1 Home or Team Content Stream Mix-in Ad†
- Read announcement during home games
- 2 dedicated social media posts each season (1 post each on OLu Athletics Facebook and Instagram accounts)

WHITE SPONSORSHIP

\$5,000

TICKETS

- 4 tickets for all Orange Lutheran home games*

ADVERTISING

- Quarter-page color print ad in all printed programs/media guides
- Gym Screen Advertisements†
- Read announcement during home games
- 2 dedicated social media posts each season (1 post each on OLu Athletics Facebook and Instagram accounts)

LANCER SPONSORSHIP

\$1,000

TICKETS

- 2 tickets for all Orange Lutheran home games*

ADVERTISING

- Gym Screen Advertisements†
- Read announcement during home games
- 2 dedicated social media posts each season (1 post each on OLu Athletics Facebook and Instagram accounts)

**Excludes CIF playoffs and championships*

†See Specs for more information



SPECS

GYM SCREEN ADVERTISEMENTS

Included in all Sponsorship Packages

CINEMA (1920x1080 px)



PANORAMA (1920x300 px)



Ad placement
indicated in yellow

GOLF CLASSIC TEE SIGN

Included in Gold Sponsorship Package

TEE SIGN

(18x24" sign, including 3" header)



A-FRAME BANNER

Included in Gold and Red Sponsorship Packages

A-FRAME BANNER (8x3')



SPECS

OLu ATHLETICS MOBILE APP ADVERTISEMENTS

Included in Gold Sponsorship Package

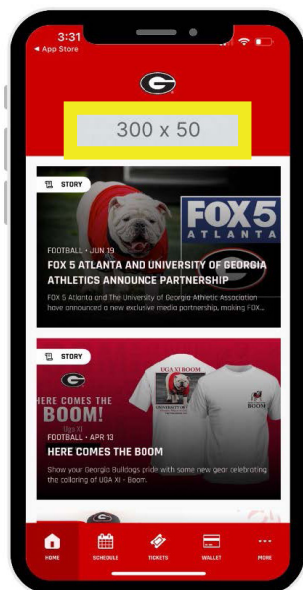


*Ad placement
indicated in yellow*

CHOICE OF

HOME SCREEN AD (LEFT)

(300x50 px)



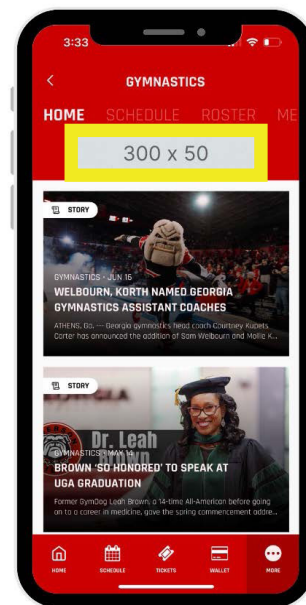
- 1 available
- Your logo appears on home screen of the OLu Athletics Mobile App Home Page
- Trackable traffic

OR

TEAM HOME SCREEN AD (RIGHT)

(300x50 px)

- 1 available per team
- Your logo appears on home screen of the team of your choice, below menu
- Trackable traffic



SPECS

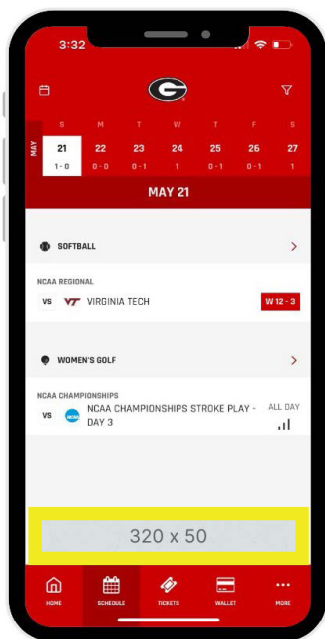
OLu ATHLETICS MOBILE APP ADVERTISEMENTS

Included in Gold Sponsorship Package



*Ad placement
indicated in yellow*

CHOICE OF



TEAM SCHEDULE AD (LEFT)

(320x50 px)

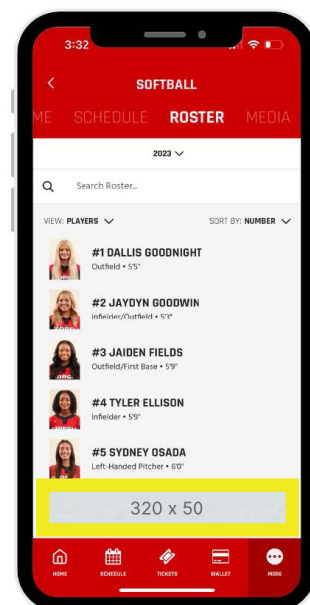
- 1 available per team
- Sticky when user scrolls
- Your logo appears at the bottom of Team Schedule page
- Trackable traffic

OR

TEAM ROSTER AD (RIGHT)

(320x50 px)

- 1 available per team
- Sticky when user scrolls
- Your logo appears at the bottom of Team Roster page
- Trackable traffic



SPECS

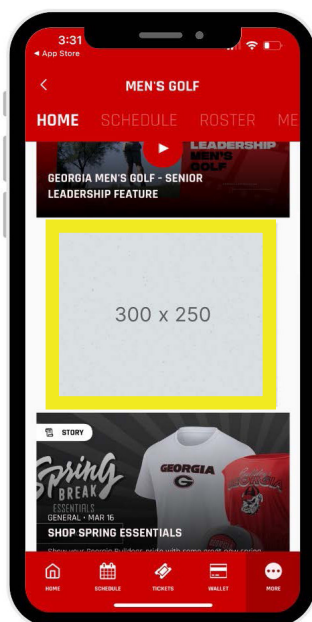
OLu ATHLETICS MOBILE APP ADVERTISEMENTS

Included in Gold and Red Sponsorship Packages



*Ad placement
indicated in yellow*

CONTENT STREAM MIX-IN AD



HOME CONTENT STREAM MIX-IN AD

(300x250 px)

- Your ad appears in Home Stream, alongside news and media content from all teams
- Trackable traffic

OR

TEAM CONTENT STREAM MIX-IN AD (PICTURED)

(300x250 px)

- Your ad appears in Team Home Stream, alongside team-specific news and media content
- Trackable traffic



YES! I WANT TO SUPPORT LANCER ATHLETES

Thank you for sponsoring our Lancers!

Your generous support helps our students pursue victory while bringing honor and glory to God.

Sponsors may choose to support the Orange Lutheran Athletics General Fund or a specific team. Sponsorship commitments are for the 2024-2025 school year. Questions about sponsoring Orange Lutheran Athletics should be directed to the coach of the desired program or to:

Bruce Freeman
Chief Development Officer
bruce.freeman@lhsoc.org
714-282-4626



**VISIT [LHSOC.ORG/SPONSOR-ATHLETICS](https://lhsoc.org/sponsor-athletics)
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