



**25-  
26**

# SEQUOYAH ATHLETICS **SPONSORSHIP OPPORTUNITIES**

PREPARED BY  
**SEQUOYAH  
ATHLETICS**



770-721-3226

4485 Hickory Rd, Canton, GA 30114





# ABOUT SEQUOYAH



## DEMOGRAPHICS

- Vibrant historical community of Hickory Flat
- Canton, Georgia
- Established in 1990
- 2000+ Students
- 175+ faculty and staff
- Graduation Rate 95%
- Median Household Income \$87,000
- 1000 +/- student - athletes
- 26 sports
- 150+ home events each year
- 60,000+ annual spectator attendance
- Athletic website receives 10K views a month
- Community newsletter receives 20,000+ views each month

## SPORTS AT SEQUOYAH

Football, Fast Pitch Softball, Volleyball, Cross Country, Comp Cheer, Flag Football, Sideline Cheer, Basketball Cheer, Dance, Basketball, Swim & Dive, Wrestling, Gymnastics, Baseball, Lacrosse, Golf, Soccer, Track & Field, Tennis, Slow Pitch Softball





# MARKETING OPPORTUNITIES



**TARGETED AUDIENCE**



**COMMUNITY EXPOSURE**



**BRAND RECOGNITION**



**DIGITAL PRESENCE**



**EVENT SPONSORSHIP**



**PHILANTHROPIC IMAGE**





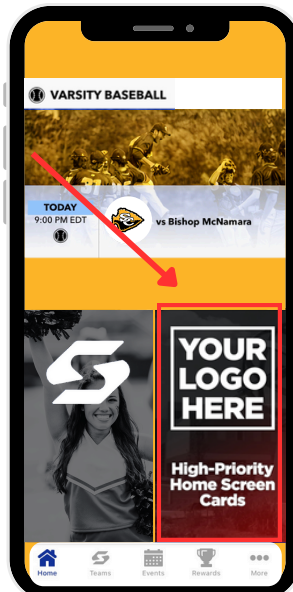
# Sequoyah High School Athletics has launched a custom mobile application, with direct LINK opportunities for Sponsors.



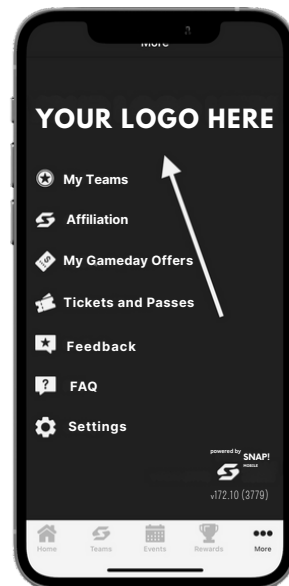
**SPLASH SCREEN**



**HOME PAGE  
HEADER WITH  
CLICKABLE URL**



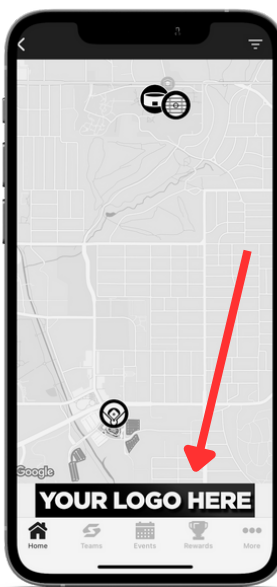
**HOME PAGE CARD  
WITH INFORMATION  
AND CLICKABLE URL**



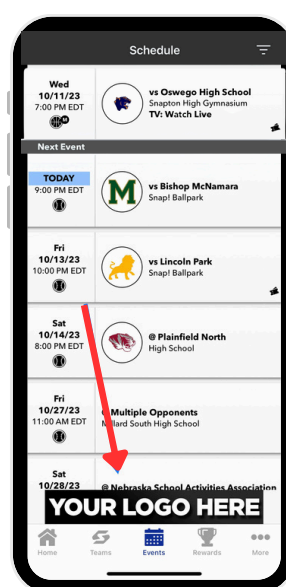
**MORE MENU  
HEADER WITH  
CLICKABLE URL**



**CARD LOGO  
PLACEMENT**



**MAP FOOTER  
PLACEMENT WITH  
CLICKABLE URL**



**SCHEDULE PAGE  
FOOTER WITH  
CLICKABLE URL**

Please email Peter Vajda at [peter.vajda@cherokeek12.net](mailto:peter.vajda@cherokeek12.net) for more information



# MARKETING ENGAGEMENT



- **TARGETED AUDIENCE** - reach a diverse and engaged audience of high school students, parents, and educators
- **COMMUNITY EXPOSURE** - Gain visibility within the local community through school events, sports, and academic programs
- **BRAND RECOGNITION** - enhance brand visibility among the younger demographic, fostering long-term customer loyalty
- **DIGITAL PRESENCE** - leverage online platforms such as school website and social media for extended reach
- **POSITIVE ASSOCIATION** - associate your brand with school events, and athletic contests for maximum exposure
- **CUSTOM PACKAGES** - custom sponsorship to align with specific business goals and marketing strategies
- **EXPERIENTIAL MARKETING** - explore creative on-site exposure at events and athletic contests to build relationships
- **PHILANTHROPIC MARKETING** - demonstrate corporate social responsibility by contributing to education and community development





# SPONSORSHIP PROGRAM OPPORTUNITIES



- 15, 20, 30 second commercial units; can be produced by our Audio Visual Department
- Commercials broadcast on the stadium Jumbo Tron and at our Baseball Video Board at over 100 events
- Signage opportunities; stadium, softball, baseball, main gym, concession, ticket gates
- On-field signage including stadium A-frame sideline banners and main gym banner signage
- Digital marketing including; athletic website, weekly school newsletter, direct marketing to teachers, staff, and community
- Event sponsorship, game day sponsorship
- Ticket back sponsorship/coupon opportunities
- Uniform sponsorship, company name on warm-up clothing
- Experiential marketing including fan giveaways, display booth at football and/or basketball games, and/or teacher and staff celebrations
- Philanthropic marketing including support of clubs, theatre productions, senior field day, teacher breakfasts





# SPONSORSHIP PRICING



## YEARLY SPONSORSHIPS MENU: \$3,000 TO \$2,000

**(Items below can be customized)**

- 20 to 30 - second commercial units on the stadium video board, fall and spring season (60+ events)
- Company name rotating on Video Board, in the Main Gym, and on Baseball Video Board
- Banner at the stadium and Main Gym
- Sponsor of the weekly Chief Notes for one month (60k+ views a month)
- Opportunity to market directly to teachers and staff (175+) upon approval
- Season athletic pass (good for all home contests throughout the year, excluding playoffs)
- Ticket back sponsor - tickets sold at all athletic events and theatre events
- Exhibitor opportunity at selected home football games, basketball games, and spring games
- Prominent location on SHS Athletics app, with link
- Additional opportunities available

## FALL SEASON SPONSORSHIP MENU: \$1500 - \$1000

- 20 to 30 second commercial units on the stadium video board, fall and spring season (60+ events)
- Company name rotating on Video Board throughout the fall season (40+ events)
- Company banner at the stadium
- Sponsor of the weekly Chief Notes for one month (60k+ views a month)
- Company name rotating on Video Board
- Opportunity to market directly to teachers and staff (175+) upon approval
- Season athletic pass (good for all home contests throughout the year, excluding playoffs)
- Team location on SHS Athletics app, with link

## SPRING SEASON SPONSORSHIP MENU: \$1000 - \$500

- 20 to 30 second commercial unit in the stadium at 30+ events, company name on Video Board, commercial unit produced by SHS (at an additional cost)
- Company banner at stadium, opportunity for specific sponsorship (i.e. lineup sponsored by, goal sponsored by, etc.)
- Sponsor of the weekly Chief Notes for one month (60k+ views a month)
- Opportunity for on-site exhibitor marketing, flyer handouts, etc.
- Family name rotating on video board as a supporter of Sequoyah athletics
- Team location on SHS Athletics app, with link







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**THANK YOU**

**CONTACT US**

**770-721-3226**

**[www.sequoyahathletics.com](http://www.sequoyahathletics.com)**

**[Peter.Vajda@cherokee12.net](mailto:Peter.Vajda@cherokee12.net)**

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