

To our friends in the Business community,

Football season is only a few months away. We, the Alexander High School Touchdown Club, organized under the Georgia non-profit organization code, are seeking businesses to join us in supporting our hometown football team through the upcoming season. 2013 was a historic time for the Alexander Cougars and the football program! For the first time ever, the football team advanced to the Elite 8 in its pursuit of a State Championship and in both 2014, 2015, 2016 and 2017, the Alexander Cougars earned State Playoff berth!

The mission of the Alexander High School Touchdown Club is to promote the pursuit of excellence in all athletic and scholastic endeavors; to promote parent and student involvement by coordinating all supporting activities; to encourage attendance at football-related functions and total community support; to support the coaching staff and help produce teams of the highest competitive level; and to provide equipment, services, and facilities which are not provided for by the school by raising money through various activities to support the purposes of the Alexander High School Touchdown Club, while following the policies and approvals of the Principal of Alexander High School, the Douglas County Board of Education, the Georgia High School Association, the Georgia State School Standards, and the Southern Association of Colleges and School Accrediting Agency.

Fans are often unaware of the expenses incurred during a football season. From winter conditioning all the way to the playoffs, the amount needed to successfully meet the needs of the football team can be in excess of \$100,000.00 or more. Most of the team's funds come from generous donors and/or partners from corporations and local businesses in our community; very little money comes from the school system.

Please remember that the Alexander High School programs keep teenage boys in a disciplined, structured, and supervised environment that fosters positive qualities that will resonate throughout their lifetime. We not only teach football, but also good character, team work, and respect.

We only ask that you support Alexander's football team as our community supports your business. When we work together as a community we prosper as a community.

In advance, thank you for your support. Any donation can be mailed to the address below:

Alexander Touchdown Club
PO Box 2321
Douglasville, GA 30133

2018 Alexander Football Partnership Program

All program ads must be turned in with approved art by **June 21st, 2018.**

All banners must be turned in with approved art by **August 8th, 2018.**

Black Sponsor - \$250.00

- ¼ Page ad in Program. (If submitted after deadline – halftime advertisement will be supplied)
- Website listing with company link on ATC website.
- Sponsor recognition at Varsity home games.
- Alexander Cougars car decal/magnet.
- Sponsor Plaque
- 2018 Program

Red Sponsor - \$500.00

- ¼ Page ad in Program. (If submitted after deadline – halftime advertisement will be supplied)
- Website listing with company link on ATC website.
- Sponsor recognition at Varsity home games.
- 6' x 3' Banner displayed on fence for entire football season.
- Alexander Cougars car decal/magnet.
- Sponsor Plaque
- (1) Varsity game – “Meet and Greet”.
- 2018 Program

Silver Sponsor - \$750.00

- 1/2 page ad in Program. (If submitted after deadline – halftime advertisement will be supplied)
- Website listing with company link on ATC website. (Banner advertisement scrolling on home page).
- Sponsor recognition at Varsity home games.
- 6' x 3' Banner displayed on fence for entire football season.
- Alexander Cougars car decal/magnet.
- Sponsor Plaque
- (1) Varsity game – “Meet and Greet”.
- 2018 Program

Cougar Sponsor - \$1,000.00

- Full page ad in Program. (If submitted after deadline – halftime advertisement will be supplied)
- Website listing with company link on ATC website. (Banner advertisement scrolling on home page).
- Sponsor recognition at Varsity home games.
- Advertisement announcement at half time.
- 6' x 3' Banner displayed on fence for entire football season.
- Alexander Cougars car decal/magnet.
- Sponsor Plaque
- (1) Varsity game – “Meet and Greet”.
- Golf Hole Sponsor & Foursome
- 2018 Program

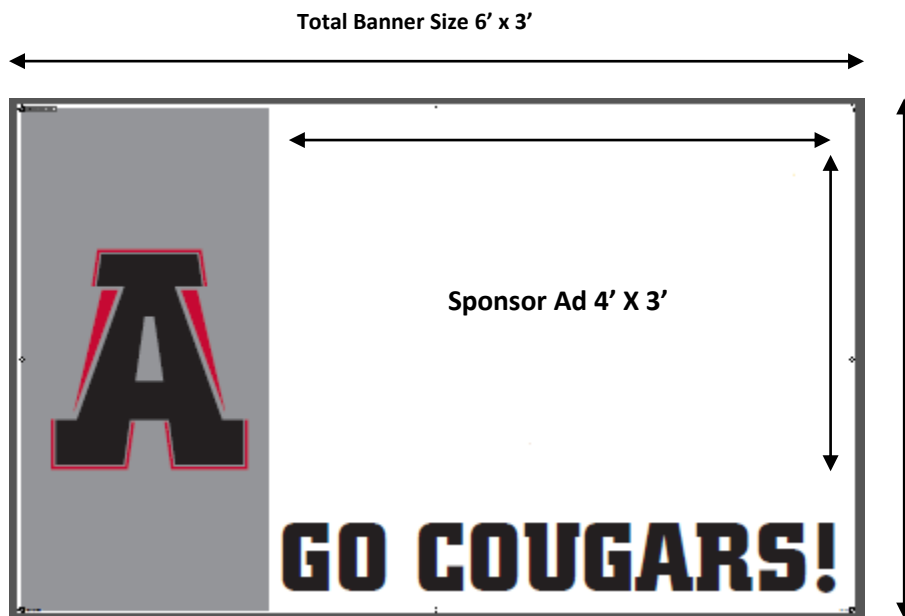
Equipment Trailer Partner - \$2,000.00 (Limited to 4 partners)

- Company Logo Displayed on (2) Sides and back of equipment trailer for (2) years.
- Full page ad in Program. (If submitted after deadline – halftime advertisement will be supplied)
- Website listing with company link on ATC website. (Banner advertisement scrolling on home page).
- Sponsor recognition at Varsity home games.
- Advertisement announcement at half time.
- 6' x 3' Banner displayed on fence for entire football season.
- Alexander Cougars car decal/magnet.
- Sponsor Plaque
- (1) Varsity game – “Meet and Greet”.
- 2018 Program

Lifetime Scoreboard Sponsor - \$5,000.00 (For more information speak with Lenny Draper)

- Full page ad in Program. (If submitted after deadline – halftime advertisement will be supplied)
- Website listing with company link on ATC website. (Banner advertisement scrolling on home page).
- Sponsor recognition at Varsity home games.
- Advertisement announcement at half time.
- Alexander Cougars car decal/magnet.
- Sponsor Plaque
- (1) Varsity game – “Meet and Greet”.
- Lifetime routine maintenance of scoreboard panel (doesn't include logo changes or company made changes)
- 2018 Program

Sponsor Banner SAMPLE



All files must be in PDF or AI format and have a .25 inch bleed so we can extend passed the edges of the banner. Side banner color will change year to year.

Email all banner and program ads to secretary@alexanderfootball.com.

Summation of Business Sponsorship Programs:

Sponsorship Level	Program Ad	Web Listing	Recognition on Speaker during Varsity Game.	Program	1/2 Time Adv. on Speaker System	Banner 6' x 3' On Fence	Cougar Car Decal/ Magnet	Sponsor Plaque	Meet and Greet
Black \$250	¼ Page	List w/ Link	Varsity Home Games	1			1	1	
Red \$500	¼ Page	List w/ Link	Varsity Home Games	1		Included	1	1	
Silver \$750	½ Page	List w/ Link - Banner	Varsity Home Games	1		Included	1	1	1
Cougar \$1000	Full Page	List w/ Link - Banner	Varsity Home Games	1	Included	Included	1	2	1

Summation of A-La-Carte Fundraising Costs

AHS Football Program Ad.

Ad Size	Cost for Ad
Business Card	\$45.00
¼ Page	\$100.00
½ Page	\$125.00
Full Page	\$200.00

Other Advertisement Opportunities

AHS Football Stadium Sign	\$400.00
AHS Football Website Listing w/ Link	\$100.00
AHS Football Website Listing w/ Link w/ Scrolling Banner advertisement.	\$150.00
Meet and Greet – Chance to set up table and “Meet and Greet” fans at Varsity Home game. Per game charge.	\$100.00
Varsity Game - ½ Time Advertisement. Cost is per Game	\$50.00

Alexander High School Touchdown Club 2018

Business Sponsorship Agreement: (PLEASE PRINT)

Name of Business: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Fax Number: _____

E-Mail: _____

Web Page: _____

Sponsorship Level: _____

A-La-Carte Items: - _____

- _____

- _____

Athlete sponsored:

A-La-Carte Total: _____

Grand Total: _____

I will pay by:

___ My check payable to Alexander High School Touchdown Club is enclosed.

___ Please charge my credit card for the total amount due.

Card Number

Expiration Date

CVV Number

Card Type

Zip Code

Signature