



CORPORATE SPONSORSHIP COMMITTEE

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PARTNERSHIP PROSPECTUS

DEVELOPED FOR

**SAGUARO HIGH SCHOOL FOOTBALL
SCOTTSDALE, AZ**

www.SAGUAROFootball.com



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February 19, 2019 7:32 PM

**DAKTRONICS
SPORTS MARKETING**



A WORD FROM THE HEAD FOOTBALL COACH

#SAGU4LFAMILY personifies the Saguaro High School (SHS) student body and athletic communities. The 2019 season will mark my 13th season coaching football at Saguaro, and my 8th season as head coach. I have shared many life-long memories with the Saguaro Football family. The relationships that I have developed with our players, coaches, and families are what make my job special, and are what have led to us, in 2017, becoming the only team in the history of Arizona high school football to win five consecutive state championships. Our sixth consecutive title was earned in 2018. As we cast our gaze to the 2019 season, we recognize that our work will be cut out for us, as we enter an “open” high school football division. For the first time in AIA (Arizona Interscholastic Association) history, 4A, 5A, and 6A conference teams will vie for the open title. This seminal moment is a call to arms/call to action to the entire Saguaro support system and community. If you are one of our many previous corporate sponsors, we are eternally grateful and indebted; however, in this David and Goliath battle, we need our entire Saguaro ecosystem to reach deep as we face schools with nearly three times our enrollment and seemingly bottomless financial resources. The time is now to make the heartiest financial commitment you can shoulder—in turn, you will receive, from our new Daktronics digital scoreboard, the type of advertising/branding opportunities afforded in 28 out of 31 NFL stadiums across the country!

Jason Mohns - Head Football Coach

GO CATS!



A WORD FROM THE ATHLETIC DIRECTOR/ASSISTANT PRINCIPAL

We are extremely thankful to have the opportunity to highlight our student athletes, school, and community through our new interactive scoreboard. As a potential sponsor we wish to thank you for your consideration and support of Saguaro High School athletics. With the ability to leave thousands of impressions on our athletic event spectators, we believe you will be pleased with the return on your investment, while knowing you helped our student athletes receive a true championship experience. At Saguaro High School, we believe in community, and look forward to you becoming a part of our rich tradition.

Kraig Leuschner - Athletic Director/Assistant Principal

GO CATS!

SAGUARO HIGH SCHOOL FOOTBALL



WHO WE ARE SAGUARO SABERCATS

WHO WE ARE

Saguaro High School, located in the heart of Scottsdale, just won their Arizona state record SIXTH CONSECUTIVE State Championship in 2018 and has won 11 of the last 13 State Football Championships. They are led by Head Coach Jason Mohns, the 2018 What-A-Burger Heart and Soul of the Game Winner, who has helped dozens of talented players realize their dreams of playing college football. Sabercat Alumni have gone on to play at Air Force, Arizona, ASU, Boise State, Cal, Colorado, CSU/Pueblo, Hawaii, Miami, Navy, Nevada, San Diego, San Diego State, Texas A&M, Troy, UNLV, USC, Washington and Wisconsin just to name a few.

A LOOK AHEAD FOR THE SABERCATS

The 2019 season is set up with some exciting changes, as Arizona now joins the State of California as the only two states in the country with an “open” high school football division. For the first time in the AIA history, football teams in the 4A, 5A, and 6A conferences will now vie for the open title. With the new AIA 8-Team Division, Saguaro will be in pursuit of its 7th straight state championship.

In preparation for the new schedule, the Sabercats will travel to San Diego over Labor Day Weekend to participate in the 2019 Honor Bowl vs. San Diego Cathedral Catholic High School. The following week, Saguaro will head to Summerlin, Nevada to play in the Polynesian Football Classic against Nevada’s own Faith Lutheran High School.

The travel opportunities to San Diego and Las Vegas will be a match-up of some of the best college football prospects in the Western U.S. and is a wonderful chance for our young men to represent the state of Arizona.

WHY SUPPORT SABERCAT FOOTBALL

As a Corporate Sponsor your business will gain exposure to the thousands who attend our football games through print and digital media in our stadium, on our website and in our program. Your participation provides Saguaro the basic necessities that directly enable the Sabercat players and staff to achieve their training goals, replace capital equipment, travel and more. We hope you’ll join our team as we strive for an unprecedented seventh consecutive state title chance to represent the state of Arizona.

SAGUARO HIGH SCHOOL FOOTBALL



BECOME A PART OF SABERCAT TRADITION

SAGUARO HIGH SCHOOL FOOTBALL



AN EXCITING NEW OPPORTUNITY TO PARTNER WITH SAGUARO HIGH SCHOOL

Saguaro High School (SHS) has maintained a tradition of academic excellence and competitive sports programs over the years. Now, here is your opportunity to support these SHS traditions, showcase your community support, and take advantage of the prime advertising opportunities at Saguaro Stadium by purchasing advertising space. SHS is offering advertising branding opportunities that range from dynamic digital content to multi-media inventory, and static field signage at Saguaro Stadium.

SAGUARO STADIUM EVENTS

EVENT	HOME EVENTS PER YEAR(1)	ANNUAL ATTENDANCE
Football (All Levels)	15	15,000 - 20,000
Soccer(2)	6 girls/6 boys	1,500
Track and Field(2)	2	200 per meet
Scottsdale Classic Track Event(2)	1	1,500
All District Track Meet(2)	Every 2-3 years	500
Graduation(2)	1	2,500 - 3,000
SSBTR Walk(2)	1	1,000
Senior Olympics & Special Olympics(2)	2	Varies
Total	34	22,400 - 27,900

(1) Based upon 2018 attendance numbers

(2) Other non-football events may not be guaranteed

SAGUARO HIGH SCHOOL FOOTBALL



REASONS TO PARTNER WITH SAGUARO HIGH SCHOOL

- › CREATE AWARENESS AND VISIBILITY
- › INCREASE BRAND LOYALTY
- › CHANGE AND REINFORCE IMAGE
- › DRIVE RETAIL AND DEALER TRAFFIC
- › STIMULATE SALES, TRIALS AND USAGE
- › SHOWCASE COMMUNITY AND SOCIAL RESPONSIBILITY
- › SAMPLE DISPLAYS AND SHOWCASE PRODUCT SERVICES
- › COMBAT LARGER AD BUDGETS OF COMPETITORS
- › DIFFERENTIATE PRODUCT FROM COMPETITORS
- › FULL TAX DEDUCTION THROUGH THE SCOTTSDALE SABERCAT FOOTBALL FOUNDATION (SSFF)
501(c)3 FEDERAL TAX EXEMPTION STATUS

SAGUARO HIGH SCHOOL FOOTBALL



AN EXCITING NEW OPPORTUNITY TO BRING THE FIELD TO THE CLASSROOM

After installation of the new scoring system, it is the intention of the athletic department to integrate closely with the SHS administration to add exciting components to our curriculum, including digital content creation, hands-on learning and display operation.

Once fully integrated, we will challenge our design and multimedia students to produce videos, animations, graphics and advertisements for everyone to see. Other students will operate the cameras, run instant replays and display graphics. Bringing in local businesses like you will help students build professional relationships while raising money for the school.

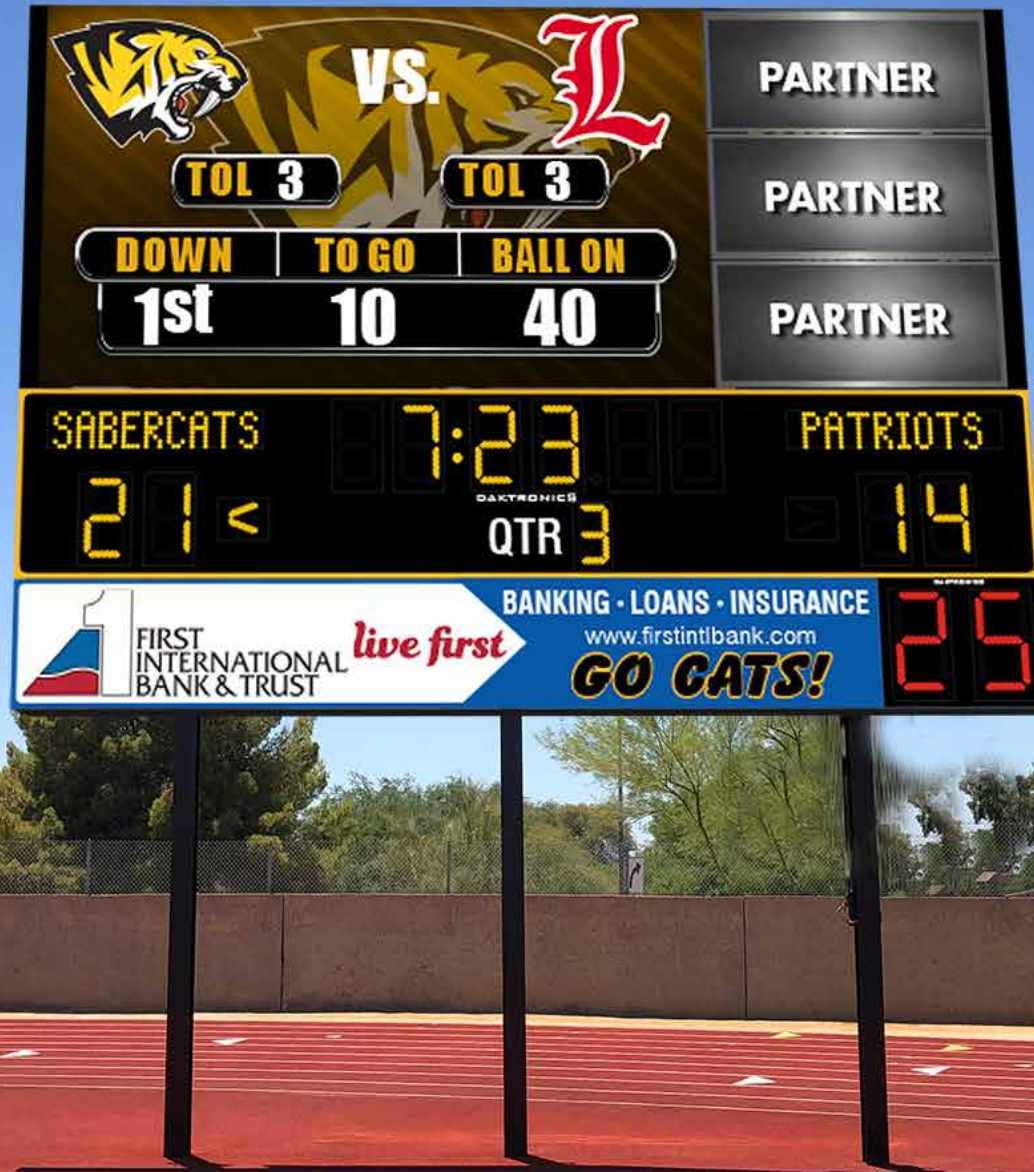
EXPERIENCE TAKES STUDENTS BEYOND HIGH SCHOOL

Daktronics will provide the training while Saguaro High School gives students the opportunity to take this experience with them beyond high school, working with the same equipment that can be found in colleges and professional facilities across the nation.



SAGUARO HIGH SCHOOL FOOTBALL

INSTALLATION PHOTO



The final design & appearance of the installed equipment & marketing elements may differ from what is shown. Copyright © 2017 DSM.
February 25, 2019 10:16 AM

SAGUARO HIGH SCHOOL FOOTBALL

ANCHOR PARTNERSHIP

ANCHOR INVENTORY

[3 available] \$20,000

DIGITAL CONTENT

VARSITY/JV/FRESHMAN FOOTBALL

- Pre-game advertising exposure
 - Rotating logo/text
- In-game advertising exposure
 - Rotating logo/text
- Half-time advertising exposure
 - Rotating logo/text
 - PA announcement
- 0:30 second sponsor-provided commercial
- Post-game advertising exposure
 - Rotating logo/text

HOSPITALITY

- Official game-day sponsorship opportunity!
 - Additional PA announcement
 - Additional digital content
 - Promotional/distribution opportunity of specialty item
 - On-field half-time recognition

PRINT

- Hanging banner (Hayden Road-Facing)
- Sideline field banner
- Full-page, 3-color program ad

PA ANNOUNCEMENTS (SHOUT OUTS)

- 2/game

INTERNET

- Logo/direct link to website
- Promotional opportunity on website



SAGUARO HIGH SCHOOL FOOTBALL

FOUNDING PARTNERSHIP

FOUNDING INVENTORY

[8 available] \$12,000

DIGITAL CONTENT

VARSITY/JV/FRESHMAN FOOTBALL

- Pre-game advertising exposure
 - Rotating logo/text
- In-game advertising exposure
 - Rotating logo/text
- Half-time advertising exposure
 - Rotating logo/text
 - PA announcement
- Post-game advertising exposure
 - Rotating logo/text

PRINT

- Hanging Banner (Hayden Road-Facing)
- Sideline field banner
- 1/2-Page, 3-color program ad

PA ANNOUNCEMENTS (SHOUT OUTS)

- 1/game

INTERNET

- Logo/direct link to website

25'

17'1"

JAKE WILKINS #52
JUNIOR CENTER
6'3" 182

BALL ON 45
DOWN 2
TO GO 10
SABERCATS 2
Patriots 2
TIME OUTS LEFT

SABERCATS 21 < PATRIOTS 14
7:23 QTR 3

1 FIRST INTERNATIONAL BANK & TRUST live first BANKING • LOANS • INSURANCE www.firstintlbank.com GO CATS! 25

SAGUARO HIGH SCHOOL FOOTBALL

PREMIER PARTNERSHIP

PREMIER INVENTORY

[12 available] \$4,000

DIGITAL CONTENT

VARSITY/JV/FRESHMAN FOOTBALL

- Pre-game advertising exposure
 - Rotating logo/text
- In-game advertising exposure
 - Rotating logo/text
- Post-game advertising exposure
 - Rotating logo/text

PRINT

- Field banner
- 1/2 page, 3-color program ad

INTERNET

- Logo/direct link to website

25'

17'1"

SABERCATS vs. **PATRIOTS**

21 < **14**

7:23 QTR **3**

DOWN 1st **TO GO 10** **BALL ON 40**

TOL 3 **TOL 3**

PARTNER

PARTNER

PARTNER

1 FIRST INTERNATIONAL BANK & TRUST *live first* BANKING · LOANS · INSURANCE www.firstintlbank.com **GO CATS!** **25**

SAGUARO HIGH SCHOOL FOOTBALL

BANNER PARTNERSHIP

GOLD PACKAGE

\$3,000

Hanging Banner (Hayden Road-Facing)

Full Page Program Ad

Website Ad

2 Sideline Banners

3 Shout Outs Per Game

Annual Renewal Rate \$2,500

BLACK PACKAGE

\$1,800

Sideline Banner

1/2 Page Program Ad

Website Ad

1 Shout Out Per Game

Annual Renewal Rate \$1,500



SAGUARO HIGH SCHOOL FOOTBALL

A LA CARTE ADVERTISING

OFFICIAL SOUVENIR PROGRAM

Back Cover Ad (1) \$2,000
Inside Cover Ad (2) \$1,500
Full Page Ad \$750
1/2 Page Ad \$500
1/4 Page Ad \$250

FIELD ADVERTISEMENTS

Scoreboard 1 Year \$4,000
Hanging Banner (facing Hayden) \$2,500
Field Banner \$1,200**
Hanging Banner \$300*

*Hanging Banner Renewal-\$200
**Sideline Banner Renewal-\$600

T-SHIRTS & TRAVEL

Burrito Sponsor \$200(6)
Team Travel Sponsor \$500
Logo on Back of T-Shirt \$200
Team T-Shirt Sponsor \$500

HOME GAME SHOUT OUTS

3 Shout Outs Per Game \$1,500
2 Shout Outs Per Game \$1,000
1 Shout Out Per Game \$500

WEBSITE ADVERTISING

SSFF Website -\$500

DIGITAL SCOREBOARD (\$5,000 Per Item/1 Item Per Sponsor)

- 1st Down
- Touchdown
- Point After Touchdown
- Timeout

SAGUARO FOOTBALL SPONSORSHIP

Sponsorship Selection Menu

Please Check Desired Package

- Anchor Partnership \$20,000/year
- Founding Partnership \$12,000/year
- Premier Partnership \$4,000/year
- Gold Package \$3,000/year
- Black Package \$1,800/year

Sponsor Information

Business/Individual

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact Person: _____ Phone: _____
Email: _____

- Please contact me regarding an installment payment plan.

Checks Payable to: Saguaro Sabercat Football Foundation, P.O. Box 4671, Scottsdale, AZ 85261

Pay by Credit Card: Visa MasterCard Amex Discover

Name: _____ Billing Zip Code: _____
Credit Card #: _____ Exp. Date ____/____/____ CW _____

Payee Signature: _____

Please send inquiries to the Saguaro Sabercat Football Foundation Corporate Sponsor Chairman at gmiskovsky@firstintbank.com or gkmiskovsky@gmail.com or Greg Miskovsky at 480-522-4240.

The Saguaro Sabercat Football Foundation is a 501(c)3 non-profit organization.

(EIN 861026976)

THANKYOU

On behalf of Saguardo High School and Daktronics Sports Marketing we deeply appreciate the opportunity to present these partnership opportunities for your consideration. We would be honored to assist in providing the best possible experience to meet and exceed your every expectation.

We would also like to extend a sincere thank you to all of our potential sponsors for helping us grow into the best athletic program possible. We enjoy serving our community and athletics and look forward to helping you connect with your fans, potential customers and to improve the overall entertainment experience for many years to come.

CONTACT INFORMATION

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