



# Peters Township School District

631 East McMurray Road, McMurray, PA 15317

## Sponsorship Contract Form

The Peters Township School Buildings and athletic facilities are visited by several thousand visitors and athletes each year. The Peters Township School District is offering a unique opportunity for your business to become an advertiser within our Schools and at the High School Stadium. We are currently seeking businesses to partner with Peters Township by contracting for signage along the perimeter fence of the stadium, in the indoor athletic facilities and large group meeting locations, as well athletic venue naming rights.

By becoming an advertising partner, your financial support will directly help support academics, athletics and activities within our community while helping to build your business as well. A limited number of sign locations are available. Please see the detailed information attached.

Through your partnership with the Peters Township School District, your business will create a positive association within the community that will give you additional exposure by investing in and supporting the school system. Thank you for your consideration in advertising in Peter Township School District.

If you are interested or have additional questions, please contact Brian Geyer at 724-941-6250 x 5233 or Shelly Belcher at 724-941-6251 x7205.

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## Sponsorship Contract Form

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext #: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Partner Option: \_\_\_\_\_ Length of Contract \_\_\_\_\_ years

Total Cost: \_\_\_\_\_ Enclosed Amount: \_\_\_\_\_

Balance to be paid in \_\_\_\_\_ monthly installments (due by the 5<sup>th</sup> of the month).

**Please enclose a check payable to Peters Township School District and mail to:**

Peters Township High School, Advertising Partnerships, 264 East McMurray Road, McMurray, PA 15317

# Sponsorships Available

## OPTION 1

### Fence Signs: PTHS Stadium

| Size      | 3 years  | 2 years  | 1 year   |
|-----------|----------|----------|----------|
| 24" x 36" | \$1,300* | \$1,000* | \$600*   |
| 48" x 48" | \$1,900* | \$1,500* | \$1,000* |
| 48" x 96" | \$2,500* | \$2,000* | \$1,400* |

\*Prices listed are in addition to the cost of the sign. Signs will be made of Vinyl Dye Cut Alum Sheet; Artwork design forms are available via email.

## OPTION 2

### Gymnasium Signage

| Size      | 3 years  | 2 years | 1 year |
|-----------|----------|---------|--------|
| 18" x 24" | \$500*   | \$350*  | \$200* |
| 18" x 30" | \$700*   | \$500*  | \$350* |
| 24" x 30" | \$1,000* | \$800*  | \$500* |

\*Prices listed are in addition to the cost of the sign.

## OPTION 3

### Stadium Naming Rights

| 3 years  | 2 years  | 1 year   |
|----------|----------|----------|
| \$26,000 | \$20,000 | \$12,000 |

Option 3 includes signage on the press box, entrance and in all printed material associated with events at the Stadium. Also includes 4 season tickets and 1 parking pass for the season.

## OPTION 4

### High School Gymnasium Naming Rights

| 3 years  | 2 years | 1 year  |
|----------|---------|---------|
| \$10,000 | \$7,000 | \$4,000 |

Option 4 includes signage at the entrance, over the scoreboard, and in all printed material associated with events at the Stadium. Also includes 4 season tickets.

### Peters Township High School: Stadium Attendance Summary

- Seven Athletic Teams practice and play home games on the Field: Football, Boys Soccer, Girls Soccer, Boys Lacrosse, Girls Lacrosse, Field Hockey, and Track and Field
- Total average attendance at the **55** home events held by these teams is **46,625** visitors
- Peters Township also hosts an average of 7 WPIAL playoff games a year that result in an additional 3,750 visitors
- Recreational football events provide an average of 500 additional visitors
- PTHS Stadium is used throughout the year for numerous community events that will provide additional advertising exposure, including: PTHS Band Festival, Relay for Life, Prom Festival, etc.

## Peters Township High School: Gymnasium Attendance Summary

- Five Athletic Teams practice and play home games in the High School Gymnasium: Boys Basketball, Girls Basketball, Boys Volleyball, Girls Volleyball, and Wrestling
- Total average attendance at the **45** home events held by these teams is **25,150** visitors

### OPTION 5 – **Coming Soon!**

#### Educational Partnerships

In each of our buildings, large signage will be available that lists the names of organizations who have made donations to the District. These signs are strategically placed to allow maximum exposure for these partnerships and positions are limited.

#### Peters Township High School

| 3 years | 2 years | 1 year |
|---------|---------|--------|
| \$1,000 | \$750   | \$400  |

#### Peters Township Middle School, McMurray Elementary, Bower Hill or Pleasant Valley

| 3 years | 2 years | 1 year |
|---------|---------|--------|
| \$750   | \$500   | \$300  |

### OPTION 6

#### High School Cafeteria Naming Rights

| 3 years  | 2 years | 1 year  |
|----------|---------|---------|
| \$10,000 | \$7,000 | \$4,000 |

\*Prices listed are in addition to the cost of the sign.

- Option 4 includes signage at the entrance and within the cafeteria, and in all printed material associated with events at the Cafeteria. In addition to daily lunch traffic, special events include Meatballs and Music Fundraiser that serves more than 3,000 meals to the community, CoffeeHouse theater productions, the annual District-wide arts celebration and countless meetings and community gatherings throughout the year.

### OPTION 7

#### High School Library Naming Rights

| 3 years | 2 years | 1 year  |
|---------|---------|---------|
| \$5,000 | \$3,500 | \$2,000 |

\*Prices listed are in addition to the cost of the sign.

- Option 6 includes signage at the entrance and within the Library, and in all printed material associated with events at the Library. In addition to daily student, special events include monthly parent meetings, the Library Arts Café, the annual District-wide arts celebration as well as meetings and community group gatherings throughout the year.

## OPTION 8

### High School Auditorium Naming Rights

| 3 years | 2 years | 1 year  |
|---------|---------|---------|
| \$5,000 | \$3,500 | \$2,000 |

\*Prices listed are in addition to the cost of the sign.

- Option 7 includes signage at the entrance and within the auditorium, and in all printed material associated with events at the Library. In addition to daily student traffic, special events include 4-5 annual theatre productions, staff meetings, as well as the annual District-wide arts celebration as well as meetings and community group gatherings throughout the year.

## OPTION 9

### Additional Naming Rights and Ad Placement Options

- Naming rights for cafeterias and libraries in Peters Township Middle School, McMurray Elementary, Pleasant Valley Elementary and Bower Hill Elementary are also available upon request.
- Supporting education in Peters Township School may also be done through the purchase of the items listed below. While advertising is not permitted on these items, the donations would be noted via a placard on the items, as well as in any public relations done regarding the items.
  - Mobile Laptop Carts
    - Cart with 16 laptop computers and printer: \$19,500
    - Cart with 18 laptop computers and printer: \$28,500
    - Cart with 30 laptop computers and printer: \$35,000
  - iPads for classroom use: \$500-700 per unit
  - Science Labs
  - Textbooks
- Please contact Mr. Geyer at 724-941-6250 x 5233 or Mrs. Belcher at 724-941-6251 x7205 to discuss additional options.