

DANA HILLS FOOTBALL

SPONSORSHIP OPPORTUNITIES

2020 SCHEDULE - ALL TIMES 7P

8/21



HOME

8/28



AWAY

9/4



AWAY

Honor the Valor
9/18



HOME

9/25



AWAY

Homecoming
10/2



HOME

10/9



HOME

10/16



AWAY

10/23



HOME

10/30



AWAY

FUNDRAISING 2020

WHO IS DANA HILLS FOOTBALL?

HHI (Household Income) \$118,000

50 Years of Alumni

3000+ families currently attend DHHS that live in Dana Point, Laguna Niguel, San Clemente, Mission Viejo, San Juan Capistrano, Ladera Ranch and Laguna Beach

Approximately 25,000 people attend home football games each season

Approximately 75,000 to 100,000 attend events at Spencer Stadium each year

9,600+ Opt-In Emails of households within 10 mile diameter of campus

SCOREBOARD SPONSORSHIP

Sponsor Panel can be split
between 2 sponsors for the
Dolphin Package (\$5,000) or
4 sponsors for (\$2,500)

13' High

25' Wide

HOME OF THE DOLPHINS

HOME 21 < GUEST 14 >

17:23

DAKTRONICS

3 DOWN TO GO BALL ON QTR 3

T.O.L. 1 10 40 3 T.O.L.

Drivers wanted. Volkswagen Cadillac

2' 6" High

8' High

2' 6" High

- Overall Dimensions
13'0" high x 25'0" wide
- Id Panel (Non-Backlit)
2'6" high x 25'0" wide
(above Scoreboard)
- Football Scoreboard
FB-2022-A TOL
8'0" high x 25'0" wide
- Sponsor Panel (Non-Backlit)
2'6" high x 25'0" wide
(below Scoreboard)

Home Of The Dolphins

ALL DIMENSIONS ARE APPROXIMATE

DANA HILLS HIGH SCHOOL DANA POINT, CA

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PRESSBOX SPONSORSHIP

Spencer Stadium hosts all home football, track and field, lacrosse, soccer, graduation, pop-warner, flag football, AYSO and additional sports and training events. Approximately 75,000 to 100,000 people attend annually.

Sponsor Panel is UV treated Vinyl and produced with Sponsor supplied artwork and approved prior to print.

Full Panel: \$5,000

Half Panel: \$2,500

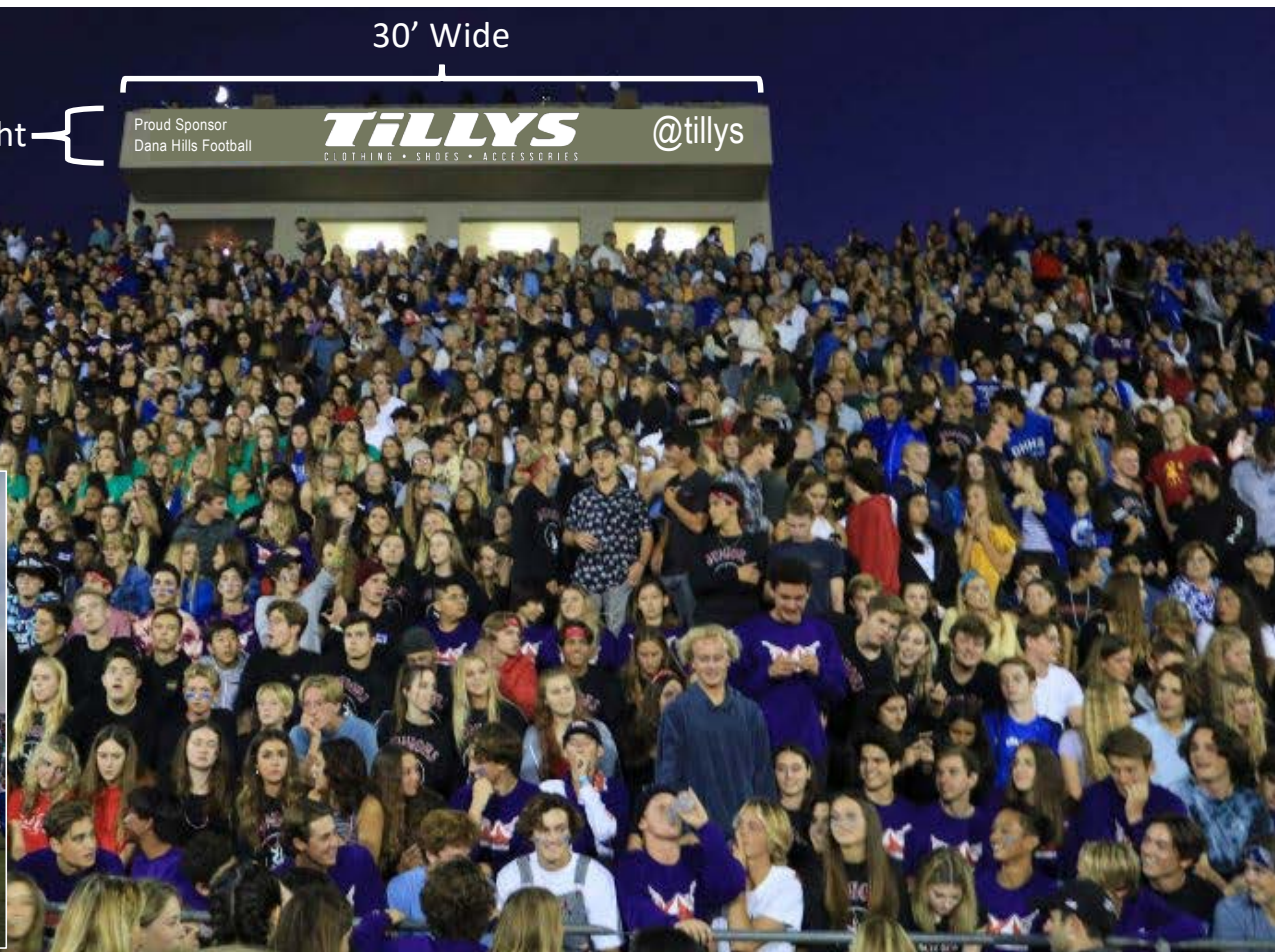
6' Height

30' Wide

Proud Sponsor
Dana Hills Football

TILLYS
CLOTHING • SHOES • ACCESSORIES

@tillys



STADIUM ENTRANCE SHOWCASE

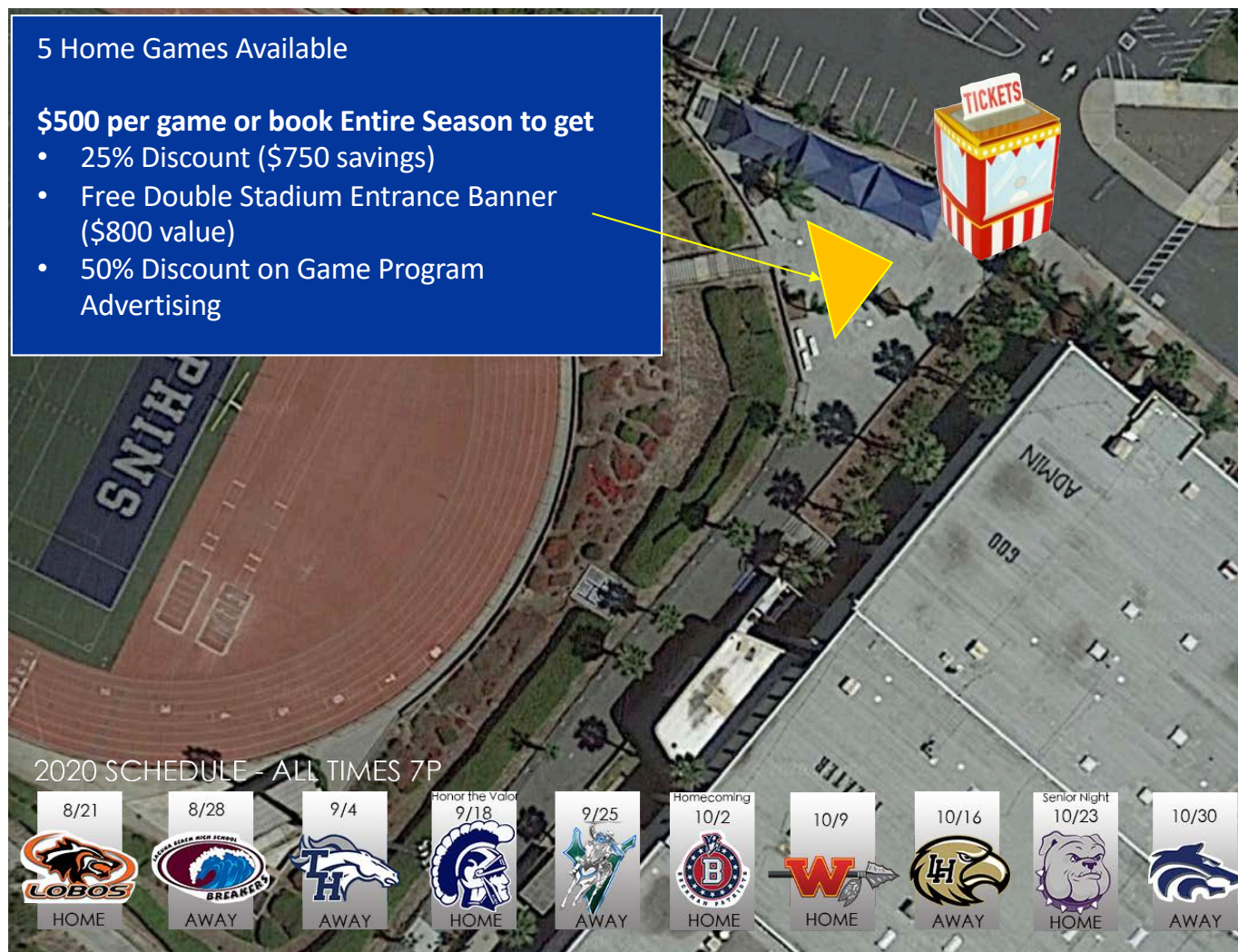
Prime Walk-Up Visibility for every home game

- **Feature your business with weekly square footage at the entrance to Spencer Stadium**
- **Large enough for displaying automobiles**
- **Engage with all people attending the game**











5 Home Games Available

\$500 per game or book Entire Season to get

- 25% Discount (\$750 savings)
- Free Double Stadium Entrance Banner (\$800 value)
- 50% Discount on Game Program Advertising



2020 SCHEDULE - ALL TIMES 7P

8/21	8/28	9/4	Honor the Valor 9/18	9/25	Homecoming 10/2	10/9	10/16	Senior Night 10/23	10/30
									
HOME	AWAY	AWAY	HOME	AWAY	HOME	HOME	AWAY	HOME	AWAY

STADIUM ENTRANCE BANNERS

Prime Walk-In Visibility

- All home football game attendees must walk by the 200' of fencing as they enter and exit the stadium, snack bar and stadium bathrooms
- Daily exposure to students as they go from class to class
- Upgrade to double sided banner for only \$150

Sponsor Panel is UV treated Vinyl and produced with Sponsor supplied artwork and approved prior to print.

\$650 – Single Facing 4'x8' Banner
\$150 – Upgrade Double Facing Banner



STADIUM FIELD BANNERS

Spencer Stadium hosts all home football, track and field, lacrosse, soccer, graduation, pop-warner, flag football, AYSO and additional sports and training events. Approximately 75,000 to 100,000 people attend annually.

- UV treated Vinyl
- Produced with Sponsor supplied artwork
- Approved prior to print
- 12 Months

\$550.00 - 4' x 8' Banner



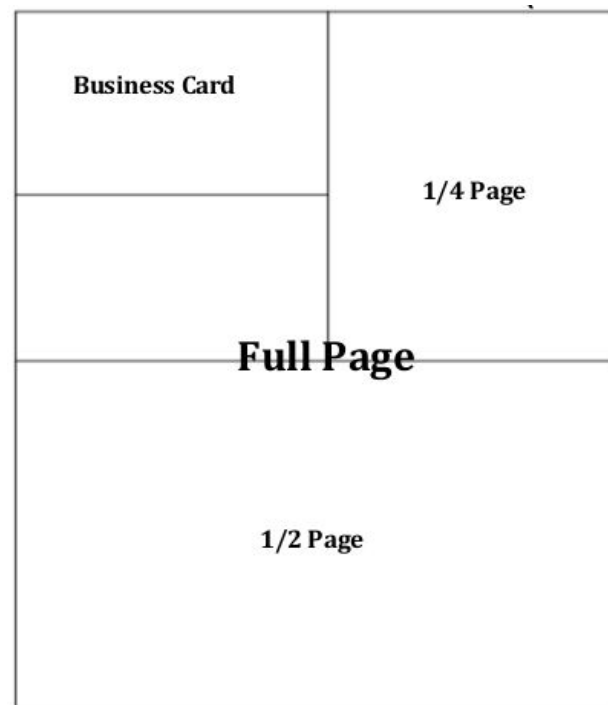
FOOTBALL PROGRAM ADVERTISING

Ad Placements appear in all football Home Game Programs

- Color Ads
- Produced with Sponsor supplied artwork
- Approved prior to print
- 5 Home Games including Homecoming and Honor the Valor

<u>Inside Ads</u>	
Business Card	\$150
1/4 Page	\$275
1/2 Page	\$500
Full Page	\$950

<u>Premium Ads</u>	
Back Full Page	\$1500
Page 1 Full Page	\$1500



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EMAIL MARKETING TO OUR FANBASE

DOLPHINS WEEKLY DEALS



WEEKLY EMAIL OFFER



4 WEEK COMMITMENT



YOU PICK THE WEEKS



NEVER A COMPETITIVE
OFFER



YOUR ARTWORK



DIRECT LINKS TO YOUR LANDING
PAGE OR TELEPHONE NUMBER
TO TRACK KPIs



- 4 WEEK COMMITMENT @ \$250/WEEK
- FIRST COME, FIRST CHOICE OF WEEKS TO PROMOTE
- NO COMPETITIVE OFFERS THE SAME WEEK AS YOUR OFFER
- EXCLUSIVITY BUYOUT AVAILABLE ADDITIONALLY
- AVAILABLE 52 WEEKS PER YEAR



SPONSORSHIP BENEFITS

TAX DEDUCTIBLE - 501C DONATION

**BUSINESSES CAN OPENLY PROMOTE DHHS FOOTBALL AS A
'PROUD SUPPORTER'**

DHHS PROVIDES PLAQUE OF RECOGNITION

BUILD COMMUNITY

HELP PROMOTE POSITIVE AFTER SCHOOL PROGRAM

ATTEND GAMES AND HAVE FUN!

**ONLY 10% OF OUR ANNUAL BUDGET COMES FROM THE
SCHOOL DISTRICT**

