



LAKE BRADDOCK SECONDARY SCHOOL
 ATHLETIC BOOSTER CLUB
 2016-2017 ADVERTISING & SPONSORSHIP FUNDRAISER

FOOTBALL PROGRAM ADVERTISING

COVER PAGE: PLEASE CONTACT US TO VERIFY AVAILABILITY (<i>BACK, INSIDE FRONT, INSIDE BACK</i>)	\$750	
FULL PAGE - Inside Pages	\$500	
½ PAGE	\$300	
¼ PAGE	\$200	
BUSINESS CARD	\$100	
ONE LINE MESSAGE (e.x. "GOOD LUCK BRUINS, FROM THE SMITH FAMILY")	\$50	

WEBSITE ADVERTISING

WEBSITE BANNER (Leaderboard 728 x 90 px) – 1 Year: www.lakebraddocksports.org (Sports Site)	\$525	
TEAM AD (300 x 250 px) – 1 Year: www.lakebraddocksports.org on team page of your choice.	\$275	
LISTED SPONSOR – 1 year: On booster page http://www.lakebraddocksports.org/main/otherbooster/id/4012162	\$125	

SPONSORSHIPS (See the Athletic Sponsorship Page for Descriptions)

PURPLE AND GOLD	\$2500	
GOLD	\$2000	
PURPLE	\$1500	
BRUIN	\$1000	
BRUIN CUB	\$500	

Stadium Advertising

Stadium Field Banner (vectorized graphic required)	\$400	
PA Announcements	\$275	
Scoreboard AD (vectorized graphic for stadium board required, text for gym board)	\$125	

AdvertiserName: _____
 Address _____
 Phone: _____ Email: _____
 Advertiser Contact Name: _____ LBABC Rep/Cheerleader: _____
 Amount Paid \$: _____ Check #: _____
 Text for One Line Ads: _____

Cheerleaders: Return forms, advertisements, and payment to Coach **NO LATER THAN August 22, 2016**
Advertisers: Please give forms, advertisements, and payment to your LBABC representative/cheerleader or mail/email the information to the contact below **NO LATER THAN August 22, 2016**. Please make checks payable to LBABC.

Address: Lake Braddock Secondary School
 Attn: Laura Dougherty
 9200 Burke Lake Road, Burke, VA 22015 ladougherty@fcps.edu

Important Notes

- Digital advertisements are preferred and produce a better result.
- Payment must accompany this form and be received by the deadline.
- Attach ad to this form if necessary.



Lake Braddock Secondary School Athletic Sponsorship Levels

- **SPONSORSHIPS ARE ACCEPTED FOR THE FALL, WINTER, AND SPRING SEASONS AT THE SAME PRICE.**
- **PROGRAM ADS ARE ONLY AVAILABLE FOR THE FALL SEASON.**
- **PLEASE SUBMIT YOUR SPONSORSHIP BY AUGUST 22, 2016 TO MAKE THE FALL PROGRAM DEADLINE.**

Purple and Gold Sponsor \$2500+

- Opportunity for a marketing promotion / primary sponsor at a football game, indoor athletic event.
- Announcement as sponsor at home athletic events
- Full page ad in fall sports program (if sponsorship is received by the fall program deadline)
- Individual banner at Bruin athletic events in the Richard M. Lewis stadium
- Recognition on the scoreboard for field house and stadium events
- Website banner advertisement on www.lakebraddocksports.org
- Listing as booster sponsor on www.lakebraddocksports.org
- A family pass to all Lake Braddock home regular season athletic events

Gold Sponsor \$2000

- Opportunity for a marketing promotion / primary sponsor at a football game, indoor athletic event.
- Announcement as sponsor at home athletic events
- Half page ad in fall sports program (if sponsorship is received by the fall program deadline)
- Individual banner at Bruin athletic events in the Richard M. Lewis stadium
- Recognition on the scoreboard for field house and stadium events
- Listing as booster sponsor on www.lakebraddocksports.org
- A family pass to all Lake Braddock home regular season athletic events

Purple Sponsor \$1500

- Announcement as sponsor at home athletic events
- Quarter page ad in fall sports program (if sponsorship is received by the fall program deadline)
- Recognition on the scoreboard for field house and stadium events
- Individual banner at Bruin athletic events in the Richard M. Lewis stadium
- Listing as booster sponsor on www.lakebraddocksports.org
- A family pass to all Lake Braddock home regular season athletic events

Bruin Sponsor \$1000

- Business card ad in fall sports program (if sponsorship is received by the fall program deadline)
- Recognition on the scoreboard for field house and stadium events
- Listing as booster sponsor on www.lakebraddocksports.org
- Two Passes to all Lake Braddock home regular season athletic events

Bruin Cub Sponsor \$500

- Business card ad in fall sports program (if sponsorship is received by the fall program deadline)
- Recognition on the scoreboard for field house and stadium events
- Listing as booster sponsor on www.lakebraddocksports.org

Digital Advertising Requirements

- a. Ads should be in vector form for best quality.
- b. Adobe PDF: File must be 1200 dpi and set for print quality with CMYK designation for color.
- c. High Resolution TIFF or JPEG: If using Photoshop, please flatten file before sending.
- d. EPS: If using an Illustrator EPS, please outline all fonts before saving and sending. Set CMYK designation for color.
- e. Microsoft Word, Publisher, or PowerPoint: These documents can also be accepted, but not recommended.
- f. Website ads should be in jpg or gif format. Set RGB designation for color.

Please email ads to ladougherty@fcps.edu

Paper Advertising Requirements

- a. Ads should be in color for best quality
- b. Be sure to submit a clean, hard copy
- c. All markings on ad will show up on final print. i.e. dirty finger prints, handwritten notes, etc.
- d. This method is accepted; but not recommended

Size Specifications

Full Page	8.5 inch x 11 inch
½ Page	7.25 inch x 4.75 inch
¼ Page	3.25 inch x 4.75 inch
Business Card	3.25 inch x 2 inch