



Northeastern Boosters
1480 Bowman Road
Springfield, OH 45502

Northeastern High School Scoreboard Sponsorship Description & Agreement Form

SECTION I – Introduction

The Northeastern Booster Club is committed to providing support to students in everything from academics to athletics. The scoreboard, brought to you by entirely booster-raised funds, is intended to support students in the same way. With plans to continue sponsorships from year to year, 100% of funds generated from annual sponsorships of the scoreboard will go back to the students in the form of support for various extra-curricular activity funding. The implementation of this scoreboard won't only enhance the experience during athletic events, but it will also advance the curriculum at Northeastern High School. With increasing digital experience requirements in nearly every occupation today, this scoreboard allows students to become exposed to working with the technology required to run and maintain the equipment further preparing them for life after their educational careers. Everything from graphic design, advertisement sales and management, and technological program training can be implemented into the curriculum. This scoreboard/advertisement platform will be used during all events including, but not limited to: high school football games, track & field meets/invitationals, girls' soccer games, boys' soccer games, peewee football, middle school football, the annual powderpuff football game, and any other various events to be held at Conover Field throughout the year. **Total event attendance (impressions) over the course of a year is over 20,000 people.** Options for sponsorship can be found in Section II, the entirety of the funds from which go back into the Northeastern student body.

SECTION II – Sponsorship Levels

Level 1 - \$10,000

Sponsorship at this level includes:

- 5-year advertisement (beginning of football season until the end of track season five years following (i.e. Fall 2019 – Spring 2024))
- Ad shown in an approximately 3' x 6' block of the scoreboard rotating with other Level 1 sponsors
- Ad will be shown a minimum of 6 times during any given home event with no more than 6 sponsors shown in the same location
- 2-public-address announcement at each home game recognizing sponsorship
- 2-video ad spots of up to 30 seconds per event created by sponsoring organization (optional)
- 4-entry passes for all home events during contract dates

- 1-full page advertisement in any athletic program (per year)
- 1-full page advertisement in the high school play bill (per year)
- 1-half page advertisement in the yearbook (per year)
- Space to set up organization booth during one home football game per year of contract (optional)
- Space to set up organization booth during one home basketball game per year of contract (optional)

Level 2 - \$5,000

Sponsorship at this level includes:

- 4-year advertisement (beginning of football season until the end of track season four years following (i.e. Fall 2019 – Spring 2023))
- Ad shown in an approximately 3' x 6' block of the scoreboard rotating with other Level 2 sponsors
- Ad will be shown a minimum of 4 times during any given home event with no more than 6 sponsors shown in the same location
- 1-public-address announcement at each home game recognizing sponsorship
- 1-video ad spot of up to 30 seconds per event created by sponsoring organization (optional)
- 2-entry passes for all home events during contract dates

Level 3 - \$2,500

Sponsorship at this level includes:

- 3-year advertisement (beginning of football season until the end of track season three years following (i.e. Fall 2019 – Spring 2022)) resulting in a **\$500 discount** for the third year
- Ad shown in an approximately 3' x 6' block of the scoreboard rotating with other Level 3 sponsors
- Advertisements within this sponsorship level will be shown a minimum of two times during any given event
- Advertisements will appear with no more than 6 sponsors at once per ad rotation

Level 4 - \$1,000

Sponsorship at this level includes:

- 1-year advertisement (beginning of football season until the end of track season the following year (i.e. Fall 2019 – Spring 2020))
- Ad shown in an approximately 3' x 6' block of the scoreboard rotating with other Level 4 sponsors
- Advertisements within this sponsorship level will be shown a minimum of two times during any given event
- Advertisements will appear with no more than 6 sponsors at once per ad rotation

SECTION III – A La Carte Sponsorship

Video Ad Sponsorship - \$1,500

Video ad sponsorship entitles organization to submit video advertisement to the Boosters to be shown on the approximately 9' x 12' video screen portion of the scoreboard during events held at Conover Field. Video ads will last no longer than 30 seconds and will be shown twice per event with this sponsorship level selection. The Northeastern Booster Club reserves the right to request changes or deny advertisements based on content.

****Supporters of the new scoreboard and Northeastern Athletics at any level will be recognized during the ribbon cutting ceremony to take place at the beginning of the 2019 football season****



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Agreement Form

The following sponsorship agreement entered on ___/___/20___ and ending on ___/___/20___ between the Northeastern Booster Club and _____ outlines the requirements to be met by both parties for the duration of the agreement. The above organization has opted into sponsoring the Northeastern High School Scoreboard at Level ___ and a cost of \$____.

The agreement is as follows:

1. The sponsoring organization agrees to provide the Northeastern Booster Club contact with full color artwork, measuring 120 pixels x 240 pixels, in .jpeg or .png file format by ___/___/20___. The Northeastern Booster Club reserves the right to deny any artwork submitted, or ask that sizing, formatting, color or any other necessary changes be made to submitted artwork before use on the scoreboard.
2. The advertisement shall be displayed on the scoreboard for a period of ___ year(s), with display beginning at the start of football season in the initial contract year to the end of track season in the contract expiration year. Renewal of this contract is at the discretion of the Booster Club and will require the organization to enter into a new agreement if desired.
3. The number of advertisements in this level, event/game duration and other unforeseen factors may affect the number and duration of displays during said events. Discretion of the Booster Club and course leaders in charge of the equipment will be exercised in these cases.
4. The sponsoring organization is required to submit full payment (\$____) for advertisement within 30 days of the date on this agreement. Failure to provide the Booster Club with adequate payment will result in ad removal. Boosters will accept payment in the form of cash, check or credit card.
5. The sponsoring organization agrees that the contact information provided on the following agreement form is current and correct. Organization also agrees that if any contact information changes, it will be provided to the Boosters in a timely manner.
6. The sponsoring organization understands and agrees that advertisement displays will only be shown during events held at Conover Field.
7. Any organizations purchasing the Video Ad Sponsorship option agrees that the Northeastern Booster Club reserves the right to request changes or deny the showing of any video ads based on content. This is at the discretion of the Booster club.
 - a. Video advertisements are not to exceed 30 seconds in duration.
 - b. Video advertisements are to be submitted with full color & audio to the Boosters by ___/___/20___.

Sponsoring Organization

Address

City

State

Zip Code

Contact First Name

Contact Last Name

Contact Phone Number

Contact Email Address

On behalf of _____, the signing sponsor below agrees to the terms and conditions outlined above, as well as agrees to complete the requirements outlined for advertisement to take place. The signature of the Booster Club member below guarantees that the Booster Club and Northeastern High School will fulfill all requirements of the contracting party outlined above.

Sponsor Signature

Booster Signature

Print Name/Title

Print Name/Title

Date

Date