



COMMUNITY PARTNERS

# **SPONSORSHIP GUIDE**

[www.usd375.org](http://www.usd375.org) | [#thrivein375](https://twitter.com/thrivein375)

# Community Partner **PROGRAM**

The vision and purpose of Circle USD 375 is to educate each student to be an engaged, knowledgeable, responsible, and productive citizen in the 21st Century.

The Community Partnership Program provides the ability to promote your business or organization through strategic marketing while investing in public education with Circle Schools.

Your partnership helps provide additional educational opportunities for USD 375 students such as specialized job training, equipment purchasing, competition travel, staff recognition, and more.

## **PARTNERSHIP LEVELS**

Circle Public Schools offers four partnership packages as well as opportunities to sponsor game nights, special events, event hospitality rooms, and more.

Each package and opportunity provides a number of benefits focused on advertising your organization to thousands of potential customers across the area and throughout the state. At the same time, your investment and collaboration in the continuation and advancement of public education will be publicized.

Sponsorship contributions can be made through:

- Monetary donation
- Product Donation
- Equipment Donation
- Internship Placements
- A combination of the above items

If you have any questions or require further information, please contact Sara Potter, Director of Community Relations & Development at [spotter@usd375.org](mailto:spotter@usd375.org) or (316) 541.2577.

We look forward to partnering with you and thank you in advance for your investment.







# Sponsorship **PACKAGES**

## **SPONSORSHIP**

\$4,000

## **TARGET AUDIENCE**

District and Visitor patrons

High School, Middle School, Circle Recreation

## **DESCRIPTION**

### **(4) 4X6 Banners**

One banner at each home sporting venue.

### **(3) Full-Page Seasonal Sports Program Ads**

One ad in each seasonal sports program.

### **(1) Full-Page Fine Arts Program Ad**

One ad in each Fine Arts program.

### **(1) Video Board Ad**

One ad to repeat during all main gym varsity events.

### **(2) Game Night PA Ads**

Two ads to play during game time.

- **Game Night PA Recognition**

As a Platinum Sponsor at home varsity events

- **Community Partner Feature**

Spotlight feature on district website.

Social media feature.

- **Platinum Community Partner**

Business Signage



# Sponsorship PACKAGES



## **SPONSORSHIP**

\$3,000

### **TARGET AUDIENCE**

District and Visitor patrons  
High School, Middle  
School, Circle Recreation

### **DESCRIPTION**

#### **(3) 4X6 Banners**

Three banners located at home sporting venues of your choice.

#### **(3) 1/2 Page Sports Program Ads**

One ad in each seasonal sports program.

#### **(1) Video Board Ad**

One ad to repeat during all main gym varsity events.

#### **(2) Game Night PA Ads**

Two ads to play during game time.

#### **Game Night PA Recognition**

As a Gold Sponsor at home varsity events.

#### **Community Partner Feature**

Spotlight feature on district website.  
Social media feature.

**Gold Community Partner Business Signage**

## **SPONSORSHIP**

\$2,000

### **TARGET AUDIENCE**

District and Visitor patrons  
High School, Middle  
School, Circle Recreation

### **DESCRIPTION**

#### **(2) 4X6 Banners**

Two banners located at home sporting venues of your choice.

#### **(3) 1/4 Page Sports Program Ads**

One ad in each seasonal sports program.

#### **(1) Video Board Ad**

One ad to repeat during all main gym varsity events.

#### **(1) Game Night PA Ads**

Two ads to play during game time.

#### **Game Night PA Recognition**

As a Blue Sponsor at home varsity events.

#### **Community Partner Feature**

Spotlight feature on district website.  
Social media feature.

**Blue Community Partner Business Signage**

## **SPONSORSHIP**

\$1,000

### **TARGET AUDIENCE**

District and Visitor patrons  
High School, Middle  
School, Circle Recreation

### **TIMEFRAME**

August

### **DESCRIPTION**

#### **(1) 4X6 Banner**

One banner located at home sporting venue of your choice.

#### **(3) 1/8 Page Sports Program Ads**

One ad in each seasonal sports program.

#### **• Game Night PA Recognition**

As a Silver Sponsor at home varsity events.

#### **• Community Partner Feature**

Spotlight feature on district website.  
Social media feature.

#### **• Silver Community Partner Business Signage**



# EVENT

## Sponsorship

Make your business or company stand out above the rest by being featured on a home game night of any varsity sport or district event such as school open houses, concerts, etc.



### SPONSORSHIP

\$500

### TARGET AUDIENCE

District & Visitor Patrons

### TIMEFRAME

August-May

### DESCRIPTION

#### (1) Booth or Table

Set-up on game night for marketing materials.

#### (2) Game Day Social Media

Your business promoted on social media for game day on school & district social media.

#### (4) 30-Second Commercials

Four PA commercials ran during the Game Night event.

#### (25) Free Admission

Twenty-five passes to the sponsored game.

- Game Night PA Recognition as Game Night Sponsor.
- Game Night Community Partner Business Signage



### SPONSORSHIP

\$500

### TARGET AUDIENCE

District & Visitor Patrons

### TIMEFRAME

August-May

### DESCRIPTION

#### (1) Booth or Table

Set-up on event night for marketing materials.

#### (2) Event Day Social Media

Your business promoted on social media for event day on school & district social media.

- Free Admission  
Complimentary passes to the sponsored event if available.
- Sponsor Recognition in event program.
- Announced as Event Night Sponsor (when applicable)
- Event Community Partner Business Signage



### SPONSORSHIP

Monetary or In-Kind

### TARGET AUDIENCE

Event Staff, Sponsors, Coaches, etc.

### TIMEFRAME

August-May

### DESCRIPTION

#### (1) Booth or Table

Set-up in the hospitality room for marketing materials.

#### (2) Event Day Social Media

Your business promoted on social media for event day on school & district social media.

- Free Admission  
Complimentary passes to the sponsored event if available.
- Sponsor Recognition in event program.
- Announced as Hospitality Sponsor (when applicable)
- Community Partner Business Signage



## LEVEL 1

\$1,000

### (3) Exclusive Sponsored Months

- Back cover logo placement
- Community Partner feature on district website & social media

## LEVEL 2

\$500

### (3) Shared Secondary Sponsored Months

- Community Partner feature on district website & social media

## LEVEL 2

\$250

### (2) Shared Secondary sponsored months

- Community Partner feature on district website & social media

# A LA CARTE Opportunities

All a la carte opportunities subject to space availability.

## BANNERS

### SPONSORSHIP

\$500

### TARGET AUDIENCE

Event Patrons

### TIMEFRAME

August-May

### DESCRIPTION

#### (1) 4X6 Banner

Displayed at home venue of your choice.

## MAIN GYM VIDEO BOARD

### SPONSORSHIP

\$1250

### TARGET AUDIENCE

Volleyball, Basketball & Wrestling Patrons

### TIMEFRAME

August-March

### DESCRIPTION

#### (1) Video Board Ad

One ad to repeat during all main gym varsity events.

## PROGRAM ADS

### SPONSORSHIP

\$600 Full-Page Color Ad

\$300 Page Color Ad

\$200 1/4 Page Color Ad

\$100 1/8 Page Color Ad

### TARGET AUDIENCE

Event Patrons

### TIMEFRAME

August-May

### DESCRIPTION

(1) Sport or Event Program Ad in all district Fall, Winter, & Spring digital programs.

## FAN OF THE WEEK

### SPONSORSHIP

In Kind Donation

### TARGET AUDIENCE

Event Patrons

### TIMEFRAME

August-May

### DESCRIPTION

Help us recognize a new district patron at each basketball & football varsity home game as the fan of the week with DONATION HERE.

- Game night recognition on PA as Fan of the Week Sponsor
- District social media post

## POSTER ADS

### SPONSORSHIP

\$250

### TARGET AUDIENCE

District Patrons

### TIMEFRAME

August-March

### DESCRIPTION

(1) Sport or Event Poster Ad



## ARTIST/MUSICIAN OF THE MONTH

### SPONSORSHIP

\$250 per month

### TARGET AUDIENCE

District Patrons

### TIMEFRAME

August-May

### DESCRIPTION

- Available at each school
- Your sponsorship will highlight the musical and artistic talents of our students
- 30-second segment highlighting students selected by admin & staff for outstanding artistic, theatrical, or musical achievement.
- Sponsor name in graphic and voice over at the beginning and end of the segment
- Runs a minimum of 4 times each month
- Featured on District site
- Featured on School social media
- Sponsor recognition on Student of the Month poster.
- Graphic for sponsor to display

## STUDENT OF THE MONTH

### SPONSORSHIP

\$250 per month

### TARGET AUDIENCE

District Patrons

### TIMEFRAME

August-May

### DESCRIPTION

- Available at each school
- 30 second video segment highlighting student selected by admin & staff for outstanding academic achievement.
- Sponsor name in graphic and voice over at the beginning and end of segment.
- Runs a minimum of 4 times each month
- --posted on District site
- --posted on School social media
- Sponsor recognition on Student of the Month poster.
- Graphic for sponsor to display

## DISTRICT STAFF EVENTS

### SPONSORSHIP

Food &/or monetary support

### TARGET AUDIENCE

All district staff  
(approx. 350 Employees)

### TIMEFRAME

August-May

### DESCRIPTION

- Events with all staff gathered for an audience of approx. 350
- Sponsors may provide a lunch that all staff is invited to enjoy at their respective buildings; refreshments during inservices, etc.

#### Sponsors will receive:

- Recognition in event invitation
- Day of recognition as lunch sponsor via Superintendent announcement
- Logo on event presentation
- On-site marketing table to pass out literature/special offers/gifts at convocation
- On-site marketing tables at each school for marketing material

## TEACHER SUNSHINE FUND

### SPONSORSHIP

Monetary, Gift Card, In-Kind Donations, etc.

### TARGET AUDIENCE

District Staff, District Patrons

### TIMEFRAME

August-May

### DESCRIPTION

- Applied to each school
- Provide product donations such as snacks, beverages, gift cards, and products.
- Donate funds toward building plans to honor staff for Staff Appreciation Week