



PO Box 1508 Highland, IN 46322 | www.highlandathleticboosterclub.com

To our local community business leader,

I'm writing on behalf of the Highland Adult Athletic Booster Club. We're looking for businesses from within our community to support athletics in the town of Highland. We offer a unique menu of sponsorship opportunities and exposure to a target audience that you won't find elsewhere. Would you like to support Highland athletics while gaining exposure at and through the promotion of these events? We thought so!

When you choose to sponsor a sporting event, you will become an esteemed Business Booster. Sporting event sponsorship is currently available at home varsity football games, girls and boys varsity soccer games, girls and boys varsity basketball games, and through boys and girls track events. Attendance at each of these sports in a given season is as follows:

Fall Sports

Football: 5,509

Soccer (boys and girls): 2,838

Winter Sports

Boys Basketball: 4,396

Girls Basketball: 2,828

Spring Sports

Boys and Girls Track: 1,098

The draw to our sporting events and exposure to attendees is tremendous. We'd like to invite our local small businesses to become a part of these events rather than just another business we see around town. There are a few different ways that we would invite you to do this.

Each sport hosts multiple home events during their season. We are offering sponsorship opportunities to Business Boosters on an event-by-event basis, each for \$250. You can select one event, or opt into as many events as you like. For each five events that you sponsor, we'd like to offer you **one event sponsorship free**.

Each event sponsorship comes with the following options:

1. Banner hung at event entry, you provide banner
2. Handout to attendees, you provide handout
You may distribute handouts to attendees or provide handouts to booster club volunteers to distribute – item to be approved by Athletic Director through the booster club in advance of event
3. Announcement about sponsorship and business advertisement to occur over PA system during event
4. Logo displayed on our website, you provide
5. Business name and/or logo included in social media promotions: [Facebook](#) and [Twitter](#)
6. Logo displayed on video board for events held in field house (currently basketball)

The money that we raise through these sponsorships will be donated to the athletic department at Highland High School. Our purpose is to raise money through fundraising efforts in order to support **all athletic programs** and student athletes beyond what the school budget can provide, as well as increase community interest.

We are incredibly thankful for your consideration, time and hopefully your investment in Highland's student athletes. We have attached a form that outlines the remaining events for this year and fall sports next school year that are available for our Business Boosters. Simply mark which events you would like to sponsor, write your check to HAABC, then give us a call to pick up your form and we'll kick off your sponsorships!

Sincerely,

The Highland Adult Athletic Booster Club





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Fall Sporting Events: 2017-2018 School Year

Football

- 8/18/2017 Hammond Morton HS (tailgate party)
- 9/1/2017 George Rogers Clark MS/HS
- 9/15/2017 Munster High School (homecoming)
- 9/29/2017 Hobart High School
- 10/13/2017 Andrean High School

Boys Soccer

- 8/26/2017 Valparaiso HS
- 9/2/2017 Crown Point High School
- 9/6/2017 Lowell Senior High School
- 9/9/2017 Chesterton High School
- 9/18/2017 Michigan City High School
- 9/20/2017 Kankakee Valley High School
- 9/23/2017 Portage High School

Girls Soccer

- 8/19/2017 Jefferson HS
- 8/29/2017 Andrean High School
- 9/7/2017 Michigan City High School
- 9/12/2017 Munster High School
- 9/16/2017 Chesterton High School
- 9/21/2017 Portage High School
- 9/26/2017 Hobart High School
- 9/28/2017 Valparaiso HS

Winter Sporting Events: 2017-2018 School Year

Boys Basketball

- 11/22/2017 Portage High School
- 12/1/2017 Bishop Noll Institute
- 12/5/2017 Hammond High School
- 12/27/2017 Holiday Hoopfest
- 12/28/2017 Holiday Hoopfest
- 12/29/2017 Holiday Hoopfest
- 1/9/2018 Lake Central High School
- 1/20/2018 Andrean High School
- 1/26/2018 Kankakee Valley High School
- 2/10/2018 Griffith High School
- 2/13/2018 Washington Township High School
- 2/23/2018 Calumet High School

Girls Basketball

- 11/3/2017 Chesterton High School
- 11/11/2017 West Side High School
- 11/14/2017 Hanover Central HS
- 11/17/2017 Kankakee Valley High School
- 11/25/2017 Lake Central High School
- 12/2/2017 Valparaiso HS
- 12/12/2017 Crown Point High School
- 12/18/2017 Illiana Christian High School
- 1/5/2018 Hobart High School
- 1/10/2018 Hammond Morton High School
- 1/19/2018 Munster High School

Spring Sporting Events: 2017-2018 School Year

Track and Field (Boys and Girls)

- 4/19/2018 Kankakee Valley High School
- 4/26/2018 Highland Invite (Boys/Girls)
- 5/3/2018 Andrean/Munster

Contact Name: _____

Company Name: _____

Address: _____

Email Address: _____

Phone Number: _____

Website: _____

How many total events are you sponsoring? _____

Thank you for your support!

Please return this form to the individual who contacted you, contact booster club president Kim Fenolio (219-757-1331) or email the same information to haabc14@gmail.com.

