Ferndale High School
Athletic Department
Advertising Program

In the lines below, write exactly how you’d like your advertisement worded. If you’d like to design your ad, please call 248/586-8632 for specific information and artwork requirements.

Thank You
for supporting
Ferndale Schools Athletics

Sponsorship Application

Name of Business
Address
Phone
Contact Person

Advertising Opportunities

☐ Gold Package $1200
☐ Silver Package $600
☐ Bronze Package $300
☐ Scrolling Digital Signs $100
☐ Insert in Game Day Programs $100
☐ Time-out and intermission announcements $100
☐ Advertisement on Basketball Poster $100
☐ Halftime giveaways—“Kick a Field Goal” sponsorship at football games $100
☐ Halftime giveaways—“Half-Court Shot” sponsorship at basketball games $100
☐ End of quarter announcements at football and basketball games, and swim meets $100
☐ Season tickets $100
☐ Other

Total amount for advertisement
$

Method of Payment
☐ Cash
☐ Check Check #____________________

Business Representative
name
signature
title

Ferndale High School Athletics Representative
name
signature
title

Please make checks payable to:
Ferndale High School Athletics
881 Pinecrest
Ferndale MI 48220
248/586-8632

Ferndale High School Athletic Department
Advertising Program
Support Ferndale Public School student athletes while providing your company with valuable advertising that reaches over 50 local communities. Ferndale High School and Middle School campus has a new, state-of-the-art football/track/soccer stadium, newly renovated gymnasium, new auxiliary gym and beautiful landscaping. Our new and improved facilities broaden opportunities for your company’s advertising to reach more communities than ever before.

**Sponsorship Packages**

**GOLD PACKAGE** $1200.00
- Renewal is $1000.00 per year
- One 3’x6’ banner in each venue for 12 months
- One game day program insert for boys Basketball, girls Basketball and Football
- Announcement during every high school Football and Basketball games, using your specific advertisement script
- Top location on Page of Sponsors appreciation page in event programs

**SILVER PACKAGE** $600.00
- Two 3’x6’ banners in your choice of venues for 12 months
- One game day program insert for boys or girls Basketball
- One game day announcement during boys or girls Basketball using your specific advertisement script
- Company name on Page of Sponsors appreciation page in event programs

**BRONZE PACKAGE** $300.00
- Renewal is $250.00 per year
- One 3’x6’ banner in your choice of venue for 12 months
- Company name on Page of Sponsors appreciation page in event programs

**YOUR SPONSORSHIP DOLLAR WILL TRAVEL FAR**
- Providing supplemental funds for team uniforms, coaches and practice equipment
- Advertising in several different venues
- Advertising that reaches 50 metro area communities through Stay and Play Social Club (formerly Detroit Social Club) three days/week and approximately 400 members
- Michigan High School State Tournament Audiences
- Home event audiences include: Football/Soccer/Track Stadium - 65 school events; Gymnasium - 200 school events & 100 social club events; Pool - 40 school events & 6 metro club swim team events

This is a tremendous opportunity for all involved. It provides the youth in our community top quality programs. It provides you, the business partner, valuable advertising and generates community support for the children. Thank you for your time and consideration. Once you return your application to Ferndale High School Athletics, you will be contacted to set up wording and artwork specifics for your advertisement. If you have any questions concerning this sponsorship program, or ideas that would suit your business, please do not hesitate to call the Ferndale High School Athletic Office, 248/586-8632.

**Advertising Opportunities**
- 3’x6’ banner (see previous page)
- Scrolling Digital Signs
- Insert in Game Day Programs
- Time-out and intermission announcements
- Advertisement on Basketball Poster
- Halftime giveaways—“Kick a Field Goal” sponsorship at football games
- Halftime giveaways—“Half-Court Shot” sponsorship at basketball games
- End of quarter announcements at football and basketball games, and swim meets
- Season tickets

**Venues**
- Gymnasium
- Swimming pool
- Football/track/soccer stadium
- Baseball field

**Athletic Audiences**

**Communities Reached**
- Football crowds from 28 communities
- Basketball crowds from 35 communities
- Swim meet crowds from 20 communities
- Pool special events and different groups from 25 communities
- State basketball, football, track and soccer: district, regional and quarterfinal games (approximately 2,000 spectators)
- Stay and Play Social Club (Formerly Detroit Social Club) uses the gym four nights a week for volleyball and basketball leagues – over 400 members from the metro area with age ranges of 21-45, mostly young professionals in their 30s.
- Gym use for special interest groups: Basketball Leagues, Elks Club Contests, State AAU Wrestling Tournaments
- Alumni events, reunions and community events
- High school summer basketball league
- Summer basketball camps
- Youth football league competitions
- Ferndale High School traditionally hosts numerous Michigan High School Athletic Association Championship events

**Ferndale High School Events**
- 15 Ferndale High School (FHS) Varsity, JV and Freshmen football games
- Up to 4 other local high school football games
- 60 FHS Varsity, JV and Freshmen basketball games
- 40 FHS soccer games
- Marching band practices
- 30 FHS baseball & softball games
- 30 FHS volleyball games
- 6 FHS track meets
- Approximately 41% of FHS student body are student-athletes
- Facility usage brings in over 33,000 spectators per year

**Ferndale Middle School Events**
- Two Ferndale Middle School (FMS) Football games
- 24 FMS basketball games
- 24 FMS volleyball games
- 4 FMS track meets
- Approximately 47% of FMS student body are student-athletes