



Support Kennesaw Mountain HS Lacrosse

www.kmhs lacrosse.com

MUSTANG Level

\$1,000

Game Helmet or Boathouse Coaches Jacket, Fence Sign, Program Ad, Web Banner, Plaque and Special Recognition at halftime of Varsity Game

STALLION Level

\$500

Fence Sign, Program Ad, Web Banner, Plaque and Special Recognition at halftime of a Varsity Game

COLT Level

\$250

Fence Sign or Plaque, Program Ad, Web Banner

Please make checks payable to KMHS Lacrosse Booster Club Inc.

KMHS Lacrosse Booster Club, Inc.
is a 501c3 organization
Tax ID 58-2666380

Web/Banner Ad Requirements

1. Pixel Size: No larger than 275 wide x 200 high. 2. JPG or GIF file format

**Web ads will be displayed until December 1, 2012..*

Email web ad JPG or GIF file to kmhs lax@comcast.net

Fence Sign Ad Sales

Dimensions are: 4' wide x 3' tall

Signs will be displayed through 2012 Lacrosse Season

Sign design will include:

First Line: Company Name (25 Characters Max)

Second Line: Phone or Website (30 Characters Max)

Company Name (25 characters)
Phone or Web Address (30 Characters)
Supports



**MUSTANG LACROSSE
GO MUSTANGS!**

Company: _____

Advertiser's Signature: _____ Date: _____

Advertiser's Printed Contact Name: _____

Advertiser's Phone Number: _____ Ad URL?: http:// _____

Advertiser's Email Address: _____

Buying: Mustang Package _____ Stallion Package _____ Colt Package _____

First Line: Company Name (25 Characters Max): _____

Second Line: Phone or Website (30 Characters Max): _____

Brief Description Of Business For Web Banner:

Office Use Only: Amount Paid:\$ _____, Check Number _____, Date Received _____

Time Received: _____ Received By: _____

KMHS Player Selling Ad: _____



Kennesaw Mountain High School Lacrosse – Business Sponsorship Prospectus

Kennesaw Mountain Lacrosse Booster Club, Inc. is a 501c3 organization. Your sponsorship is considered a charitable donation and is tax deductible.

Facts about the KMHS Lacrosse Program

- About 155 kids play lacrosse at Kennesaw Mountain High School.
- Between Varsity/JV Mens, Varsity/JV Womens and Junior Mustangs, there are 35 home games.
- On average, there are 20 to 25 players per team.
- If each child brings 2 parents, that is 770 potential sales opportunities.
- Many children bring additional attendees
- If you include the opposing team, this could be 1,500 potential sales opportunities.

Since Soccer also uses the same stadium, this moves the number 2,500 potential sales opportunities.

1500 potential buyers will also hear the game time sponsorship announcements and will walk away with a program. The program will also include sponsor advertisement.

In 2012, KMHS Lacrosse will also be hosting a Men's College lacrosse game between ***Georgia Southern University*** and ***Georgia College & State University***. We expect to have 500 plus in attendance for this game.

Facts about the community

- The area surrounding Kennesaw Mountain High School has higher property values and higher than average adjusted income that the Georgia average.
- Median resident age: 35
- Average adjusted gross income: \$70,942
- 33% are self employed or management level non-agricultural

Case Studies:

Bar-B-Cutie: \$250 Colt level sponsor, Bar-B-Cutie joined as a sponsor last year and catered our Fundraising dinner for over 250. In the past 2 years, we have used one of our sponsors to cater our fundraising dinner.

TeamOne Display Services: 250.00 Colt level sponsor. TeamOne is a very specialized company that provides trade show exhibits and services for the trade show industry. Colt level sponsor for 2 years a \$750.00 investment (3 years) netted \$4,286.95 in sales after the fence sign was noticed by someone in marketing at their company.

Where the money goes:

Contributions and donations are used for equipment, uniforms, team transportation, field maintenance and many other necessary expenditures. Perhaps more importantly, your contributions and donations will also be used to help support players whose families can not afford the lacrosse dues. Each child is given a chance to participate thanks to companies like yours. The Kennesaw Mountain Lacrosse Booster Club is dedicated to patronizing the establishments that support our program. Whenever we are in need of services, or plan to go out to eat, we look to our sponsors first. All sponsors are included on our sponsor web page located at www.kmhslacrosse.com

THANK YOU FOR YOUR SUPPORT!