



SENECA VALLEY



Raider Athletics – Partnerships



Seneca Valley – Who We Are



Seneca Valley Athletics has a tradition of excellence and accomplishment founded on the principles of resiliency, teamwork, effort, and positive sporting behavior. Raider student-athletes have excelled scholastically, collegiately and professionally in their respective sports but, more importantly, their academic achievements and community contributions are what distinguish them from their peers. We are a program that offers **62**

teams, 8 club sports and opportunities for over **1300 student-athletes** to compete in their sport of choice. We embrace the platform of “**Education through Sport**” and continually aspire for excellence in all we do.

In order to sustain this academic, athletic, and community excellence now, more than ever, **Raider Athletics needs your support!** By partnering with Raider Athletics you have the opportunity to reach thousands of visitors on our Jackson Township secondary campus while supporting the aspirations of our students. Your investment will not only bring direct exposure to the Seneca Valley community but will reach audiences of visiting schools from both the WPIAL and PIAA and those who visit through Butler County Tourism events held on our campus and in the region.

As a Raider Athletics partner this is truly a “win-win” situation for you and our student-athletes. All proceeds from Raider Athletics Partnerships are invested directly back into the athletics program including facility enhancements, coaches’ professional development, equipment, uniforms, and post-season travel. I thank you in advance for your support of all of our Raider student-athletes!

Sincerely,

Heather Lewis, Athletic & Activities Director

Go Raiders!



Raider Athletics — Partnerships



Why Partner with Raider Athletics?



A partnership with Raider Athletics provides numerous benefits for your business or organization to thousands of potential customers that visit the campus.

- ◆ **Exposure** ~ By partnering with Raider Athletics you will have the opportunity to spotlight your business in front of thousands of visitors to the Seneca Valley campus while at the same time investing in public education with the Seneca Valley School District. In the past five years, not only has our District welcomed supporters of Raider Athletics but also those of visiting teams along with visitors for outside events such as the Ben Roethlisberger Football Camp, Pittsburgh Pirate Baseball Camp, summer sport camps and community leagues, and the North American Unicycling Convention and Championships which hosted national and international competitors.
- ◆ **Support** ~ Partnerships create an opportunity for businesses to strengthen community ties, advocate and enhance the holistic education of all students, and market their services to a vast audience over an extended period of time.
- ◆ **Value** ~ Partnerships range from one-year through multiyear agreements and the value of this extended marketing exposure far exceeds the value associated with weekly or monthly advertising.

Campus Visitor Facts

State of the art facilities and collaborative efforts with the Butler County Tourism Bureau and Sports Commission will ensure Seneca Valley as a host to thousands of visitors each year. This is your chance to maximize marketing opportunities.

School Year	Stadium Visitors	Gym/Pool Visitors
2014-15	21,900	6,100
2013-14	18,300	6,400

- *Includes counts for ticketed, non-ticketed, WPIAL and PIAA playoff visitors*



Raider Athletics – Partnerships



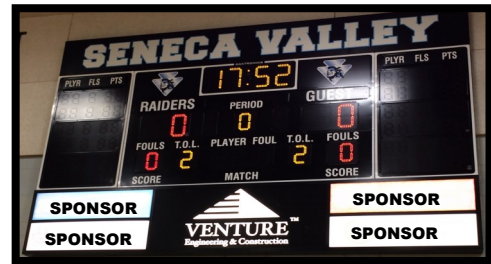
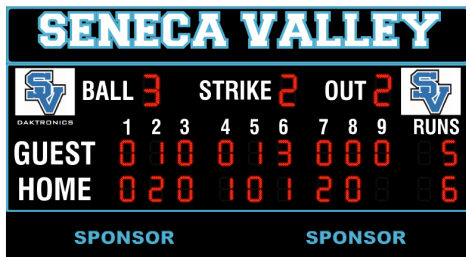
Partnership Opportunities

SCOREBOARD ADVERTISING

Multiple opportunities for one-year or multi-year scoreboard placard advertising options located in our senior high gymnasium, baseball field, softball field, or soccer/lacrosse field. Athletic partnerships run from July 1–June 30. Cost of scoreboard placard is the responsibility of the Raider Athletics partner.

Approved artwork must be presented to the athletic department for placard production. Cost of placard production is the responsibility of the Raider Athletics partner.

	1-Year Agreement	2-Year Agreement	3-Year Agreement	4-Year Agreement
Senior High Gymnasium (4)	\$2,000	\$3,500	\$4,500	\$5,000
Baseball Field (2)	\$1,500	\$2,400	\$3,300	\$4,000
Softball Field (2)	\$1,500	\$2,400	\$3,300	\$4,000
Soccer-Lacrosse (2)	\$1,500	\$2,400	\$3,300	\$4,000



Additional Benefits for Scoreboard Advertising

	Senior High Gym	Baseball/Softball Fields	Soccer-Lacrosse Field
P.A. Announcement	Yes	Yes	
Four (4) VIP Passes for all Raider Athletics home events (excluding playoffs)	Yes	Yes	Yes
Raider Athletics Polo	Yes	Yes	Yes
Stadium scrolling scoreboard recognition	Yes	Yes	Yes
SV Athletics Website Listing	Yes	Yes	Yes



Raider Athletics — Partnerships



Partnership Opportunities

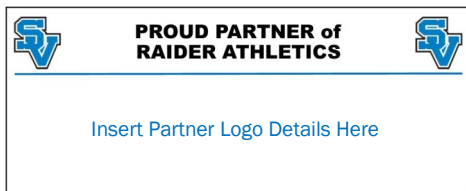
BANNER ADVERTISING

Multiple opportunities for one-year or multi-year individual business banner advertising options located in our stadium, baseball field, softball field, soccer/lacrosse field or tennis courts. Banners will be positioned on venue fencing. For secondary campus gyms and pool venues, banners will be placed on walls with maximum viewing. Athletic partnerships run from July 1 through June 30.

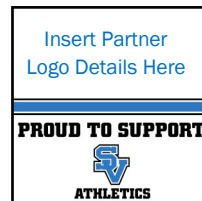
Approved artwork must be presented to the athletic department for banner production. Cost of banner production is the responsibility of the Raider Athletics partner.

	1-Year Agreement	2-Year Agreement	3-Year Agreement	4-Year Agreement
Stadium	\$750	\$1,350	\$1,800	\$2,100
Baseball Field	\$500	\$800	\$1,000	\$1,200
Softball Field	\$500	\$800	\$1,000	\$1,200
Soccer-Lacrosse Field	\$500	\$800	\$1,000	\$1,200
Tennis Courts	\$300	\$550	\$750	\$900
Gym or Pool	\$250			

Sample Banner – 8’ x 3’ (Outdoor)



Sample Banner – 4’ x 4’ (Indoor)



Additional Benefits for Banner Advertising

	Stadium, Gym & Pool	Baseball & Softball Fields	Soccer-Lacrosse Field, Tennis Courts
Raider Athletics Polo	Yes	Yes	Yes
SV Athletics Website Listing	Yes	Yes	Yes



Raider Athletics — Partnerships



Partnership Opportunities

PROGRAM SPONSORSHIPS

Multiple opportunities for annual sponsorships of a variety of programs offered each school year.

- **Facility Naming Rights – negotiable**

This program allows for long-term naming rights to venues on campus including stadium, baseball field, softball field, soccer/lacrosse stadium, and natatorium.

Benefits negotiable.



- **Raider Athlete of the Month Program – annually \$2,000**

This program would recognize a male and female fall sport athlete in the months of September, October, and November; a male and female winter sport athlete in the months of December, January and February; and a male and female spring sport athlete in the months of March, April and May.

Athletes of the Month receive a plaque with partner logo engraved. *Benefits include program sponsor recognition on SV Athletics website, 2 home VIP event passes, and Raider polo shirt.*

- **Raider Scholar-Athletes Program – \$1,000/season or \$2,500/all 3 seasons**

This program will acknowledge those student-athletes who end the academic year with an annual (not cumulative) QPA of 3.75 or greater. Honorees will receive a Raider Scholar-Athlete t-shirt with partner logo on back at the end of the academic year. *Benefits include program sponsor recognition on SV Athletics website, 2 VIP home event passes, and Raider polo shirt.*

- **Raider Athlete Assistance Contributor – annually \$300**

This program involves a contribution to the athletics fund for use to assist student-athletes in need to cover costs associated with athletic participation. *Benefits include Raider polo shirt.*

- **Game Day Stats Sponsor – \$300/season sponsored (available for football and basketball)**

Halftime stats will be read at home football and basketball (boys and/or girls) contests with the introduction of “These halftime stats are courtesy of our Proud Raider Athletic Partner <insert partner’s name here>.” *Benefits include Raider polo shirt.*

- **Senior High Gym Scrolling Advertisement Board**

Limited advertising spots available in the scrolling advertisement board located in the senior high gym. Contact athletic director for details.



Raider Athletics — Partnerships



TERMS & CONDITIONS

Terms

The term of this Partnership will run annually from July 1 through June 30th. The length of partnership—which may be one year or multi-years—will be indicated on the signed Partnership Agreement form. By signing the Partnership Agreement form, the Partner agrees to all Terms and Conditions of the Partnership.

Remuneration

Partner agrees to pay the Seneca Valley Athletics program the annual fee associated with selected Partnership package as agreed upon by submitting a signed Partnership Agreement form. Payment due date will be mutually agreed upon by Partner and Seneca Valley Athletics and must be received prior to any Partnership benefits are launched.

Non-Exclusivity

Partner acknowledges and agrees that the Partner is not the sole or exclusive Partner of any particular venue, event, and/or program.

Benefits

Partner benefits are outlined according to opportunity selected. Benefits are null and void if Partner does not meet the requirements as outlined in the Partnership Agreement Terms and Conditions.

Advertising / Artwork

All advertising is subject to the parameters of Seneca Valley School Board policy #711. Seneca Valley Athletics does not accept advertising of any product/service that is unlawful for school-aged children including, but not limited to, alcohol and tobacco.

Partner is responsible for providing Seneca Valley Athletics with artwork for scoreboard placard and/or banner production. All artwork must have the approval of Seneca Valley Athletics prior to production. Delay in providing artwork will result in delayed production and display of scoreboard placard and/or banner.

Indemnity

The Partner shall indemnify and hold the Seneca Valley School District and Seneca Valley Athletics harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of the erection, presence, maintenance, and removal of the Partner’s advertisement on district property.

Name _____

Date _____

Signature _____



Raider Athletics — Partnerships



PARTNERSHIP AGREEMENT

Contact Name: _____

Company Name: _____

Company Address: _____

Contact Phone (Work): _____ (Cell): _____

Contact Email: _____

Partnership Package:

Scoreboard Advertising	1-Year	2-Year	3-Year	4-Year
SHS Gym	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$5,000
Baseball	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$4,000
Softball	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$4,000
Soccer/Lacrosse	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$4,000

Banners Advertising	1-Year	2-Year	3-Year	4-Year
Stadium	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,100
Baseball	<input type="checkbox"/> \$500	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,200
Softball	<input type="checkbox"/> \$500	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,200
Soccer/Lacrosse	<input type="checkbox"/> \$500	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,200
Tennis Courts	<input type="checkbox"/> \$300	<input type="checkbox"/> \$550	<input type="checkbox"/> \$750	<input type="checkbox"/> \$900
Gym or Pool	<input type="checkbox"/> \$250			

Programs

Athlete of the Month	<input type="checkbox"/> \$2,000 /year			
Scholar-Athlete	<input type="checkbox"/> \$1,000/season		<input type="checkbox"/> \$2,500/3 seasons	
Sponsor a Raider	<input type="checkbox"/> \$300/student			
Soccer/Lacrosse	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$4,000



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