

SPONSORSHIP OPPORTUNITIES

CALVARY BAPTIST DAY SCHOOL COUGARS 2010-2011





Dear Friends and Community Leaders,

Thank you for your interest in supporting Calvary Baptist Day School and reviewing the information presented. Calvary Baptist Day School* is more than an educational institution; it is a significant part of the Christian community united in the purpose of equipping students to become lifetime learners and Christian leaders.

The attached information from the Cougar Athletic Department describes some of the many ways that your organization can participate in supporting CBDS sporting events. We hope you will prayerfully consider setting aside a portion of your advertising budget to support the players and families of CBDS. We truly believe it to be a great way to support the school as well as get increased exposure to thousands of members of the local Christian community. Just listen to this testimonial from Neal Millsaps at Holyfield Photography as to the benefits of advertising and supporting CBDS athletics:

“Holyfield Photography has been a proud sponsor of the Cougar Club for years. Though the sponsorship primarily supports athletics, we continually receive positive comments from the entire Calvary family, including those who aren’t directly involved in the school. Additionally, we hear from participants at Calvary athletic events that tell us they saw our banner at a game they attended and they appreciate the support. At the very least, our sponsorship supports a worthy cause but for us it also generates business and lots of good community goodwill.”

Thank you again for your interest in Calvary Baptist Day School athletics. Please consider how your organization can partner with us to help promote the development of Christian character in our young men and women and strive for excellence in using our talents and gifts as the Body of Christ.

If after reading through these materials you have any questions about the Cougar Athletic Department, or would like additional information regarding any of the ways in which to partner with CBDS, please contact Susan Steadman at (336) 714-5459, Mark Hunter at (336) 408-5449, or email us at cbds.cougar.club@gmail.com. We look forward to the opportunity of working with you this year and thank you for your support.

Sincerely,

Stephen Haferman
President, CBDS Cougar Club
(336) 416-1304

*CBDS is accredited by the Association of Christian Schools International and the Southern Association of Colleges and Schools.

ABOUT CALVARY BAPTIST DAY SCHOOL

As a private, Christian school, CBDS serves over 700 students and their families from K5 -12th grade and operates without financial support from local or state government agencies. Tuition and fees cover only 93% of the school's annual operating budget and none of the annual athletic department costs. It has been our approach since the founding of the school to trust and depend on the partnership of the Christian community to help offset the difference between tuition and the actual costs of running the school.

STATE CHAMPIONSHIP SPORTS PROGRAMS

With an extensive offering of athletic activities, the school has achieved remarkable success and enjoys high levels of participation and attendance from students and their families. Included in the portfolio is a summary of the athletic programs offered at the school and the average attendance. In just our last few years, CBDS Lady Cougars won **state championships** in **both swimming** and **soccer** and the men won **state championships** in **baseball**. These guys and girls represent some of the best athletes in our area!

IMPRESSIONS PER SEASON PER VENUE				
Venue	Fall	Winter	Spring	Grand Total
Fields	1,615		2,135	3,750
Gym	1,813	7,826		9,639
Pool		520		520
Grand Total	3,428	8,346	2,135	13,909
Impressions = average attendance per game x number of games at venue for season				

COUGAR CLUB SUPPORT

The CBDS Cougar Club exists to promote Christian character development, provide financial, emotional, and spiritual support of the athletic program, and seeks ways to serve God through sports. From purchasing sports uniforms, to awarding athletic scholarships and covering our students in prayer, the Cougar Club is an important part of our school's success. Our goal is to strive for excellence and combine our talents and gifts representing our school and above all, Christ.

ADVERTISING & SPONSORSHIP PACKAGES

CBDS has a menu of marketing choices for businesses to support the school through sponsorship and/or advertising opportunities. We appreciate your support and the opportunity to represent your business across the entire CBDS community. This community comprises over 570 families. Questions regarding these opportunities can be directed to Mark Hunter, Chair of the Business Advisory Committee for the Cougar Club, Stephen Haferman, President of the Cougar Club, or Susan Steadman, CBDS Athletic Director.

SPONSORSHIP PACKAGE OPPORTUNITIES

GOLD SPONSOR \$2,000 (~\$4,000 value)

Includes: Full page ad in all three seasonal sports programs; 2 Acknowledgements over the PA system per home gym game; Sign on the dasher-board (rotating ads at announcer table) in the high school gym; Indoor banner for either high school or middle school gym; Outdoor banner at athletic fields; Monthly promotional opportunity to participating families in the Cougar Club; Participation in the Cougar Club Savings Card program; Game day sponsorship privileges with the choice of 4 games (including one Premium night- Homecoming, Senior Night, Backwards Homecoming); 4 Green fees for the golf tournament; Option to place company brochure in golf tournament goodie bags; 4 Tickets to the annual sports banquet with recognition as a sponsor; Link on the CBDS athletic website.

SILVER SPONSOR \$1,250 (~\$2,400 value)

Includes: Half page ad in all three seasonal sports programs; 1 Acknowledgement over the PA system per home gym game; Sign on the dasher-board at the high school gym; Outdoor or indoor banner; Bi-monthly promotional opportunity to participating families in the Cougar Club; Participation in the Cougar Club Savings Card program; Game day sponsorship privileges for 1 game; 2 Green fees for the golf tournament; Link on the CBDS athletic website.

BRONZE SPONSOR \$750 (~\$1,500 value)

Includes: Quarter page ad in all three seasonal sports programs; Sign on the dasher-board at the high school gym; Outdoor or indoor banner; 1 Promotional opportunity to participating families in the Cougar Club; Participation in the Cougar Club Savings Card program; Link on the CBDS athletic website.

GAME DAY SPONSOR

Four public address announcements per game; Display table for company information; Opportunity to furnish give away items (pens, shirts, balls, etc.).

- \$200 - Premium Night (Homecoming, Senior Night, Backwards Homecoming)
- \$100 – all other games

ADVERTISING OPPORTUNITIES

Seasonal Sports Program

Seasonal programs are provided at all home games for each season – Fall, Winter, and Spring. Each seasonal program provides information about each team, including a team picture. Promote your business to hundreds of families in our community. Below is the cost of business ads for each program.

Full Page	\$400/program
Half Page	\$250/program
Quarter Page	\$150/program
Business Card	\$50/Program

Banner Program

Outdoors - \$400/year

- Banner placements are available for the soccer field, the softball field, or the baseball field. Banners are attached to fences that display your company name at the entrance or at the concession stands. Banners will be set up for each home game.
- Banner sizes up to 4' x 8'. All banners to be provided by sponsor and approved by Calvary Athletic Director.

Indoors

- \$400/year – Banner placements are available in either the high school or the middle school gym. Banners are placed on the walls behind the team benches or at the entrance to the gymnasiums.
- \$300/year - Put your name on the “Dasher-Board” that is seen at all varsity home games in the high school gymnasium.
- Banner sizes up to 4' x 8'. All banners to be provided by sponsor and approved by Calvary Athletic Director.

Partnership Opportunities

\$50/month - Monthly promotions to all Cougar Club families

\$100/year Cougar Club Savings Card

Each sponsor has the opportunity to be involved in our Cougar Club Savings Card. Each Cougar Club member receives a keychain card for admission to all home events. The Cougar Club will advertise your business as a Cougar Club partner that provides members with savings discounts when they present their card at time of purchase.

\$200/Year Website Link

Your company's name on the Business Sponsors' webpage of the CBDS athletic website with a link to your business.

\$1000 - Sponsorship of the Annual Sports Picnic

Exclusive opportunity. 350 people were at the 2009 sports picnic. Opportunity for sign, table, and recognition at the award ceremony.

Opportunity to furnish give away items (pens, shirts, balls, etc.) for games and golf tournament.

**Calvary Baptist Cougar Club Sponsorships 2010-2011
General Sponsorships**

	Gold Sponsor \$2,000	Silver Sponsor \$1,250	Bronze Sponsor \$750	Game Day Sponsor \$100
Outdoor banner \$400/year	X	X (or indoor)	X (or indoor)	
3 Seasonal programs Full page - \$400/program	X			
3 Seasonal programs Half page - \$250/program		X		
3 Seasonal programs Qtr page - \$150/program			X	
Indoor banner \$400/Year	X			
Public address announcement \$100/year each	X (2 PAA per game)	X (1 PAA per game)		X (4 PAA)
High school dasher-board \$300/year	X	X	X	
Display table with give aways				X
Promotions to Cougar Club families - \$50/each	10	5	1	
Cougar Club Savings Card \$100/year	X	X	X	
Game Day sponsor privileges \$100/Game	4 (choice of games)	1		
Golf Tournament: Company brochure in golf bags, sports banquet recognition. Golf = \$100/person to \$80/person	X (4 golf tix)	X (2 golf tix)		
Website link \$200/Year	X	X	X	
	~\$4,000 value	~\$2,400 value	~\$1,500 value	

All banners to be provided by sponsor and approved by Calvary Athletic Director.



Each year the Cougar Club sponsors a Golf Tournament to raise funds for the CBDS Athletic Department. This year will be the 10th Annual CBDS Cougar Classic Golf Tournament. It will be held on Friday, April 30, 2010 at Oak Valley Golf Club, the triad's only golf course designed by Arnold Palmer.

The tournament is a Captains Choice format with a shot-gun start. Registration with a light breakfast begins at 8:30 am. Starting at approximately 9:00 am. Snacks and beverages are provided throughout the day. Lunch is provided on the course. An award ceremony caps the activities with prizes given out for the various contests.

TOURNAMENT SPONSORSHIP OPPORTUNITIES

EAGLE SPONSOR \$2000 (~\$3,000 value)

Prominent signage at registration and award ceremony; Prominent sign at tournament; Full page ad in programs; Sign at 4 tee boxes of choice; Company information in all golfer goodie bags; 4 Free entry fees; Link on CBDS athletic website.

BIRDIE SPONSOR \$1500 (~\$1,800 value)

Prominent signage at tournament; Half page ad in programs; Sign at 2 tee boxes; Company brochure in all golfer goodie bags; 2 Free entry fees; Link on CBDS athletic website.

CART SPONSOR \$1000 (~\$1,300 value)

Quarter page ad in programs; Sign on every golf cart; Company brochure in all golfer goodie bags; 1 Free entry fee; Link on CBDS athletic website.

HOLE SPONSOR \$300 (~\$300 value)

Sign at 1 tee box; Link on CBDS athletic website.

Other Cash or Prize Sponsorship Opportunities:

Longest Drive, Marshmallow Drive (Shortest Drive), Closest to the Pin, Putting Contest, Hole-In-One Contest

**Calvary Baptist Cougar Club Sponsorships 2010-2011
Golf Tournament**

	Eagle Sponsor \$2,000	Birdie Sponsor \$1,500	Cart Sponsor \$1,000	Hole Sponsor \$300
Prominent sign at registration and award ceremony	X			
Prominent sign at tournament	X	X		
All programs Full page	X			
All programs Half page		X		
All programs Qtr. page			X	
Sign at a tee	4	2		1
Sign on every cart			X	
Company information in all golfer goodie bags	X	X	X	
Free game of golf	X (4 golf tix)	X (2 golf tix)	X (1 golf tix)	
Website link	X	X	X	X
	~\$3,000 value	~\$1,800 value	~\$1,300 value	~\$300 value

Other Opportunities:

Longest Drive, Closest to Pin, Marshmallow Drive, Putting Contest, Hole-in-One Contest

BUSINESS PARTNER REPRESENTATION

The CBDS Cougar Club Business Advisory Committee (BAC) will be responsible and accountable to each sponsor for

1. Communicating with sponsors and finalizing all the sponsorship activities that are included for each sponsor
2. Developing a schedule for each sponsor and ensuring all sponsorship activities are completed as per the schedule. This will include:
 - A. Banner/Dasher-Board Coordination
 1. Ensure artwork and final banner approved by AD and sponsor
 2. Ensure banner created (if needed)
 3. Ensure banner installed as per schedule
All banners to be provided by sponsor and approved by Calvary Athletic Director.
 - B. Coordination of Ads for Seasonal Programs
 1. Ensure artwork and final ad approved by AD and sponsor
 2. Ensure artwork is included in final version of Program with sponsor information included for their review
 - C. Coordinate all Game day sponsorship activities
 1. Communicate schedule in advance to sponsors of their game day sponsorship dates
 2. Coordinate with sponsor any material/information for the display table
 3. Coordinate with sponsor and AD any Game day give-aways
 4. Coordinate with AD all PA announcements
 - D. Coordinate Promotions to Cougar Club Families with Cougar Club Communication Committee
 1. Ensure communication is approved by Cougar Club Executive Committee
 2. Ensure any copy and/or artwork approved by AD and sponsor
 - E. Coordinate Savings Card Program
 1. Ensure offer is approved by sponsor
 2. Ensure set-up on website Savings Card page
 - F. Ensure website link has been set up and continues to work as appropriate
 - G. Coordinate with the Golf Committee all Golf Tournament activities
3. The BAC will be responsible for an end of season update for each Gold or Silver Sponsor
 - A. Communication with sponsors to provide updates and receive feedback
 - B. Provide Reporting
 1. Average attendance numbers
 2. Website link hits

AGREEMENT AND PAYMENT FORM

Business Name			
Contact Name			
Address			
	City		Zip
Phone	(h)		(w)
Email			

SPONSORSHIP PACKAGES

Gold Level (\$2,000)	\$	Silver Level (\$1,250)	\$
Bronze Level (\$750)	\$	Game Day Level (\$100)	\$
Other	Name		\$
	Name		\$
SECTION TOTAL			\$

GOLF TOURNAMENT

Eagle (\$2,000)	\$	Birdie (\$1,500)	\$
Cart Sponsor (\$1,000)	\$	Hole Sponsor (\$300)	\$
Other	Name		
	Name		
SECTION TOTAL			\$

ADVERTISING

Seasonal Programs (Price per program)	Full (\$400)	\$	Half (\$250)	\$
	Quarter (\$150)	\$	Business Card (\$50)	\$
Banners (Price per year)	Outdoor (\$400)	\$	Indoor (\$400)	\$
	Dasher-Board (\$300)	\$	<i>All banners to be provided by sponsor and approved by Calvary Athletic Director.</i>	
Partnership	Monthly Promos (\$50/mo)	\$	Club Savings Card (\$100/yr)	\$
	Website Link (\$200/yr)	\$	Annual Picnic (\$1,000)	\$
SECTION TOTAL				\$
GRAND TOTAL				\$

PAYMENT	Check Enclosed		Bill Me	
AD COPY & LOGO	Enclosed		Will Email	

Payment Deadline 5/01/2010. Make checks payable to Calvary Baptist Day School and send to:
 CBDS, Attn: Susan Steadman, 5000 Country Club Rd, Winston-Salem, NC 27104
 Email ad copy to: cbds.cougar.club@gmail.com Prior to: 6/01/2010

CALVARY BAPTIST DAY SCHOOL
5000 COUNTRY CLUB RD
WINSTON-SALEM, NC 27104
WWW.CBDSCOUGARS.COM