



RESERVE YOUR SPONSORSHIP PACKAGE

THANK YOU FOR YOUR INTEREST IN SUPPORTING THE DECATUR BULLDOGS BOOSTERS (DBB)
PROGRAM

HOW YOUR SPONSORSHIP FUNDS SUPPORT DECATUR ATHLETICS

- Team Play (sports gear, equipment, uniforms, team meals, etc.)
- Athlete Equity Fund
- Coaches Appreciation
- Mini Grants (team camps, equipment, safety items, etc.)
- Positive Coaching Alliance
- And more!

TOGETHER THESE FUNDS SUPPORT **1,100 ATHLETES ON 57 TEAMS**
REPRESENTING **19 SPORTS** at Decatur High School and Beacon Hill Middle School.

We have reimagined our sponsorship packages to bring you more value than ever before. Our supporters will continue to have the opportunity to stay in front of our fans all year long. We now have powerful digital advertising opportunities on our team pages, digital platforms, and at all our athletic events. As well as our new website: [Decatur Bulldog Boosters](#)

We are happy to customize any of our packages to meet your brand's marketing strategy.
(Media, brand awareness, email campaigns, sampling, or signage.)

To learn more about any of these packages and how they can help your business, please contact Shawna Mikes, shawnamikes1@gmail.com and Rodney Johnson, rodney.johnson@cfanorthdecaturn.com.



DECATUR, GA (FACTS/DEMOGRAPHICS)

Decatur Residents Are Your Customers

With over 25K+ active and engaged residents, Decatur boasts a traditional small-town atmosphere--and the sophistication and excitement of a college town--along with all the benefits of living in a major metropolitan area.

Decatur demographics and visibility of your brand when you become a sponsor

Population	25,732
Average household size	2.6
Households	8,133
Median age	35.5
Median household income	\$92,263
Average price of single-family homes	\$418, 700

Decatur School Athletics Program Reach

Stadium Seating Capacity*	4500
Gym Seating Capacity**	1800
Students @Beacon Hill Middle School	1300
Students @Decatur High School	1870

Boosters Events

JANUARY: Run with the Dogs 5K -628 entries (Peachtree Qualifier) with sponsor logos, options for tables, tee shirt logos

MARCH: Booster Bash -227 ticket holders, 195 silent auction bidders on digital app with sponsor logos

OCTOBER: Golf Tournament- 49 entries (11 foursomes and 5 individual) with option to sponsor event and individual holes

*The Decatur High School stadium hosts football, flag football, boys and girls lacrosse, & boys and girls soccer.

** The Decatur High School gym hosts boys and girls basketball, volleyball, wrestling, and gymnastics.



GOLDEN BULLDOG SPONSOR

\$7,500 (one year), \$14,000 (two year) \$18,000 (three year)

EVERYTHING ABOUT THIS PACKAGE IS DESIGNED TO PUT YOUR COMPANY CENTER STAGE IN FRONT OF OUR COMMUNITY AND VAST NETWORK OF FANS ALL-YEAR LONG. THIS IS A SPONSORSHIP PACKAGE THAT PROVIDES OPPORTUNITIES AND RESOURCES FOR ALL OF OUR STUDENT-ATHLETES. OUR FANS WILL KNOW YOUR NAME AND KNOW THE COMMITMENT THAT YOU HAVE TOWARDS THE DECATUR BULLDOGS BOOSTER PROGRAM

THIS PACKAGE INCLUDES

- **Event Sponsor Entitlement of (1) of our signature events** - Your company and logo featured and recognized throughout the pre-during-post marketing of (1) of our signature events.
 - **Package includes (8) entries to event (with options for customer appreciation and sales incentives)**
 - **First priority for additional promotion opportunities including football game swag-** cowbells, towels, fans, pompoms, etc...
 - **Integrated (logo) signage and brand awareness (on-site, Run with the Dogs 5k t-shirts, social media banner ads)**

The (Sponsor) Run With The Dogs 5K.

The (Sponsor) Bull Dog Bash (high-end hospitality and corporate auction & evening)

The (Sponsor) Decatur Boosters Golf Tournament

- **Twelve (12) all sports mobile passes.**
- **Weekly Sponsor Spotlights** - For the entire football season, weekly social posts from across the Decatur Bulldog Booster social media accounts spotlighting your company. Can be customized to fit your message!
- **Sponsor Booth** - A table set up inside the DHS gym and stadium where you can advertise your business and hand out information, swag, etc....Your business can also collect fan information by a custom giveaway (NO PURCHASE NECESSARY). The PA announcer for the game will remind fans of the giveaway throughout the game.
- **NEW - Game Commercials at home football games** - One (:30) second live commercial to be read before the game starts. One (:30) second live commercials to be read at halftime of the game. One (:30) second live commercial to be read at the completion of the game.



- **DEDICATED CALLS ACROSS MULTIPLE SPORTS** - PA recognition at all home football & basketball games as one of our designated Game Sponsorships (example: “This touchdown sponsored by “Quarter Sponsor, Timeout Sponsor, First Down Sponsor, etc.). A Dedicated Call by our broadcaster: Ex. “That was another (insert company name) first down!”
- **PA Recognition** at March Booster Bash and Silent Auction Event
- **PREMIUM Digital Advertisement 1**
 - **Rotating** Digital advertisement placed with Premium Visibility for **ALL SPORTS** at Decatur Bulldogs Athletics Website
 - February-March Booster Bash digital logo placement with Premium Visibility for parents, donors, and bidders on silent auction app.
 - Logo placement on monthly DBB newsletter to over 1200 parents and supporters.
- **Primary Signage placement at High School sports venues** – (ex) Two (2) 8’x3’ fence sign that will be displayed inside the stadium and Two (2) 32” W x 40” H signs displayed in the gym for the entire school year. That’s 6+ sports, JV and Varsity teams = 12 teams, many games, and visibility for visiting teams, too!



BULLDOG BLUE SPONSOR

\$5000 (1 year), \$9000 (2 year), \$13,000 (3 year)

THIS PACKAGE INCLUDES

- **Event Presenting Status of (1) of our signature events** - Your company and logo featured and recognized throughout the pre-during-post marketing of (1) of our signature events.
 - **Package includes (6) entries to event (with options for customer appreciation and sales incentives)**
 - **Integrated (logo) signage and brand awareness (on-site, Run with the Dogs 5k t-shirts, social media banner ads)**

Presenting (Sponsor) Run With The Dogs 5K.

Presenting (Sponsor) Bull Dog Bash (high end hospitality and corporate auction & evening)

Presenting (Sponsor) Decatur Boosters Golf Tournament

- **Eight (8) all sports mobile passes.**
- **Weekly Sponsor Spotlights** - For the entire football season, weekly social posts from across the Decatur Bulldog Booster social media accounts spotlighting your company. Can be customized to fit your message!
- **Sponsor Booth** - A table set up inside the DHS gym and stadium where you can advertise your business and hand out information, swag, etc....Your business can also collect fan information by a custom giveaway (NO PURCHASE NECESSARY). The PA announcer for the game will remind fans of the giveaway throughout the game.
- **DEDICATED CALLS ACROSS MULTIPLE SPORTS** - PA recognition at all home football & basketball games as one of our designated Game Sponsorships (example: "This touchdown sponsored by "Quarter Sponsor, Timeout Sponsor, First Down Sponsor, etc.). A Dedicated Call by our broadcaster: Ex. "That was another (insert company name) first down!"
- **PA Recognition** at March Booster Bash and Silent Auction Event
- **Digital Advertisement**
 - **Rotating** Digital advertisement placed with Premium Visibility for **ALL SPORTS** at Decatur Bulldogs Athletics Website



- February-March Booster Bash digital logo placement with Premium Visibility for parents, donors, and bidders on silent auction app.
- Logo placement on monthly DBB newsletter to over 1200 parents and supporters.

Secondary Signage placement at all sports venues – (ex) One (1) 8'x3' fence sign that will be displayed inside the stadium and One (1) 32" W x 40" H signs displayed in the gym for the entire school year. That's 6+ sports, JV and Varsity teams = 12 teams, many games, and visibility for visiting teams, too!



SILVER SPONSOR

\$2,500 (1 year)

THIS PACKAGE INCLUDES

- **Associate Level sponsorship of (1) of our signature events** - Your company and logo featured and recognized throughout the pre-during-post marketing of (1) of our signature events.
 - **Package includes (4) entries to event (with options for customer appreciation and sales incentives)**
 - **Integrated (logo) signage and brand awareness (on-site, Run with the Dogs t-shirts, social media logo placement)**

Four (4) all sports mobile passes.

- **Weekly Sponsor Spotlights** - For ½ the football season, weekly social posts from across the Decatur Bulldog Booster social media accounts spotlighting your company. Can be customized to fit your message!
- **Sponsor Booth** - A table set up inside the DHS gym and stadium where you can advertise your business and hand out information, swag, etc....Your business can also collect fan information by a custom giveaway (NO PURCHASE NECESSARY). The PA announcer for the game will remind fans of the giveaway throughout the game.
- **DEDICATED CALLS ACROSS MULTIPLE SPORTS** - PA recognition at all home football & basketball games as one of our designated Game Sponsorships (example: "This touchdown sponsored by "Quarter Sponsor, Timeout Sponsor, First Down Sponsor, etc.). A Dedicated Call by our broadcaster: Ex. "That was another (insert company name) first down!"
- **PA Recognition** at March Booster Bash and Silent Auction Event
- **Digital Advertisement 1**
 - **Rotating** Digital advertisement placed with Premium Visibility for **ALL SPORTS** at Decatur Bulldogs Athletics Website
 - February-March Booster Bash digital logo placement with Premium Visibility for parents, donors, and bidders on silent auction app.
 - Logo placement on monthly DBB newsletter to over 1200 parents and supporters.



Secondary Signage placement at all sports venues – (ex) One (1) 8'x3' fence sign that will be displayed inside the stadium and One (1) 32" W x 40" H signs displayed in the gym for the entire school year. That's 6+ sports, JV and Varsity teams = 12 teams, many games, and visibility for visiting teams, too!



NAVY SPONSOR

\$1,000

THIS PACKAGE INCLUDES

- Two (2) all sports mobile passes.
- Bulldog Flag
- **Integrated (logo) signage and brand awareness** (on-site, Run with the Dogs 5k t-shirts, social media logo placement)
- **PA Recognition** - PA recognition at all home football games as one of our Corporate Sponsors & during the March Booster Bash event.
- **Digital Advertisement 1** -
 - **Rotating** Digital advertisement placed with Premium Visibility for **ALL SPORTS** at Decatur Bulldogs Athletics Website
 - February-March Booster Bash digital logo placement with Premium Visibility for parents, donors, and bidders on silent auction app.
 - Logo placement on monthly DBB newsletter to over 1200 parents and supporters.
- **Stadium Signage** - One 8'x3' fence sign that will be displayed inside the DHS stadium for the entire school year.

ADD-ONS / CUSTOM OPPORTUNITIES

DECATUR GAME THEME NIGHT SPONSORSHIP IDEAS

\$500 A NIGHT

Decatur (Football / Basketball / Baseball / Etc..) invites you to sponsor one or more of our theme nights. Examples of those tremendous opportunities which could be discussed are:

- Family Night against...
- Military Appreciation Night against...
- Teacher Appreciation Night against...
- Senior Night against...
- Homecoming
- Theme TBD against...
- Opening Days, Regionals, State Playoffs

Your business will receive the following:

- ***Game Commercials at home football games*** - *One (:30) second live commercial to be read before the game starts. One (:30) second live commercials to be read at halftime of the game. One (:30) second live commercial to be read at the completion of the game.*
- A minimum of 10 business name mentions throughout the game. "Family night at Decatur Football is brought to you by (your business name read here)."
- A table set up inside the stadium where you can advertise your business and hand out information, swag, etc....
- Instagram announcements throughout the week leading up to the game sent out by the Decatur Boosters IG account. "Decatur fans, this week is (family/teacher/senior/etc.... night) brought to you by (your business name inserted here). Come out and cheer on the Bulldogs to victory with our friends from (your business name inserted here)."

Signature Event Custom Packages starting at \$500.

- Runs with the Dogs
- Bulldog Bash
- Decatur Boosters Golf Tournament
- Football Game Signage Opportunities – no category exclusivity (season long)

Custom Advertising Ideas	Number	Cost**
A-Frame Signs*	10	\$1,000 ea.
Concessions Signage	2	\$750 ea.
Fences/Gates*	5	\$1,000 ea.
Ticketing Box/Office	1	\$1,000
Press Box Wrap/Vinyl	1	\$1,500
Walkway Decals	4	\$500
Wall Signs	5	\$1,000
Step Decals	1	\$1,000
Trash Can Wraps	10	\$250 ea.
Vehicle Display at Stadium concourse	1	\$1,000
Touchdown Giveaway	1	\$500
Marketing Collateral Giveaways	25	\$500 ea.
Halftime Giveaways	5	\$500 ea.

To learn more about custom packages, confirmed pricing and how they can help your business, please contact Shawna Mikes, shawnamikes1@gmail.com and Rodney Johnson, rodney.johnson@cfanorthdecatour.com.

**Final costs may vary.



SURPRISING STATS ABOUT THE VISIBILITY YOU GET AS A DECATUR BULLDOG BOOSTER PARTNER



That's the number of seats in the high school gym and stadium, where your ads can be seen. Every year we host football, flag football, boys and girls lacrosse, boys and girls soccer, boys and girls basketball, wrestling, volleyball,



That's just the students at Beacon Hill Middle School and Decatur High School! There are 5,700 students in the district and +1100 student athletes with parents and caregivers making spending decisions in the community.



Your logo could be on monthly emails to all of the Booster supporters and parents.



1,100 STUDENT ATHLETES

Decatur Bulldog Boosters supports the 1,100 middle and high school athletes on 57 teams! This includes gear, equipment, team meals, an equity fund, coach training, and physical training.



DBB SUPPORTS 19 GHSA-RECOGNIZED SPORTS

Your partnership dollars are shared equitably to raise up all sports, coaches, and student athletes.

3

HIGH-PROFILE EVENTS

Partner with DBB for access to web pages, digital and physical logo placement, booths, and emails for our popular events!

- ➔ Run With The Dogs 5K hosts 630 registrants (Peachtree Qualifier)
- ➔ Booster Bash has 230 ticket holders, 195 auction app users
- ➔ Booster Golf Tournament has +50 entries



CORPORATE PARTNERSHIP LEVELS

- GOLDEN BULLDOG SPONSOR**
\$7,500 (1 year), \$14,000 (2 years), \$18,000 (3 years)
- BLUE BULLDOG SPONSOR**
\$5,000 (1 year), \$9,000 (2 year), \$13,000 (3 year)
- SILVER SPONSOR**
\$2,500 (1 year)
- NAVY SPONSOR**
\$1,000



ELEVATED SPONSORSHIP OPPORTUNITIES

Are you interested in branded give-aways at games? Does your company want to be a Presenting Sponsor at one of our events or explore custom advertising options at our facilities? Let's talk.