



2018 Paul VI Boys' Lacrosse Media Guide Fundraiser Advertising and Sponsorship Opportunities

Dear Prospective Advertisers and Sponsors:

Thank you in advance for considering supporting our Paul VI Boys' Lacrosse program. We are again offering the opportunity to be a Program Sponsor and Advertiser in our renowned, multi-color, Paul VI Boys' Lacrosse Media Guide. Your support of the program helps us offset the cost of annual program expenses, such as: *field rentals, team film, scouting, team travel, team meals, uniforms, helmets, team equipment, team training, team supplies, Senior Night, Military Appreciation Night, Youth Lacrosse nights and community service activities we support (i.e. Operation Warrior Outreach and PVI Options Program), etc.*

You will be recognized as a Sponsor/Advertiser to an extensive list of Paul VI faculty/staff, alumni and family members that are influential and pervasive throughout our Northern Virginia and greater Washington, DC communities.

If not interested in placing an ad in our Media Guide, please feel free to simply send a check made out to "Paul VI HS Boys' Lacrosse" (for whatever amount you can afford) and send to the address listed at the bottom of this form. **We are a 501-C3 non-profit organization, so your direct contribution to support Paul VI HS Boys' Lacrosse will be a tax-deductible contribution.**

Benefits to "Media Guide" Sponsors & Advertisers:

- Directly reach approximately 70 Varsity and JV lacrosse players and their family members
- Directly reach approximately 1,000 current PVI students (and 5,000+ alums), faculty/staff and their family members
- 18 regular season VAR games, plus BOTH WCAC & VISAA playoffs (and 14 JV games)
- Reach into numerous college programs and their recruiters that attend our games and review our "Media Guide". All players, alums, students and their families are encouraged to support the businesses that support our program.

Additional Exposure Options for Sponsors & Advertisers (depending on level of sponsorship selected):

- Banner advertisement on the Paul VI web site (www.pvilax.net) where players, alums, students, family members, local fans and recruiters view team and player biographies, statistics, schedules and record
- Advertising in black & white Game Day Guide; size of ad depends on sponsorship level
- At home games, the opportunity to distribute extra hard copies of your company's advertisements, coupons, flyers, etc. to game day attendees
- Advertising in our Lacrosse Camp and Clinic Flyers

Media Guide Sponsorship Levels:

Brave Heart Sponsor - \$2,500

- Full page Ad in color “Media Guide” – (7.5” X 10”)
- Banner ad on PVI Lacrosse team website (www.pvilax.net), which has ~5,000+ hits per year from folks in the greater Washington Metro area
- Listed on PVI Boys Lacrosse banners
- Prominent, full page ad in Game Day Guide handouts provided to Home Game Attendees (which include fans from other top HS programs in the greater Washington Metro area)
- Identified as a Program Sponsor in our PVI Lacrosse Camp and Clinic flyers sent out to a database of 2,500+ Northern VA residents and posted on our PVI Boys’ Lacrosse website (www.pvilax.net)

As a Brave Heart Sponsor, in addition to the benefits above, you will receive the priority, premium advertising locations for your full-page ad in the Media Guide (e.g. back cover, front inside cover, middle seam). Those earliest to commit to this sponsorship receive first choice of advertising location.

You will also receive recognition as Program Sponsor in our Operation Warrior Outreach (OWO) and our PVI Options Program support communications. Each year, our Boys’ Lacrosse program identifies Deployed Military units, Wounded Warriors and their family members to support with contributions we collect over the year. For 2018, we will be sponsoring 15 families of Wounded Warrior Veterans now living in the greater Washington Metro area. We have numerous PVI alumni and family members that are active or former US Military Service Members.

Panther Sponsor - \$1,000

- Full page Ad in color “Media Guide” – (7.5” X 10”)
- Banner ad on PVI Lacrosse team website (over 5,000 hits per year)
- Listed on PVI Boys Lacrosse Banners
- Prominent, full page ad in Game Day Guide handouts
- Ad in PVI Lacrosse Camp and Clinic Flyer (sent out to database of 2,500+residents in greater Washington Metro/Northern VA area)

Black & Gold Sponsor - \$750

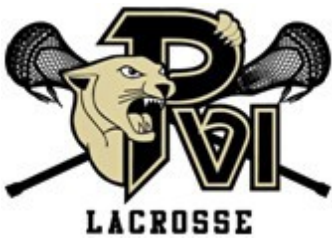
- Full page Ad in color “Media Guide” – (7.5” X 10”)

Baggataway Sponsor - \$500

- Half page Ad in color “Media Guide” – (7.5” X 5”)

Other Ad Sponsorships -

- Platinum Patron - \$350; Quarter page ad – (3.5” X 5”) - (plus, name listed in game day roster)
- Gold Patron - \$250; Business card ad – (3.5” X 2”) - (plus, name listed in game day roster)



Paul VI Boys' Lacrosse

Media Guide Advertising & Sponsor Form

Sponsorship level pricing & ad sizes

(details of what each level entails outlined in sponsorship letter)

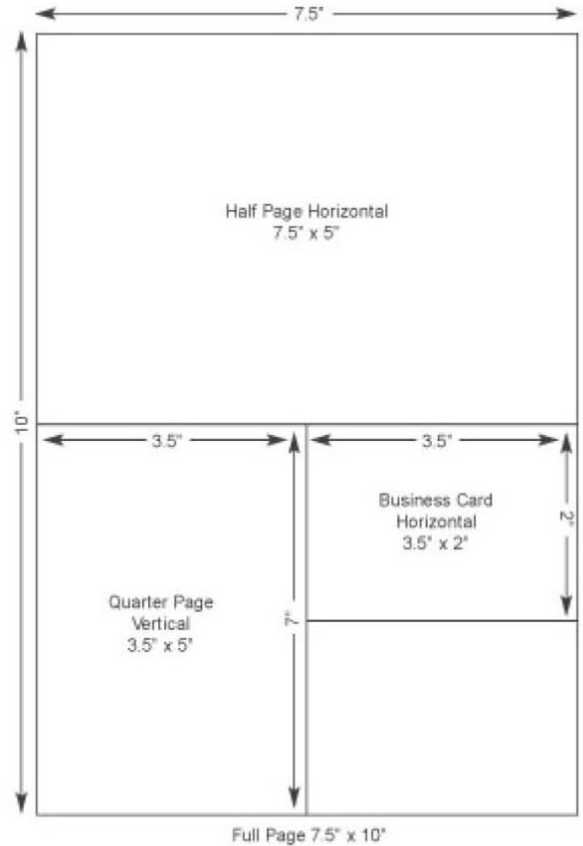
- Braveheart Sponsor \$2,500 (full page ad)
- Panther Sponsor \$1,000 (full page ad)
- Black & Gold Sponsor \$750 (full page ad)
- Baggataway Sponsor \$500 (half page ad)
- Platinum Sponsor \$350 (quarter page ad)
- Gold Sponsor Business Card Ad (1/8 page) \$250

Production

- > Trim Size: 8.5" x 11"
- > Paper: 60lb
- > Live Area: Must be kept 1/8 inch from border
- > Bleeds: No

Notes:

- 11"
- Glossy Enamel



Composition:

Paul VI Boys' Lacrosse will happily assist in the design / composition of your ad if you need us to. Please contact Annette Nader at naderfive@gmail.com for any assistance needed or questions in regard to composition. Electronic Files preferred: PDF, JPEG, and PUB.

Sponsorship / Donor information:

Ad Submission Requirements: E-mail Ad Use Last Year's Ad Design/Compose Ad

Business Name: _____

Business Address: _____

City/State/Zip: _____

Contact Person: _____ Contact Phone: _____

Contact E-mail Address: _____

Paul VI Boys Lacrosse Student-Athlete: _____

Special Notes: _____

Direct all sponsorship questions and ad specific questions to Annette Nader, naderfive@gmail.com.

Please send your completed form, your ad information and a check made payable to Paul VI Boys' Lacrosse to the following address:

Paul VI High School ~ c/o PVI Boys' Lacrosse, 10675 Fairfax Blvd., Fairfax, VA 22030-4314

To learn more about our PVI Boys' Lacrosse Program, please go to our website, www.pvilax.net.

Thank you for supporting Paul VI Catholic High School Boys' Lacrosse Program. Submission deadline is February 16, 2018.

Please don't hesitate to contact Coach Waters directly for additional information.