

# FALCONS



## TCHS ATHLETIC BOOSTER CLUB

As the new school year approaches, we are excited to announce the confirmation of our Varsity Football Season and schedule. We are looking for businesses who will step up and support the Timber Creek High School Athletic Booster Club during the 2020-2021 school year. It is because of sponsors that we are able to support TCHS athletic programs, athletes, and coaches.

### **Paper Media:**

This year we are bringing back our very popular paper media guide at all home Varsity and JV TCHS & Freshmen Football games! Your business can be featured in an advertisement in a paper program which will be handed out, **FREE OF CHARGE**, to every fan attending the TCHS games at the Keller ISD stadium and our TCHS stadium. Parents and grandparents love to have a keepsake from the big game! By buying now, you have the opportunity to purchase an ad in both the paper program and a digital ad with The Talon (Timber Creek's main media/news/communication source.)

### **The Talon Digital Media: MORE VALUABLE THAN EVER DURING THESE TIMES!**

In addition to the traditional paper media guide, you will be afforded the benefits of digital advertising.

- **Timber Creek Talon - Well established media site with over 40,000 page visits a month and thousands of followers and still growing!**
- **Unlimited Advertising opportunities**
- **Social Media advertising that is currently receiving over 20,000 views/month**
- **NFHS LIVE STREAMING OF ALL VARSITY FOOTBALL GAMES Broadcast available during all Keller ISD sporting events. You will have the opportunity to have a commercial during these live streams. (Multiple options: Still Art Advertisement or Talk over script option with running screens, or you may submit a prerecorded commercial that you have already.**
- **Talon can be accessed: TCHS main website. TimberCreekTalon.com - This is the main TCHS communication avenue. The Talon Facebook and Twitter. TCHSABC.com TCHS Athletic Booster Website (QR codes mass distributed for all sports programs)**

We continue to create new and improved ways to advertise your business partnering with the "Go Green" theme for KISD. We are excited because this type of digital advertising has no boundaries!!

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You will also have the opportunity for recognition during live streaming of games that are advertised through social media and partnering with other KISD schools. The TCHS Athletic Booster Club represents all Varsity, JV and Freshman teams at Timber Creek High School and therefore offers many opportunities for exposure for you as a sponsor. The “Timber Creek Talon” is our school newspaper website that is used for all of our TCHS communication. It is accessed by parents, students, teachers, and the community by visiting the link below: <http://www.timbercreektalon.com/>

### **NFH Live Streaming:**

All Varsity Football Home Games, volleyball, basketball, soccer, softball and baseball all games with live streaming available on television cable channel. The live streaming site is sent out through all social media for access to games. This is a great opportunity for live advertisement for your business with all the students, parents, grandparents, etc. watching from home or anywhere on their smartphone. We are also able to run a commercial for your business (Commercial to be provided by business) In addition, this footage will replay on our Talon cable channel..

### **The support of last year’s sponsors provided us with the opportunity to:**

- Provide 13 Student Scholarships @ \$1,000.00 each
- Provide Varsity jackets to all qualifying athletes that earned their lettermen.
- Purchase banners for teams that have won district, playoffs, etc.
- Pay for varsity players to attend end of season team banquets
- Pay for our 12 athletes attending the Hall of Fame Banquet (State Qualifiers)
- Team Payouts averaging \$1000 per sport for coaches to purchase items for their sport

Will you help support our programs this year? Advertising opportunities have already begun. Fall football season is almost upon us and our fall programs are in the works now.

Please review the attached “Advertisement Sponsorship” levels and submit the sponsorship form with payment and contact info. Should you have questions or need additional information, please contact us using the contact information provided below. Thank you for your consideration in becoming a TCHS Athletic Booster Club sponsor!

**GO FALCONS!!**

TCHS Athletic Booster Club

Odalis Smith [tchsabc@gmail.com](mailto:tchsabc@gmail.com) or at 817-744-2523

## **2020-2021 Advertising Sponsorship Levels**

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## TCHS ATHLETIC BOOSTER CLUB

### \$2,000.00 (Gold Advertising Sponsor)\*

**FULL PAGE Ad for all Varsity/JV/Freshman Football Paper Programs 2020-2021 season**

(sponsor to provide logo and/or ad)\*\*

**FULL YEAR - NFHS Live Broadcast Streaming during all Varsity Football games & during other TCHS Varsity Sports (Volleyball/Basketball/Soccer/Cross Country/Track/Baseball/Softball) 2020-2021 School Year (Fall & Spring) Still with script or Video Advertisement** (If you have a commercial already produced, we can also run that.)

**FULL YEAR - 3ft by 5ft ADVERTISEMENT BANNER** hung at TCHS stadium (will be seen by fans at all home JV Football, 9th grade football, Soccer, Cross Country, and Track events and additionally by independent organizations using the stadium on weeknights and weekends.)

**FULL YEAR - LARGE Digital Advertisement on The Talon Website & Twitter** with your business logo through (sponsor to provide logo)\*\* **Over 40,000 page views a month**

**Digital Version of Varsity Football Paper Program** (During Football Season Only) Pushed out through TCHS ABC Website & Social Media Platforms

**LARGE Advertisement on TCHS ABC website 2020-2021 School Year**

### \$1,400.00 (Purple Advertising Sponsor)\*

**FULL PAGE Ad for all Varsity/JV/Freshman Football Paper Programs 2020-2021 season**

(sponsor to provide logo and/or ad)\*\*

**HALF YEAR - NFHS Live Broadcast Streaming during all Varsity Football Games 2020-2021 School Year (Fall Only) Still with script or Video Advertisement** (If you have a commercial already produced, we can also run that.)

**FULL YEAR - MEDIUM Digital Advertisement on The Talon Website & Twitter** (sponsor to provide logo)\*\* **Over 40,000 page views a month**

**Digital Version of Varsity Football Paper Program** (During Football Season Only) Pushed out through TCHS ABC Website & Social Media Platforms

**LARGE Advertisement on TCHS ABC website 2020-2021 School Year**

### \$950.00 (Falcon Advertising Sponsor)\*

**HALF PAGE Ad for all Varsity/JV/Freshman Football Paper Programs 2020-2021 season**

(sponsor to provide logo and/or ad)\*\*

**FULL YEAR - MEDIUM Digital Advertisement on The Talon Website** (Fall & Spring) **Still Advertisement Digital Version of Varsity Football Paper Program** (During Football Season Only) Pushed out through TCHS ABC Website & Social Media Platforms

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## TCHS ATHLETIC BOOSTER CLUB

**MEDIUM** Advertisement on TCHS ABC website 2019-2020 School Year

### \$650.00 (Talon Advertising Sponsor)\*

**QUARTER PAGE Ad for all Varsity/JV/Freshman Football Paper Programs 2020-2021 season**  
(sponsor to provide logo and/or ad)\*\*

**HALF YEAR - SMALL Digital Advertisement on The Talon Website (Fall Only) Still Advertisement**  
**Digital Version of Varsity Football Paper Program** (During Football Season Only) Pushed out through  
TCHS ABC Website & Social Media Platforms

**SMALL** Advertisement on TCHS ABC website 2019-2020 School Year

### \$400.00 (Nest Advertising Sponsor)\*

**QUARTER PAGE Ad for all Varsity/JV/Freshman Football Programs 2020-2021 season** (sponsor to  
provide logo and/or ad)\*\*

**Digital Version of Varsity Football Paper Program** (During Football Season Only) Pushed out through  
TCHS ABC Website & Social Media Platforms

**SMALL** Advertisement on TCHS ABC website 2019-2020 School Year

**\*Payment must be received in full before Advertising Sponsorship will be activated.**

**\*\*DIGITAL ONLY SPONSORS CAN PARTICIPATE AT  
ANYTIME THROUGHOUT THE SCHOOL YEAR.\*\***

**The deadline to submit a logo and/or ad for the first paper football program is September 1st, 2020.**

For more information contact: TCHS Athletic Booster Club at [tchsabc@gmail.com](mailto:tchsabc@gmail.com) or contact Odalis Smith at (817)744-2523..

## Ads/Logos Guidelines

- All Ads Are Full Color
- IMPORTANT: IF YOUR FILES ARE LOW-RES ON YOUR COMPUTER THEY WILL BE LOW-RES IN THE PROGRAM. 300 DPI (DOTS PER INCH) IS BEST.
- CHECK YOUR RESOLUTION ON ALL PHOTOS!!
- FILES OVER 8-10 MB might have problems emailing.
- Please contact us if you do not receive a confirmation that we received your artwork.

**AD SIZES ARE :**

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## **TCHS ATHLETIC BOOSTER CLUB**

- FULL PAGES – 7.5 X 5
- HALF PAGES – 3.37 X 5
- QUARTER PAGES – 1.88 X 5

**PLEASE EMAIL US FOR ANY QUESTIONS REGARDING THE ARTWORK FOR ADS!!**

**THANK YOU FOR YOUR SUPPORT!!**

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## TCHS ATHLETIC BOOSTER CLUB

### 2020-2021 Advertising Sponsorship Form

Business/Company \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Level of Advertisement	Price	Description	Select Options
Gold	\$2,000.00	Full Page Paper Ad, FY Large Digital Talon Ad, Full Year NFHS Live Broadcast Streaming FALL & SPRING SPORTS, <b>3ft by 5ft banner</b> to be hung at TCHS Stadium throughout various sports seasons ALL YEAR	
Purple	\$1,400.00	Full Page Paper Ad, FY Medium Digital Talon Ad, Half Year NFHS Live Broadcast Streaming Advertisement FALL ONLY	
Falcon	\$950.00	Half Page Paper Ad and Full Year Medium Digital Talon Website	
Talon	\$650.00	Quarter Page Paper Ad & Half Year Small Digital Talon Website	
Nest	\$400.00	Quarter Page Paper Ad	
Digital Ad & Live Streaming Only	\$500.00	Full Year Medium on Talon & Livestream (LIVE on NFHS & Cable Replay)	
Digital Ad & Live Streaming Only	\$250.00	Half Year Small on Talon & Livestream (LIVE on NFHS & Cable Replay) FALL OR SPRING ONLY	

I would like to support the TCHS Athletic Booster Club and Timber Creek High School Athletics by selecting one of the above sponsorships (check one) during the 2020-2021 calendar school year.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Make checks payable to:

TCHS ABC

In Memo: Advertising Sponsorship

Timber Creek High School - Attn: Athletic Booster Club

12350 Timberland Blvd., Fort Worth, TX 76244

**\*Payment must be received in full before sponsorship will be activated.**

**\*\*The deadline to submit a logo is September 1st, 2020.\*\***