



16869 SW 65th Ave. PMB 481
Lake Oswego, OR 97035

Dear Potential Pacer Athletic Club Sponsor,

The Pacer Athletic Club works to support all sports team here at Lakeridge High School. We have organized our PAC Sponsorship Program to allow you to select the advertisement vehicle that makes the most sense for your business.

Your financial support can be designated to one or more specific Pacer sports teams. If left undesignated, the PAC board will distribute funds on a needs based assessment at the end of the current school year for the following year.

THE PACER SPORT'S GUIDE

The Pacer Sports' Guide highlights each team during their respective season. You have the opportunity to select the season or seasons in which you wish to advertise, FALL, WINTER and/or SPRING. Sponsorship pricing includes options for ad size and ad placement in one or more of the three Pacer Sport's Guides printed annually.

BANNER PLACEMENT

Throughout the school we have designated, in highly visible areas, opportunities for advertising banners. This includes, two indoor gyms, the football field , the softball field, two baseball fields, the soccer/lacrosse field, and other areas throughout the campus that will be used to highlight businesses and sponsors. Sponsorship pricing includes the cost of production of the banner.

The majority of the funds collected will be directed to the teams who garnered the sponsor. Any remaining funds from production costs or other district requirements will be redistributed to the individual teams at the end of each school year.

Thank you for your continued support of Lakeridge High School and our Pacer athletic programs. We look forward to working with you and your business.

Sincerely,
The Pacer Athletic Club Community

- Please make checks payable to: **Pacer Athletic Club**.
- If you would like to direct the funds to a specific team or teams, please complete the **PAC Sponsorship Form** so we can make sure the funds are appropriately placed.
- Otherwise, funds will be distributed annually based on the needs assessment completed by the PAC Board at the end of the school year.

Your donation is tax deductible.
Pacer Athletic Club is a 501(c)3 non-profit organization.
Tax Id number is 822416126.



Pacer Athletic Club

16869 SW 65th Ave. PMB 481, Lake Oswego, OR 97035-7865

PacerBoosterClub@gmail.com

Fall	Winter	Spring
Art due: August 23, 2019	Art due: November 22, 2019	Art due: February 19, 2020
Dates: September - November	Dates: January – March	Dates: April to June
Cheer (Co-ed)	Basketball (Girls' & Boys')	Baseball (Boys)
Cross Country (Co-ed)	Cheer (Co-ed)	Equestrian (Co-ed)
Dance (Girls)	Dance (Girls)	Golf (Boys)
Football (Co-ed)	Pep Band (Co-ed)	Golf (Girls)
Pep Band (Co-ed)	Skiing (Co-ed)	Lacrosse (Boys)
Soccer (Boys)	Snowboard (Co-ed)	Lacrosse (Girls)
Soccer (Girls)	Swimming (Boys)	Softball (Girls)
Volleyball (Girls)	Swimming (Girls)	Tennis (Boys)
Water Polo (Boys)	Wrestling (Co-ed)	Tennis (Girls)
Water Polo (Girls)		Track (Co-ed)

Sponsorship Opportunities – Pricing Sheet	
Checks Made Payable to Pacer Athletic Club (PAC) Memo: Sports team who initiated sponsorship or has additional items purchased.	
Sports Guide Fall or Winter or Spring – pricing is for One Season Only	
Name Listed in Sports Guide – on master list of Sponsors	\$100.00
Sports Guide 1/4 page ad and design of your choice	\$500.00
Sports Guide 1/2 page ad and design of your choice	\$800.00
Sports Guide Full Page ad and design of your choice	\$1,200.00
Banner Sponsorship - Banner visible the entire year (all seasons). See map for location details. Banner purchase includes a name listed in the Sports Guide – on master list of Sponsors	
Small 3' x 36"	\$400.00
Large 48" x 86"	\$600.00
Individual Sponsorship Opportunities for Specific Teams	
T-shirts, posters, and in kind donations of gear	
Additional Sponsorship Opportunities for Individuals / Corporate Sponsors	
Sponsor a game, a give-away or other marketing opportunity. We can customize an advertising plan that fits your needs. Please ask Sports Guide Coordinator for more details and options.	



Sponsorship Form

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Sponsor Name (as you want to appear / be announced)				
Address				
Website for advertising				
Company Phone # for advertising				
Contact Person and Phone Number				
Contact Email				
Sports Teams Sponsoring				
Advertising Options – Sports Guide & Banners		Size	List Seasons	Price
Sports Guide Sponsorship				\$
If you want your ad in the section of a specific sport please list here:				
Sponsorship Options – Banners (Banners are left up in their location for 1 year) (see map for locations)			Price	
Banner Sponsorship Size				\$
Preferred Location(s) of Banner(s):		1.	2.	3.
Name listed in Sports Guide – on master list of Sponsors			\$	
Additional Sponsorship Opportunities for Specific Sport Team (direct pass through)		Team		Price
T-shirt, Poster, Direct Contribution, etc. (list out what it is for)				
Total Amount Donated/Sponsored		\$		

*Your donation is tax deductible. Make checks payable to Pacer Athletic Club which is a 501(c)3 non-profit organization. Our tax id number is #82-2416126. **Keep a copy of this form as your receipt for donation. Mail this form and your check to the above address.***

 Team Member Name / Parent Liaison

 Sports Team

 Company Liaison Signature

Pacer Sports Guide

Specifications for Ads

Sports Guide Printing		
	Live Area	
¼ page Horizontal Ad	5.12" wide x 1.86" tall	
¼ page Vertical Ad	2.47" wide x 3.9" tall	
Half Page	5.125"wide x 3.91" tall	If color bleed 5.75"w x 4.16"t
Full Page	5.125"wide x 8.125" tall	If color bleed 5.75"w x 8.75"t
Format Of Print Ready Artwork	EPS and PDF file formats are preferred, and all artwork provided (if pixelated) should have a resolution of 300dpi	
If Artwork needs to be created	If sponsors are not providing their own ad design files, and we need to develop something for them, then verbiage can be either in a Word doc or in the body of an email. In those instances, it would be nice if the copy specified if anything should be <Headline> or <Body Copy> so we know how to best build it.	

Banner Location and Sizes		
Location Code	Location Description	Size
Track Fence West	Portable Fence	3' x 36"
Turf 2	Turf 2	
UG	Upper Gym	48" x 86" or 3' x 36"
LG	Lower Gym Visitors' side	
Turf 1	Football	3' x 36"
NW Outfield Fence	Softball fence	
Upper Overlook Outfield	Baseball fence	48" x 86" or 3' x 36"
Gym HS	Home Side. Lower Gym Student Wall	3' x 36"
Tennis	Tennis	3' x 36"
Pacer Gate Fence	Parking Lot	
Lower Overlook Outfield	JV Baseball	48" x 86"
Printed 9/2019		