



PL

LABC
Partnership
Opportunities

FEEL THE SPIRIT. DRIVE YOUR BUSINESS.



94%

of high school sports fans feel it is important to be aware of which companies sponsor their teams.

72%

Would rather see a company spend their sponsorship budget on high schools rather than professional sports.

78%

Feel that local high school sports have a positive influence on the community.

64%

Of adult High School Sports attendees are ages 18-49.

91%

Of adult High School Sport attendees have 2+ children age 12-17 years old.

MSHSL Challenge Cup

**EXCELLENCE in athletics and the fine arts.
It's what schools need to win the Minnesota
State High School League Challenge Cup.**



Awarded annually to high schools in three classes, the Challenge Cup is a statewide, year-long competition among League member schools. Points are awarded to schools based on their success in section and state fine arts and athletics tournaments.

MSHSL Challenge Cup History Prior Lake High School

2013-2014: 15th Place
2012-2013: 12th Place
2011-2012: 30th Place
2010-2011: 36th Place
2009-2010: 35th Place
2008-2009: 63rd Place
2007-2008: 67th Place
2006-2007: 81st Place
2005-2006: 70th Place
2004-2005: 100th Place
2003-2004: 109th Place

PLHS Athletics

Story of Success

State Tournament Appearances

Boys Basketball

1976
1977 Champions
1978 Champions

Girls Basketball

1999
2002
2003

Boys Cross Country

1990
1993
2012

Girls Cross Country

1989 2005 2010
1993 2006 2011
2001 2007 2012
2003 2008
2004 2009-2nd

Dance

2013
2014
2015

Football

2011
2012
2014

Boys Golf

2010

Gymnastics

2013

Girls Lacrosse

2015

Boys Soccer

2000

Girls Soccer

2002

Softball

2002
2005
2010
2013-2nd

Girls Tennis

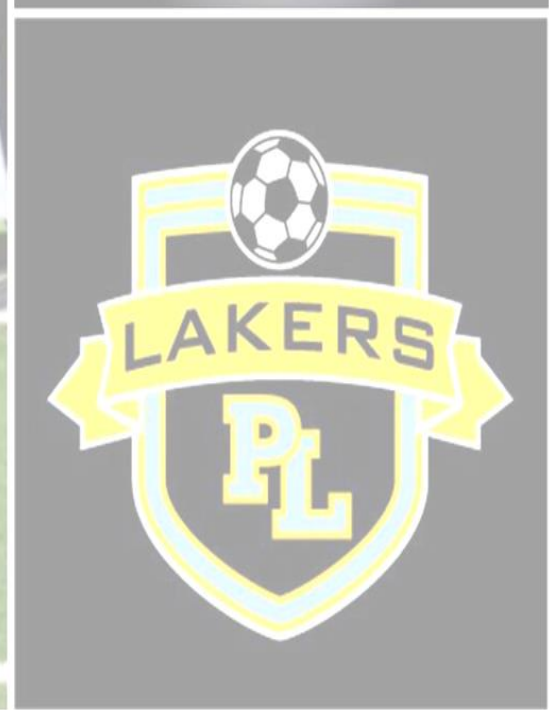
1991
2012
2013-
2014-2nd

Wrestling

2006 2014-2nd
2008 2015
2011
2012
2013

Girls Track & Field

1990 2009
1991 2012
1995 2013
1996 2014
1997
1998



Why?

Why is this a good investment for my marketing dollar?

➤ **Enhanced Public Image**

Supporting organizations in your community creates a favorable image among consumers of your company and your products and services.

➤ **Increased Brand Awareness**

An excellent opportunity to introduce products or series to consumers in a subtle, non-threatening, manner.

➤ **Employee Goodwill**

Supporting activities where employees may have children involved is an incredibly positive way to generate goodwill and increase loyalty.

➤ **Media Coverage**

New television, radio, social media, and web-based outlets look to cover high school sports 24/7 as a means to create compelling content.

➤ **Community Goodwill**

Consumers want to support companies that partner with educational organizations in the community in which they reside.

➤ **Increase Revenue**

Accessible target consumer groups include the surrounding community, family members, participants, spectators, competitors, and the school district workforce.



2,500+

Greater than 2,500 students participate in high school activities in Prior Lake/Savage.

120

More than 120 events take place each year on and around the artificial turf at Dan Patch Stadium.

13,300

Potential to reach more than 13,000 Prior Lake/Savage households in the 35-55 age group.

4,000

Average attendance at a PLHS football game.

\$92,000

Build affinity among an educated and affluent consumer population with median family income of \$92,000.

Laker Partnership Opportunities 2015-16

Gold Sponsor..... \$1,500.00

- Premium placement on the Laker website with link to your webpage on the Laker website homepage
- Event Program listing – your business name listed on all home game programs – Large
- Halftime Announcement, Announcer Recognition throughout game
- Rotating ad on video scoreboard in stadium.

Silver Sponsor.....\$750.00

- Premium placement on the Laker website – your business name with a link to your webpage on the Laker website homepage
- Medium Size Event Program listing – your business name listed on all home game programs
- Announcer Recognition throughout game

Bronze Sponsor.....\$500.00

- Placement on the Laker website – your business name with a link to your webpage on the Laker website

Laker Website

All Sport Page \$300.00

and/or

Individual Sports or Activities Pages \$300.00 each

(List Individual Sports or Activities Pages)

Scoreboard Advertising

Outside Only (Fall/Spring)
\$1000.00

Inside Signage (Fall/Winter)
\$500.00

****Please attach a check made payable to LABC and your print-ready logo or art work and mail to:
Prior Lake High School Activities, 7575 150th St. West Savage, MN 55378**

Fall Sports

- Cross Country
- Football
- Soccer-Boys
- Soccer-Girls
- Swim & Dive-Girls
- Tennis-Girls
- Volleyball

Winter Sports

- Alpine Ski
- Basketball-Boys
- Basketball-Girls
- Competition Cheer
- Dance Team
- Gymnastics
- Hockey-Boys
- Hockey-Girls
- Nordic Skiing
- Swimming-Boys
- Wrestling

Spring Sports

- Baseball
- Golf-Boys
- Golf-Girls
- Lacrosse-Boys
- Lacrosse-Girls
- Softball
- Tennis-Boys
- Track

Fine Arts

- Band
- Chess
- Choir
- Debate
- Drama
- Math League
- Mock Trial
- Science Olympiad
- Speech

Business Name: _____

Contact Name: _____

Contact Phone: _____

Contact: email: _____

Program(s) Interested in Sponsoring: _____

For questions and additional partnership ideas please contact: Russ Reetz
Prior Lake Activities Director
rreetz@plsas.org or 952-226-8690

