

C.G. WOODSON ATHLETIC BOOSTERS



Backing the Cavaliers, Building a Stronger Community

ATHLETIC BOOSTER SPONSORSHIP AND ENGAGEMENT OPPORTUNITIES

At C.G. Woodson, being a Cavalier means more than playing sports—it means representing our values and uniting our community. Our student athletes give their all, and with your support, they can go even further.

The Athletic Booster Club enhances every Cavalier athlete's experience through better equipment, facilities, and opportunities. As a sponsor, you're not just supporting sports—you're investing in leadership, school pride, the future of our students, and the Cavalier Community.

Platinum Sponsorships- \$5000

- Premium advertising (twice as Gold) on electronic scoreboards in both the Stadium and Gym for over 90 competitions (\$1,000 value)
- 4X6 Fence Banner (\$1,500 value)
- Full-page ad in the Sports Program Guide (print and virtual)
- Banner ad on the Woodson Athletics website for a full year
- Rotating ad on the Touch Pro Screen located in the Activities Office lobby
- Elite access to on-site marketing promotion opportunities (giveaways, contests, etc.) and introduction to the crowd at Sponsor Nights (Varsity home football and basketball) held throughout the year.
- Recognition on a rotating basis in various Woodson electronic communications
- Recognition and promotional opportunities on Booster Social Media Platforms (Instagram and Facebook, up to 2x per month and according to guidelines)*

Plus

- 8 passes for all regular season home games requiring admission for any sport throughout the year (a \$400 value)
- VIP parking at home varsity football games
- 2 Woodson sweatshirts, 2 Woodson cups, 4 Woodson magnets.
- Signage to display at your business or online to acknowledge your support of the C.G. Woodson Athletic Boosters.

Additional (as desired):

- Discounted Hall of Fame Sponsorship
- 50% off the cost of a foursome golf sponsorship at the Woodson Athletic Booster Golf Tournament (valued at \$400)

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Gold Sponsorships- \$2500

- Premium advertising (twice as Silver) on electronic scoreboards in both Stadium and Gym for over 90 competitions
- 3X5 Fence Banner (\$1250 value)
- ½ page ad in Sports Program Guide (print and virtual)
- Ad on the Woodson Athletics website for the full year
- Elite access to on-site marketing promotion opportunities and introduction to the crowd at Sponsor Nights (Varsity football and basketball) held throughout the year.
- Recognition on a rotating basis in the multiple Woodson electronic communications
- Recognition on Booster Social Media Platforms (Instagram and Facebook, up 1x per month and according to guidelines)*

Plus

- 4 game passes for all regular season games requiring admission for any sport throughout the year (\$200 value)
- VIP Parking at Home Varsity Football Games
- 1 Woodson Sweatshirt, 2 Woodson Cups, 2 Woodson Magnets
- Signage to display at the place of business or online to acknowledge your support of the C.G. Woodson Athletic Boosters

Additional (as desired)

- Discounted Hall of Fame Sponsorship
- Discounted cost of foursome golf sponsorship at the Woodson Athletic Booster Golf Tournament (\$200 value)

More...

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Silver Sponsorships-\$1500

- Advertising on electronic scoreboards in both Stadium and Gym for over 90 competitions (\$500 value)
- 3X4 Fence Banner (\$1,000 value)
- 1/4 page ad in Sports Program Guide
- Advertising on the Woodson Athletic Boosters website for a full year
- Standard access to on-site marketing promotion opportunities and introduction to the crowd at Sponsor Nights (Varsity football and basketball) held throughout the year
- Recognition on a rotating basis in the multiple Woodson Electronic Communications
- Recognition on Booster Social Media Platforms (Instagram and Facebook, up to 1x per month and according to guidelines)*

Plus

- 2 game passes for all regular season games requiring admission for any sport throughout the year (\$140 value)
- Woodson Magnet and Woodson Cup

Additional (as desired)

- Discounted Hall of Fame Sponsorship
- Discounted cost of foursome golf sponsorship at the Woodson Athletic Booster Golf Tournament (\$200 value)

More...

Cavalier A La Carte

Digital Duo -\$750

- Scoreboard Display on electronic scoreboards in both Stadium and Gym for over 90 competitions (\$500 value)
- Ad on the Woodson Athletics website for a full year (\$500 value)

Individual:

- Fence Banner Ad- \$1,000
 - 4x6 Fence Banner (\$1500 value)
- Electronic Scoreboard Ad- \$500
- Your advertisement will be seen on the scoreboard by the thousands of fans attending over 90 sports competitions at the Stadium and the main gym
- Website - Varies
 - Advertising on the C.G. Athletic Boosters website varies based on size
- Sports Program (print and digital) – Varies
 - Advertising in print and digital programs varies based on size
- Hall of Fame - \$1100
 - Prominent entry signage at the Hall of Fame awards ceremony
 - Two tickets to the Hall of Fame ceremony
 - \$700 for Platinum sponsor
 - \$900 for Gold sponsor
 - \$1000 for Silver sponsor
- Cavalier Cup: C.G. Woodson Athletic Booster Golf Tournament
 - One foursome \$800 (Early bird reg before September 13 \$750)
 - Per player \$200
 - See separate sponsorship opportunities

C.G. WOODSON ATHLETIC BOOSTERS



NEW CAVALIER CROWN Sponsorship Package

\$10,000

- NEW 4x18 Fence Banner (\$1800 value) with premium display placement
- Premiere advertising on electronic scoreboards in both Stadium and Gym for over 90 competitions
- Full-page ad in the Fall Sports Program Guide (print and virtual)
- Priority Access: 2 Home Football gameday promotions (t-shirt throw, "first 100 students..."), 2 Home Basketball gameday promotions (halfcourt shot, putting contents, etc) supported and promoted by Booster social media
- 4 Social Media Collaborations (giveaways, promotions, etc) throughout the school year
- Premium website ad
- Featured placement on Touch Pro Screen located in Activities Office lobby
- Priority recognition in various Woodson electronic communications.
- Regular access to be promoted on Booster social media (Instagram and Facebook).

Plus

- A foursome at the Woodson Athletic Booster Golf Tournament (valued at \$800)
- 8 passes for all regular season home games requiring admission for any sport throughout the year (a \$400 value)
- VIP parking at home varsity football games
- 4 Woodson sweatshirts, 4 Woodson t-shirts, 4 Woodson hats, 4 Woodson car magnets, 2 Woodson travel mugs
- Signage to display at your business or online to acknowledge your support of the C.G. Woodson Athletic Boosters.

Additional (as desired):

- Discounted Hall of Fame Sponsorship