



WILSON FOOTBALL SPONSORSHIPS

The official sponsor/advertiser of a medium, usually seen as “presented by” on promotional materials before, during, and/or after a broadcast, or displayed on a site/page.

LEVELS

- *Exclusive Sponsorship*: single advertiser across all mediums offered; 100% advertising space for promotion by single entity/corporation/product; limited to one
- *Sole Sponsorships*: advertising rights go to a single paying entity/corporation/product; no other advertising - paid or free - will be provided to other people/groups so sole sponsor receives 100% of promotion; available in each medium; multiple - but limited - availabilities
- *Standard Sponsorships*: supporter of the our endeavors which receives modest advertising; available in each medium; unlimited availabilities

AVAILABILITY

- *Mediums Available*: websites, Facebook, Twitter, Instagram, podcast shows, game coverage

- *Types Available (location)*: banner advertising (websites), static pinned posts (Facebook/Twitter/Instagram), audio/video (podcast), sporadic social media posts (Facebook/Twitter/Instagram), logo display/mentions (game coverage/podcast), Facebook Live streams (logo & link overlay)

PRICING

- *Exclusive Sponsorship (single sponsor advertising across all mediums)*
 - Your logo/ad promoted in many capacities on every site/platform - all websites, all social media accounts, the podcast, and all live game broadcasts (playoffs excluded)
 - \$3000/year
 - If you'd purchase each advertising/sponsorship spot individually, the cost would be \$3250
- *Sole Sponsorships*
 - Websites (banner advertising/sponsored posts)
 - *The Bulldog Hour* (www.bulldoghour.com)
 - \$25/month or \$250/year
 - Wilson Football Blog (wilsonbulldogs.blogspot.com/)
 - \$20/month or \$200/year
 - Facebook (pinned post at top of page + weekly logo post)
 - Wilson Bulldogs Football (www.facebook.com/WilsonBulldogsFootball)
 - \$30/month or \$300/year
 - *The Bulldog Hour* (www.facebook.com/BulldogHour)
 - \$25/month or \$250/year
 - Twitter (pinned post at top of page + weekly logo post)
 - Wilson Bulldogs Football (<https://twitter.com/wilsonbulldogs>)
 - \$40/month or \$400/year
 - *The Bulldog Hour* (<https://twitter.com/bulldoghour>)
 - \$25/month or \$250/year

- Podcast (logo display + audio/video commercial)
 - *The Bulldog Hour*
 - \$50/month or \$500/year
 - 10-15 shows/year (larger audience)
- Game Coverage (only available if no Facebook or Twitter sole sponsor)
 - Wilson Bulldogs Football (advertising/promotion before, during, and after game)
 - **DOES NOT INCLUDE GAME LIVESTREAMS**
 - \$20/game or \$200/season
- Game Facebook Live Streams
 - Wilson Bulldogs Football (advertising/promotion before, during, and after game)
 - Every Regular Season Game (10): \$900 (saves \$75)
 - Non-League Opponent: @ Central Dauphin
 - August 24th, 2018 (Week 1)
 - Sponsor/Advertising Costs
 - Full Game
 - \$100
 - 1st or 2nd Half
 - \$60/half
 - Non-League Opponent: vs Governor Mifflin
 - August 31st, 2018 (Week 2)
 - Sponsor/Advertising Costs
 - Full Game
 - \$100
 - 1st or 2nd Half
 - \$60/half
 - Non-League Opponent: vs Spring-Ford
 - September 7th, 2018 (Week 3)
 - Sponsor/Advertising Costs
 - Full Game
 - \$75

- 1st or 2nd Half
 - \$45/half
 - Non-League Opponent: @ Manheim Central
 - September 14th, 2018 (Week 4)
 - Sponsor/Advertising Costs
 - Full Game
 - \$100
 - 1st or 2nd Half
 - \$60/half
 - League Opponent: vs Penn Manor
 - September 21st, 2018 (Week 5)
 - Sponsor/Advertising Costs
 - Full Game
 - \$75
 - 1st or 2nd Half
 - \$45/half
 - League Opponent: @ Manheim Township
 - September 28th, 2018 (Week 6)
 - Sponsor/Advertising Costs
 - Full Game
 - \$100
 - 1st or 2nd Half
 - \$60/half
 - League Opponent: vs Hempfield***
 - October 5th, 2018 (Week 7)
 - 2018 Baseballtown Gridiron Classic
 - Played at FirstEnergy Stadium
 - Sponsor/Advertising Costs
 - Full Game
 - \$150
 - 1st or 2nd Half
 - \$90/half
 - League Opponent: @ Warwick

- October 12th, 2018 (Week 8)
- Sponsor/Advertising Costs
 - Full Game
 - \$100
 - 1st or 2nd Half
 - \$60/half
- League Opponent: vs Cedar Crest
 - October 19th, 2018 (Week 9)
 - Sponsor/Advertising Costs
 - Full Game
 - \$75
 - 1st or 2nd Half
 - \$45/half
 - League Opponent: @ JP McCaskey
 - October 26th, 2018 (Week 10)
 - Sponsor/Advertising Costs
 - Full Game
 - \$100
 - 1st or 2nd Half
 - \$60/half
 - Playoffs
 - Quarterfinals
 - \$600 (includes \$500 District 3 fee)
 - Semifinals
 - \$750 (includes \$625 District 3 fee)
 - Championship @ Hershey
 - \$1000 (includes \$750 District 3 fee)
 - *Standard Sponsorships*
 - Podcast (single logo display) - \$15/month or \$150/year
 - Websites (single logo display) - \$10/month or \$100/year
 - Facebook (logo post each month, not pinned) - \$5/month or \$50/year

- Twitter (logo tweet each month, not pinned) - \$5/month or \$50/year
- **Packages**
 - Deluxe Wilson Football (annual only)
 - Includes sponsorship/advertising across all mediums for any Wilson Bulldogs Football site/production as well as any *The Bulldog Hour* site/production (2 websites, 4 social media sites, 1 podcast, 10+ game coverage [includes Playoffs], every game on Facebook Live stream [excludes Playoffs])
 - \$3000/year
 - Wilson Bulldogs Football (annual only)
 - Includes sponsorship/advertising across all mediums for any Wilson Bulldogs Football site/production (1 website, 1 Facebook page, 1 Twitter account, 10+ game coverage [includes Playoffs], every game on Facebook Live stream [excludes Playoffs])
 - \$2250/year
 - *The Bulldog Hour* (annual only)
 - Includes sponsorship/advertising across all mediums for any *The Bulldog Hour* site/production (1 website, 2 social media sites, 1 podcast)
 - \$1000/year

LENGTH

- Dictated by payment length
- Available annually, monthly, or per game (game coverage/live streams only)

OTHER

- Interested in something else? Let us know how you want to advertise with us and we will make it happen!

Wilson  **Football**