



**SAINT GEORGE**  
COLLEGIATE ACADEMY

**Saint George Collegiate Academy  
Corporate Partnership Guide**



# SAINT GEORGE COLLEGIATE VISION

The Saint George Collegiate Academy Eagles are the newest member of the growing Carolina Athletic Football League. Carolina Athletic League (CAL) is committed to providing fast paced family fun with a focus on developing teams and athletes that are focused on becoming an integral part of their communities.

Taking the lead of the Carolina Athletic League, the SGCA Eagles are dedicated to not only entertaining the town of Saint George but to become an integral part of the town through youth programs and community outreach programs. Together with local partners, the SGCA Eagles transform our community by empowering the youth of the town and revitalizing the honest values and high standards that Saint George was founded upon.

The SGCA Eagles will kick off their first season in August 2022. In preparation for the start of their season, the SGCA Eagles are looking for sponsors to support the team and help make the Carolina Athletic League a part of the Saint George community. Our sponsors will gain access to not only fans of the team within the community, but thousands of supporters of Carolina Athletic League nationwide. Advertising opportunities available to our sponsors include: stadium signage, football programs, print & online advertising, radio & event call outs, and promotional merchandise.

The SGCA Eagles look forward to building and establishing a partnership with you and your company. Together we will be able to not only build a respectable and successful Carolina Athletic League team but make a lasting impact on the lives of the citizens of Saint George and help build a brighter future for our youth.



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# POST GRADUATE FOOTBALL

SGCA Eagles post-graduate program, sometimes referenced as a gap year after high school, offers student-athletes a unique opportunity to enhance their overall academic, athletic and personal standing with top college coaches and programs. Our post-graduate program offers a rigorous academic schedule that prepares every student-athlete for the challenges that await them in college. We understand every student-athlete's objectives and goals are different. That's why our dedicated staff of teachers, counselors, coaches and performance specialist work diligently with them to make sure their individual needs are met.



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# SPONSORSHIP OPPORTUNITIES

## Field Naming Rights

- Traditional Signage
  - Field Turf Logos
  - Dasher Boards
  - Dasher Toppers
  - End Zone Sign
  - Entrance/Railing
- Non-Traditional Signage
  - Official Jersey
  - Official Coaching
    - Apparel
  - Official Helmet
  - Official Game Ball
  - Official First Down

## Game Night Opportunities

- Game Night
- Starting Lineup
- Dance Team
- Post Game
- Autograph
- Community Opportunities
  - Official Post Party
    - Mascot
    - Kids Club
  - Football Camp
  - Dance Clinic
- Community Corner



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# SPONSORSHIP OPPORTUNITIES

## Print Opportunities

- Pocket Schedule
- Magnet Schedule
  - Ticket Coupons
- Programs & Posters
- Media Opportunities
  - Television
  - Radio Broadcast
    - Radio Show
    - Watch Party
  - Press Conference
- Video Board Promotions
  - Commercials
- Scoreboard / PA System
  - Dance Cam
  - Smile Cam

## In Game Promotions

- Half Time Fling
- T-Shirt Cannon
- Ball Boy/Girls
  - Touchdown
  - Red Zone
  - First Down
- Kick-Off Return
- Ironman of the Game
  - Play of the Game
- Delivery of the Game
  - Hit of the Game
  - Keys to the Game
  - Create Your Own



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# FIELD NAMING RIGHTS

The Saint George Collegiate Academy Eagles can offer businesses something that other local sports franchises cannot —exclusive sponsorship of the team's home playing field at Woodland High School. As the exclusive field naming rights sponsor, your business' name will not only have its name displayed on the field, but will also receive the following:

- Field Signage
- Dasher Board/Fence Signage
- Game Night Sponsorship
- VIP Access to Field
- Opportunity to distribute branded promotional items
- Recognition & mention in all print and online advertising
- Cost: \$50,000



# TRADITIONAL SIGNAGE

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The most visible way to build your corporate presence is through arena signage. There are a variety of signage opportunities around Saint George Collegiate Academy Eagles field that can be leveraged to reach thousands of fans watching games in person or on local television.

## End Zone Logos

- One or both end zones
- Cost: \$10,000 (single) or \$15,000 (double)

## Field Turf Logos

- Pair of 6'x9' Turf Logo
  - Cost: \$5,000

## Dasher Boards

- 4' x 8' (single) or 4'x16' (double)
- Cost: \$2,000 (single) or \$3,000 (double)

## Dasher Board Toppers

- 2' x 8' (single) or 2'x16' (double)
- Cost: \$3,000 (single) or \$5,000 (double)

## Field Entrance and Railing Banners

- 3' x 15' banners
- Cost: \$3,500 (field) or \$500 (railing)



# NON-TRADITIONAL SIGNAGE

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The Saint George Collegiate Academy will be offering unique and creative one-of-a-kind opportunities to reach the teams fan base.

## Official Jersey Sponsor

- 3" x 5" chest patch
- Cost: \$8,000 (full season) or \$5,000 (half season)

## Official Coaching Staff Apparel Sponsor

- 3" x 5" logo on team-issued player apparel
  - Cost: \$3,000

## Official Helmet Sponsor

- 2" circle logo
- Cost: \$10,000

## Official Game Ball Sponsor

- 3" x 5" embossing on ball
  - Cost: \$3,000

## Official Team Workout Apparel Sponsor

- 3" x 5" logo on team-issued player apparel
  - Cost: \$3,000





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# COMMUNITY OPPORTUNITIES

Let the Saint George Collegiate Academy Eagles help your business create a greater connection to the citizens and youth of our community.

## Official Mascot Sponsor

- Cost: \$2,500

## Post Game Party Host

- Cost: \$2,000

## Kids Club Sponsor

- Cost: \$1,000

## Football Camp Sponsor

- Cost: \$2,000

## Dance Clinic Sponsor

- Cost: \$2,000

## Community Corner Sponsor

- Cost: \$TBD (based on # tickets donated to charity)



# GAME NIGHT OPPORTUNITIES

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The Saint George Collegiate Academy Eagles offer wonderful opportunities for you to promote your business and entertain our fans by sponsoring all or part of the game night experience. Some perks of game night opportunities are title sponsorship of one home game, VIP Tickets, use of Saint George Collegiate Academy Suite, opportunity to distribute promotional items, concourse display table, and recognition during pre and post game advertising.

## Video Board & PA announcements

- Cost: \$1,000

## Official Dance Team Performance

- Cost: 1,000

## Official Starting Lineup Announcement

- Cost: \$1,000

## Official Post Game Autograph Event

- Cost: \$1,000

## Road Game Watch Party Sponsor

- Cost: \$2,500



# PRINT OPPORTUNITIES

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Take advantage of the Saint George Collegiate Academy Eagles print materials to advertise your business to our fans and game attendees.

## Pocket Schedule Sponsor

- 150,000 pocket schedules to be distributed
- Cost: \$3,500

## Magnet Schedule Sponsor

- 150,000 magnet schedules to be distributed.
- Cost: \$4,500

## Season Ticket Coupons

- Logo on front or back of season tickets
- Cost: \$2,500 (per side)

## Stock Ticket Coupons

- Logo on back of stock tickets
- Cost: \$1,500

## Poster Sponsors

- Team, Schedule, and Dance Team posters to be created
- Cost: \$1,000

## Game Program Advertisements

- 5,000 programs printed per game, with opportunities for full, half, and quarter page ads, as well as inner and outer cover ads
- Cost: \$500 (cover)
- \$400 (full)
- \$200 (half)
- \$100 (quarter)



# MEDIA OPPORTUNITIES

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Take advantage of the Saint George Collegiate Academy Eagles television and radio programming to advertise your business to the community.

## Television Broadcast

- Broadcast Booth Sponsor & In-Game Feature: \$5,000
  - 30-second In-Game Commercial: \$500 (each)

## Radio Broadcast

- Title sponsor & Halftime Show: \$2,000
- Pre/Post Game Show & In-Game Feature: \$1,000
  - 30-second In-Game Commercial: \$250 (each)

## Weekly Radio Show

- Title sponsor & Feature sponsor : \$2,000
- 30-second In-Show Commercial: \$250 (each)

## Press Conference

- Backdrop: \$1,500



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# VIDEO BOARD OPPORTUNITIES

Reach out to attendees by sponsoring video board and public address system announcements throughout the game.

## Video Board Commercials

- Cost: \$1,000

## Scoreboard & PA Announcements

- Cost: \$1,000

## Instant Replay Sponsorship

- Cost: \$1,000

## Dance Cam Sponsorship

- Cost: \$1,000

## Smile Cam Sponsorship

- Cost: \$1,000



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# IN-GAME PROMOTIONS

Be a part of the excitement of the game and reach out to attendees by sponsoring a variety of in-game activities.

- Half-Time Football Fling
- Cost: \$3,000
- T-Shirt Cannon
- Cost: \$2,000
- Ball Boy/Girl Sponsors
- Cost: \$1,000
- Additional In-Game Promotions
- Exclusive Touchdown Sponsor
- Exclusive Red Zone Sponsor
- Exclusive First Down Sponsor
- Kick-Off Return Sponsor
- Out-of-Town Scoreboard Sponsor
- Ironman of the Game
- Play of the Game
- Delivery of the Game
- Hit of the Game
- Keys to the Game
- Create Your Own
- Cost: \$2,000 to \$5,000



# TICKETING OPPORTUNITIES

- Season Tickets
  - Small Business Gold Package
  - Small Business Silver Package
  - Small Business Bronze Package
    - 100 Level Group Tickets
    - 200 Level Group Tickets

Partnering with the Saint George Collegiate Eagles is a great way to increase your image and awareness, entertain clients, and support the community. Regardless of what your corporate needs might be, we can customize a package for you. The Saint George Collegiate Eagles are ready to bring fun and entertainment to the town of Saint George and we hope that your business will come along for the ride as we strive to win our first CAL Championship in 2022.

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