

# Benicia High School

## Athletic Banner Sponsorship Program



### Purpose

The Benicia High School (BHS) Athletic Banner Sponsorship Program connects local businesses and community members with our student-athletes through visible, meaningful partnerships. Sponsorships directly support athletics by funding equipment, uniforms, travel, and facility improvements — while showcasing your business at athletic venues all year long. **Go Panthers!** 🐾

**Extra Exposure:** Your advertisement will not only be seen at **all BHS athletic events**, but also at **events hosted by outside groups on BHS premises**, giving your business additional visibility in the community.

Flyer: [https://drive.google.com/file/d/1NLpjQEKIumolxykusrkYDgEoGjkAUmT\\_/view?usp=drive\\_link](https://drive.google.com/file/d/1NLpjQEKIumolxykusrkYDgEoGjkAUmT_/view?usp=drive_link)

Front of flyer PNG:

[https://drive.google.com/file/d/1IWE\\_Cbz0R-MShw-69SGWwoHSY0twsG03/view?usp=drive\\_link](https://drive.google.com/file/d/1IWE_Cbz0R-MShw-69SGWwoHSY0twsG03/view?usp=drive_link)

Back of Flyer PNG:

[https://drive.google.com/file/d/1nBBX3bjlaPKi4TUKoiZ6hwW7xZUKdnMb/view?usp=drive\\_link](https://drive.google.com/file/d/1nBBX3bjlaPKi4TUKoiZ6hwW7xZUKdnMb/view?usp=drive_link)

# Program Structure

## 1. Sponsorship Levels

Level	Contribution	Banner Size	Location	Benefits	Term
<b>Platinum Sponsor</b>	\$2,500/year	(1) 4'x10' (2) 3'x8'	Prime locations (stadium fence, gym wall, or scoreboard)	<ul style="list-style-type: none"> <li>• (1) Largest banner placement, 4x10, in stadium</li> <li>• (2) 3x8 Banners displayed in gym &amp; Baseball/Softball Fields</li> <li>• Logo featured on BHS athletics website &amp; social media- PA mentions during select home games</li> <li>• <b>2 All-Sport Season Passes</b></li> <li>• BHS Athletics Sponsor Flag to display at your business</li> </ul>	12 months August-June
<b>Gold Sponsor</b>	\$1,500/year	(2) 3'x8'	High-traffic areas (field/gym entrances)	<ul style="list-style-type: none"> <li>• (2) Banners displayed</li> <li>• Recognition on website &amp; social media</li> <li>• <b>1 All-Sport Season Pass</b></li> <li>• Recognition during Sponsor Appreciation Night</li> </ul>	12 months August-June
<b>Silver Sponsor</b>	\$1,000/year	(1) 3'x5'	General fence or wall area	<ul style="list-style-type: none"> <li>• (1) Banner displayed in gym OR stadium</li> <li>• Recognition on BHS athletics website</li> </ul>	12 months August-June
<b>Season Sponsor</b>	\$500/season	(1) 3'x5'	Sport-specific area (Drollette Stadium, Panther Gymnasium, or Panther Baseball/Softball Fields)	<ul style="list-style-type: none"> <li>• (1) Banner displayed for <b>one athletic season (Fall, Winter, or Spring)</b> in one location</li> <li>• Recognition on social media for that season- <i>Option to renew or upgrade midyear</i></li> </ul>	One athletic season (approx. 3–4 months)

## 2. Banner Design & Display

- Sponsors provide a **high-resolution logo or business name**.
- All designs are approved by BHS Athletics for consistency and professional appearance.
- Banners displayed at the following Benicia High School athletic venues:
  - **Drollette Stadium** (football, soccer, and track & field events)
  - **Panther Gymnasium** (volleyball, basketball, and wrestling)
  - **Panther Baseball & Softball Fields**
- Installation completed within **3–4 weeks** of approval & payment.

## 3. Season Pass Details

**All-Sport Season Passes** provide admission to all **regular-season home games** for the school year.

- Includes football, tennis, volleyball, basketball, wrestling, soccer, baseball, softball, and track regular season events hosted at BHS.
- Non-transferable — can be used by business owners, employees, or family members.

## 4. Sponsor Appreciation Night

**Sponsor Appreciation Night** is an annual event hosted by BHS Athletics to recognize and thank all sponsors for their support of Panther athletics.

### Key Features:

- Public recognition during a designated senior night home game (usually halftime or pregame) for football, basketball, or another high-profile sport.
- Acknowledgment on the scoreboard, PA announcements, and social media platforms.
- Opportunity to meet coaches, student-athletes, and other community partners depending on availability

### Purpose:

- Strengthen community relationships.
- Highlight the value of sponsor support.
- Encourage ongoing sponsorship and engagement with Benicia High School Athletics.

## 5. Additional Perks (depending on level purchased)

- “Sponsor Spotlight” recognition on BHS athletics social media platforms.
- Business logo featured on the **BHS Athletics Website**.
- Opportunity to host a promotional booth during designated home games (space permitting).

## 6. Enrollment Process

1. Choose your sponsorship level (Annual or Seasonal).
2. Complete the [Sponsorship Google Form](#).
3. Submit payment and logo file to the BHS Athletic Department.
4. Banner production and installation within 3–4 weeks of confirmation.

## 7. Program Timeline

<b>Month</b>	<b>Action</b>
August	Launch annual and Fall sponsorship campaign
November	Renew Fall sponsors / recruit Winter sponsors
February	Recruit Spring sponsors
May	Begin annual renewal drive
July	Replace or update banners as needed