

# South Lakes High School Athletic Booster Club

11400 South Lakes Drive  
Reston, VA 20191  
[www.seahawkboosters.com](http://www.seahawkboosters.com)



---

## Dear Seahawk Supporter:

Great changes are happening at Reston's high school, and the Seahawks want you to be part of the excitement! The school has fully-renovated classrooms, equipment and expanded facilities to accommodate increased student enrollment. The great news is that more than 50% of the students are student-athletes. Here's where your business and/or family "teams up" with the Seahawks for a winning season for everyone!

We invite you to join in the spirit and benefit from our growth by supporting our student athletes. Your contribution to the South Lakes High School Athletic Booster Club will become a part of our community's effort to do something very positive for these future leaders. One of the biggest obstacles our school faces is providing quality playing and learning experiences for all student athletes with a very limited budget. The ability to meet the growing cost of operating and maintaining a quality sports program is difficult without dedicated corporate sponsors. Here's where we work together to make this a great season for our South Lakes student athletes.

Your business will benefit by gaining exposure to our student athletes' family and friends, visiting schools from the Liberty District and their supporters, and visitors to Langston Hughes MS, which shares an adjoining campus of athletic fields with South Lakes. In addition, these fields are in constant use throughout the year by community youth clubs, adult sport teams, and others in Reston, including huge events like the *Relay for Life* and the *Reston Triathlon*. Additionally, **your contribution is tax-deductible** because we are a certified Non-Profit Organization.

Each sponsorship level includes advertising in the three SLHS Sports Programs, which feature individual and group photos of all SLHS sports by season. Families keep these forever, and your ad will be viewed frequently over the years. South Lakes is the only school in the county whose Sports Programs are printed in FULL COLOR! Your donation to the South Lakes Sports Program will help defray our increasing costs and will benefit your business. If you have an advertisement or just a simple message of support for the SEAHAWKS, please fill out the form on the next page with a check and return it to:

SLHS Athletic Booster Club  
Attn: Corporate Sponsor Program  
11400 South Lakes Drive  
Reston, VA 20191

**\*\*\*\*\* If you were a sponsor in 2008 - 2009, please take note of our modified pricing options for returning corporate sponsors with signage already in place on the fields and/or in the gym. \*\*\*\*\***

A specific description of how you would like your ad displayed must be included. Also, please have your ad copy and payment submitted no later than **August 20, 2009**. Your ad does not have to be camera-ready, and we can reduce or enlarge the copy you provide.

If you have any questions, please contact us at [Seahawks@Seahawkboosters.com](mailto:Seahawks@Seahawkboosters.com) or at our phone numbers listed below. Your support is greatly appreciated.

Sincerely,

Cheri Hostetler  
President  
703-282-2575

Sam Scoggin  
Director of Ways and Means  
703-620-1688

# South Lakes High School Athletic Booster Club

11400 South Lakes Drive

Reston, VA 20191

[www.seahawkboosters.com](http://www.seahawkboosters.com)



---

## Ultimate Seahawk Sponsor \$4,500

- Full page ad in all SLHS Athletic Programs (front or back inside cover or back outside cover)
- Three (3) total Booster Banners on Athletic Fields (2) and Gymnasium (1)
- Seahawk Club Membership with eight (8) tickets to all regular season home games
- Headline Display at all SLHS Athletic Booster functions (Awards Banquets, Meet the Coaches Night, Back to School Night)
- Recognition plaque from SLHS Athletic Booster Club
- Corporate Link on SLHS Athletic Booster Website
- Public Address Announcement during games of Company name and level of sponsorship
- **NEW IN 2009!** Corporate link/electronic ad on [southlakesathletics.org](http://southlakesathletics.org) website

## Platinum Sponsor \$3,000

- Full page ad in all SLHS Athletic Programs
- Two (2) total Booster Banners on Athletic Field and Gymnasium
- Seahawk Club Membership with four (4) tickets to all regular season home games
- Headline Display at all SLHS Athletic Booster functions (Awards Banquets, Meet the Coaches Night, Back to School Night)
- Recognition plaque from SLHS Athletic Booster Club
- Corporate Link on SLHS Athletic Booster Website
- Public Address Announcement during games of Company name and level of sponsorship

## Gold Sponsor \$1,750

- One-half (1/2) page ad in all SLHS Athletic Programs
- One (1) Booster Banner on Athletic Field or Gymnasium
- Seahawk Club Membership with four (4) tickets to all regular season home games
- Headline Display at all SLHS Athletic Booster functions (Awards Banquets, Meet the Coaches Night, Back to School Night)
- Recognition plaque from SLHS Athletic Booster Club
- Corporate Link on SLHS Athletic Booster Website

## Silver Sponsor \$1,250

- One-quarter (1/4) page ad in all SLHS Athletic Programs
- One (1) Booster Banner in the Gymnasium
- Recognition plaque from SLHS Athletic Booster Club
- Corporate Link on SLHS Athletic Booster Website

# South Lakes High School Athletic Booster Club

11400 South Lakes Drive  
Reston, VA 20191  
[www.seahawkboosters.com](http://www.seahawkboosters.com)



---

## Field Banner Sponsor **\$600**

- One (1) Booster Banner in Stadium, Baseball/Field Hockey Field, Softball Field or Gymnasium
- Recognition plaque from SLHS Athletic Booster Club
- Corporate Link on SLHS Booster Website
- Multi-Year Options: 2 year: \$800, 3 year: \$900
- Corporate Link on SLHS Athletic Booster Website

## Returning Sponsor - Discount Options\*

- **Take \$200 off per sign** (by plan) if you already have a sign in place for each field
- Ultimate Sponsors save \$600, Platinum Sponsors save \$400, etc.
- Option: Add signs to your existing signs in new locations for \$400 per sign.

## Bronze Sponsor **\$450**

- One-eighth (1/8) page ad in all SLHS Athletic Programs
- Recognition plaque from SLHS Athletic Booster Club
- Corporate Link on SLHS Athletic Booster Website

## Advertisement Sponsor (all 3 Seasons - Fall, Winter, Spring):

- |                |         |                   |       |
|----------------|---------|-------------------|-------|
| • Full Page Ad | \$1,600 | • Quarter Page Ad | \$600 |
| • Half Page Ad | \$900   | • Eighth Page Ad  | \$375 |
- ☆ Corporate Link on SLHS Athletic Booster Website for entire year

## Advertisement Sponsor (1 Season only - Fall, Winter or Spring):

- |                |       |                   |       |
|----------------|-------|-------------------|-------|
| • Full Page Ad | \$550 | • Quarter Page Ad | \$225 |
| • Half Page Ad | \$325 | • Eighth Page Ad  | \$150 |

**The time to sign up is NOW !**

**All sponsorships will run for a full year from your commencement date.**

**Thank you in advance for sponsoring**

**South Lakes High School's  
Sports Programs!**

# South Lakes High School Athletic Booster Club

11400 South Lakes Drive  
 Reston, VA 20191  
[www.seahawkboosters.com](http://www.seahawkboosters.com)



**Business Name** \_\_\_\_\_ **Street Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Telephone Number** \_\_\_\_\_ **E-mail Address** \_\_\_\_\_

**Sponsorship Level: (please check Level and Banner Location(s))**

- |                                    |         |                          |  |                       |
|------------------------------------|---------|--------------------------|--|-----------------------|
| Ultimate Seahawk Sponsor           | \$4,500 | <input type="checkbox"/> | <input type="checkbox"/>   | Stadium Field         |
| Platinum Sponsor                   | \$3,000 | <input type="checkbox"/> | <input type="checkbox"/>   | Gymnasium             |
| Gold Sponsor                       | \$1,750 | <input type="checkbox"/> | <input type="checkbox"/>   | Baseball/Field Hockey |
| Silver Sponsor                     | \$1,250 | <input type="checkbox"/> | <input type="checkbox"/>   | Softball Field        |
| Bronze Sponsor                     | \$ 450  | <input type="checkbox"/> |  |                       |
| Field Banner Sponsor               | \$ 600  | <input type="checkbox"/> |  |                       |
| Field Banner <b>2-year</b> Sponsor | \$ 800  | <input type="checkbox"/> |  |                       |
| Field Banner <b>3-year</b> Sponsor | \$ 900  | <input type="checkbox"/> |  |                       |
| Corporate Link/Electronic Ad       | \$ 500  | <input type="checkbox"/> | Sponsor ad/link placed on <a href="http://southlakesathletics.org">southlakesathletics.org</a> |                       |

- |   |           |                          |                          |                          |        |                          |
|---|-----------|--------------------------|--------------------------|--------------------------|--------|--------------------------|
| Advertisement Sponsor<br><b>3 Seasons</b> | Full Page | \$1,600                  | <input type="checkbox"/> | Quarter Page             | \$600  | <input type="checkbox"/> |
|   | Half Page | \$ 900                   | <input type="checkbox"/> | Eighth Page              | \$375  | <input type="checkbox"/> |
| Advertisement Sponsor<br><b>1 Season</b>  | Full Page | \$ 550                   | <input type="checkbox"/> | Quarter Page             | \$225  | <input type="checkbox"/> |
|   | Half Page | \$ 325                   | <input type="checkbox"/> | Eighth Page              | \$150  | <input type="checkbox"/> |
| Season Preference                         | Fall      | <input type="checkbox"/> | Winter                   | <input type="checkbox"/> | Spring | <input type="checkbox"/> |

**Returning Sponsors:**

- Additional Sign \$ 400   Existing Sign Discount  
 (Deduct \$200 per sign being reused)

**Banner Size Specifications:** All banners for the Athletic Fields and Gym are approximately 3'x 4' in size.  
 Please enclose all artwork for both the Banner and/or Program Advertisement(s). If you need assistance, please let us know by noting in the instructions section below.

**Instructions:** \_\_\_\_\_

**Checks should be made payable to:**  
 South Lakes High School Athletic Booster Club, 11400 South Lakes Drive, Reston, Virginia 20191  
 If you have any questions, please email us at [Seahawks@Seahawkboosters.com](mailto:Seahawks@Seahawkboosters.com)