

# South Lakes High School Athletic Booster Club

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



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## Dear Seahawk Supporter:

Your local high school in Reston continues to undergo some very exciting changes. Ongoing renovations are providing new classrooms, new equipment, and expanded facilities to accommodate a county-mandated increase in student enrollment, and to improve conditions overall. Student enrollment is expected to increase by 25% in the 2009 school year with the recently approved redistricting vote, and 50% of the current 1400 students are student athletes. This number will undoubtedly grow as we continue to expand and our enrollment increases dramatically over the next four years. The Athletic Booster Board is very excited about these very positive developments at South Lakes High School.

Additionally, last year was a banner year for the Athletic Booster Club, seeing a dramatic increase in corporate sponsorships and other fundraising endeavors. **Our goal, going forward, is to reach the levels typically seen at high schools in nearby towns, to help level the playing field with regards to equipment, facilities, training, and more.**

As we continue to grow, we invite you to join in the excitement and to benefit from our growth by supporting our student athletes. Your contribution 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.

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. 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

You can also visit our website at [www.seahawkboosters.com](http://www.seahawkboosters.com) and use **PayPal** or a **Credit Card** to make your payment.

**\*\*\*\*\* If you were a sponsor in 2007 - 2008, 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 want your ad displayed must be included. Also, please have your ad copy and payment submitted no later than **August 15, 2008**. Your ad does not have to be camera-ready and we can reduce or enlarge the copy you provide.

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

Sincerely,

Cheri Hostetler  
President  
703-282-2575

Joseph Lewis  
Vice President  
703-304-9084

Rick Baamonde  
Director of Ways and Means  
571-212-9761

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## 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

## 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
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## 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!**

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<b>Business Name</b>		<b>Street Address</b>	
<b>City</b>	<b>State</b>	<b>Zip Code</b>	
<b>Contact Name</b>	<b>Telephone Number</b>	<b>e-mail Address</b>	

**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"/>				
Advertisement Sponsor <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 <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 or would like help getting started, email us at [SLHSBooster@comcast.net](mailto:SLHSBooster@comcast.net)

**We will be happy to assist you!**