



# 2018 CONROE TIGERS VARSITY FOOTBALL

## Web Broadcast Sponsorship Rate Card

Five Varsity Home Games broadcast from Moorehead Stadium

<u>SPOT</u>	<u>SEGMENT</u>	<u>LENGTH</u>	<u>GAME</u>	<u>SEASON</u>
5 min Pre-Game Show	Video	0:00:30x2	\$1,500	\$7,500
<b><u>PLAY ACTION SPONSORSHIPS</u></b>				
*Kick Off Sponsor	Voice & Logo	0:00:15	\$375	\$1,875
*1st Down Tigers Sponsor	Voice & Logo	0:00:15	\$375	\$3,750
*1st Down Visitor Sponsor	Voice & Logo	0:00:15	\$375	\$1,875
Time Out Sponsor	Video Clip	0:00:30	\$750	\$3,750
*Turnover Sponsor	Voice & Logo	0:00:15	\$375	\$1,875
*Touchdown Tigers Sponsor	Voice & Logo	0:00:15	\$375	\$1,875
*Extra Point Tigers Sponsor	Voice & Logo	0:00:15	\$375	\$1,875
<b><u>HALFTIME SPONSORSHIPS</u></b>				
Conroe Tiger Band Highlights	Video Clip	0:00:30	\$375	\$1,875
Conroe Golden Girls Highlights	Video Clip	0:00:30	\$375	\$1,875
Conroe Cheerleader Highlights	Video Clip	0:00:30	\$375	\$1,875
Sponsor Commercial	Video Clip	0:01:30	\$1,125	\$5,625
5 min Halftime Player Spotlight Show	Video Clip	0:00:30x2	\$1,500	\$7,500
5 min Halftime Tiger Sports Show	Video Clip	0:00:30x2	\$1,500	\$7,500
**Tiger Offensive Play of the Week	Video Clip	0:00:30	\$750	\$3,750
**Tiger Defensive Play of the Week	Video Clip	0:00:30	\$750	\$3,750
**Tiger MVP of the Week	Video Clip	0:00:30	\$759	\$3,750
<b><u>POST GAME SPONSORSHIPS</u></b>				
2 min Post Game Segment Sponsor	Voice & Logo	0:00:15	\$375	\$1,875
1 min Tiger Fan Shout Outs	Video Clip	0:00:15	\$375	\$1,875
Tiger Football Game Viewing Party	Live Webcast Game Highlights Live Interviews	0:20:00	\$1,500	\$7,500

\* In Game Live Read with superimposed company logo

\*\* Coach selected Play of the Week with Team Thank You Message. In action voiceover play by play with company logo superimposed. New clip each week. Distributed via social media: Twitter, Facebook, Instagram, Booster Club Web Page postings.



2018 CONROE TIGERS VARSITY FOOTBALL  
Web Broadcast Home Game Rivals

Aldine Davis Falcons  
College Park Cavaliers  
Klein Cain Hurricanes  
The Woodlands Highlanders  
Klein Forest Eagles

Checks payable to:  
**CHS FOOTBALL BOOSTER CLUB**  
P.O. Box 2753 Conroe, TX 77305  
*If questions, please email us: [robynjpack@gmail.com](mailto:robynjpack@gmail.com)*



## 2018 CONROE TIGERS VARSITY FOOTBALL Web Broadcast Sponsorship Opportunities

Five Varsity Home Games broadcast from Moorehead Stadium

- 100% of all Sponsorship Donations deposited directly to the Conroe High School Football Booster Club to provide needed equipment, facilities and services for the Varsity and Sub-Varsity Football Program.
- Your donation is tax deductible
- Your advertising placement clips can be repurposed for web and social media marketing
- Broadcasts of Tiger Football home games will be downloaded and shared by players, coaches, parents, grandparents, players, students and fans.
- Video clips of sponsored spots can be shared via Twitter, Facebook, Instagram, Blogs and Websites.
- Expand your advertising reach, gain great public relations exposure and acquire new customers by supporting our Conroe Tiger Football Program.



## SPONSORSHIP OPTIONS – See Rate Card for Donation Rates

### Pre-Game Show Sponsor

Hosted by Todd James of JTJ Sports Media. New show each week giving expert analysis of Tiger and Visitor team strengths and weaknesses, previous week game highlights, interviews with coaches, players and sports commentators.

Sponsor placement includes:

1. Voiceover lead in: “This week’s Tiger Pre-Game Show is sponsored by **Your Company or Organization name.**”
2. Your company or organization logo superimposed over video during segment,
3. Two thirty-second video commercial spots; must be Mp4 file format, provided by Sponsor. (May be co-produced with CHS Football Booster Club and JTJ Media if needed)
4. Pre-game Show Video clip will be provided to Sponsor for use on their digital media assets.
5. Pre-game Show Video will be posted on Conroe Tigers Webpage
6. Sponsor 30 Second Commercial Video Clip will be posted on Conroe Tiger Football Booster Club Website



SPONSORSHIP OPTIONS – See Rate Card for Donation Rates

Play Action Sponsorships

The following Play Action advertising includes a fifteen-second, in-game live read when designated play action occurs with company or organization logo superimposed. Company or organization to provide requested voiceover script.

***Kick Off Sponsor***

***1<sup>st</sup> Down Tigers Sponsor***

***1<sup>st</sup> Down Visitors Sponsor***

***Turnover Sponsor***

***Touchdown Tigers Sponsor***

***Extra Point Sponsor***

***Time Out Sponsor:***

Includes a pre-taped, thirty-second video clip to be played during Tiger and Visitor time outs. Video Clip provided by Sponsor or co-produced with CHS Booster Club and JTJ Media



## SPONSORSHIP OPTIONS – See Rate Card for Donation Rates

### Halftime Show Sponsorships

#### ***Halftime Show Sponsor Commercial Spot #1:***

Includes a pre-taped, one-minute and thirty-second video clip in Mp4 file format. Video file to be provided by the Sponsor. Commercial will run 1x during Game Halftime Show.

***Halftime Show Sponsor #1 commercial will be run as an introduction to the Halftime Show.***

#### ***Tiger Marching Band Sponsor:***

Includes a fifteen-second voiceover with company or organization logo superimposed over portion of the Tiger Marching Band halftime performance. Also includes sponsorship of a one-minute and thirty-second, pre-taped video clip highlighting a section of our legendary marching band. Sponsor to provide or co-produce video clip with CHS Football Booster Club, Band Director and JTJ Media.

#### ***The Tiger Halftime Player Spotlight Sponsor***

The Player Spotlight Segment is a five-minute, pre-taped video clip produced by JTJ Media. The Tiger Player Spotlight will feature a new position coach every week with an inside look at their coaching philosophy and discipline. Segment highlight will introduce Varsity position players to watch throughout the game. Positions coaches to be highlighted throughout the course of the season will be Head Coach, Offensive Coordinator, Defensive Coordinator, Special Teams, Linebackers, Running Backs.

During this segment the Player Spotlight Sponsor will have two, thirty-second video clip spots to advertise their company or organization. The Sponsor will provide the video clip in Mp4 file format or the clip may be co-produced by the Sponsor, CHS Football Booster Club and JTJ Media.



## SPONSORSHIP OPTIONS – See Rate Card for Donation Rates

### Halftime Show Sponsorships

#### ***The Tiger Halftime Sports Show Sponsor***

The Tiger Sports Show Segment is a five to ten-minute, pre-taped video clip produced by JTJ Media. Content includes Conroe Sports News of the week featuring non-football sports such as volleyball, cross-country and fall baseball with player spotlights and coach interviews. Coverage will also include any newsworthy events related to Conroe High School students.

During this segment the Tiger Halftime Sports Show Sponsor will have two, thirty-second video clip spots to advertise their company or organization. The Sponsor will provide the video clip in Mp4 file format or the clip may be co-produced by the Sponsor, CHS Football Booster Club and JTJ Media.

#### ***Halftime Show Sponsor Commercial Spot #2:***

Includes a pre-taped, one-minute and thirty-second video clip in Mp4 file format. Video file to be provided by the Sponsor. Commercial will run 1x during Game Halftime Show.

***Halftime Show Sponsor #2 commercial will be run at the conclusion of the Halftime Show.***



## SPONSORSHIP OPTIONS

### Play of the Week Sponsorships

Each of the following Sponsorship Opportunities includes a thirty-second video produced by JTJ Media, with play-by-play call action, a “brought to you by **Your Name**” introduction voiceover, your logo superimposed during the entire clip, a thank you message closing the clip featuring our Head Coach and Tiger Football Players.

All featured Play of the Week honors will be determined by the Tiger Varsity Football Coaching Staff.

A new video clip will be produced each week. All Play of the Week Video Clips will be in mp4 file format, ready for web and social media sharing.

Play of the Week Clips will not run during the actual broadcast. The clips will be produced post-game and be ready for posting by the following Tuesday. The clips will be provided to the Sponsor for use on their own social media and website as well as posted on CHS Football Booster Club Web Page, Twitter, Instagram and Facebook accounts. They will be distributed to Varsity Football players and Coaching staff social media for sharing.

The following Sponsorships are available:

***Tiger Offensive Play of the Week***

***Tiger Defensive Play of the Week***

***Game MVP of the Week***





## SPONSORSHIP OPTIONS

### Post-Game Sponsorships

#### ***Post-Game Segment Sponsor:***

This is a two-minute segment featuring interviews with coaching staff, players and fans immediately after the game. Sponsor ad includes a fifteen-second voiceover commercial. Sponsor logo and contact information is superimposed during the entire segment.

#### ***Crowd/Student/Booster Tiger Shout Outs***

This is a one-minute, fifteen-second video clip comprised of cheering Tiger fans and their self-made videos during the game. Their videos are sent to our designated site during and after the game. Appropriate videos are downloaded into a one-minute clip and inserted into the final broadcast. A fifteen-second sponsored voice over introduces the clip each week. Sponsors company or organization logo is superimposed during the entire clip. Sponsor may send in a designated number of their own employee/member video selfies who attend the game for placement in the video clip.

#### ***Tiger Game Viewing Party:***

Appropriate for restaurants or Sponsors with venues that wish to attract Tiger players, coaching staff, parents and fans to their place of business. JTJ Media will broadcast the Viewing Party live on the web (Facebook or webpage). Viewing Party includes highlights of the previous nights game, interviews with players, coaches, fans and, most importantly, you and your employees. Excellent opportunity to feature your business or organization's unique benefits to our community.

Checks payable to:

**CHS FOOTBALL BOOSTER CLUB**

P.O. Box 2753 Conroe, TX 77305

*If questions, or to secure a Sponsorship, please email us:*

[robynjpack@gmail.com](mailto:robynjpack@gmail.com)