



# Ad and Sponsor Handbook



## **Advertising and Sponsorship**

As an activity sponsor you are supporting Nampa Christian School's commitment to serving the Christian community by providing high-quality Christian education and training for the development of well-rounded students who will impact this world for the Lord Jesus Christ through Biblical thought and action.

Your company will be seen by a loyal, large and motivated demographic with great buying power. Hundreds of athletic programs are distributed at home games throughout the year, many of which are kept for years as keep-sakes. Additionally, advertising spots are available at most of our venues and provide the opportunity to be seen by hometown regulars and visitors alike. These venues are also used for non-athletic functions and by other organizations, further increasing your reach into the community.

Our theater arts productions and our music arts department concerts both see tremendous turnout over the course of their performances, providing an opportunity to get your company in front of additional people that may not be attending our athletic events, increasing your exposure further.

## **Activities Provide Four Ways to Support**

### **1 ATTEND**

A portion of each ticket price directly contributes to Nampa Christian Schools. Due to generous sponsors and advertisers we are able to keep the event costs low and maximize profits of each event. By attending each event, you help us encourage and grow the Nampa Christian Schools community.

### **2 ENCOURAGE ATTENDANCE**

Purchase tickets for family and/or friends. This will help fill the event by having these people join you. Challenges your classmates or other Nampa Christian Schools families to fill the most seats. Your enthusiasm for attending each event goes a long way in encouraging others to attend.

### **3 ADVERTISE**

Almost every event has advertising opportunities for your company, family or association to take advantage of. You will get your name and logo out there in front of the Nampa Christian Schools community and support the institution that you love.

### **4 DONATE**

Whether attending the event or not, these will be opportunities to give back financially through a donation. These can come in the form of an online donation through the school website or mailing in a gift to our central office. We love a random donation to our general fund! In each case your financial support throughout the year is crucial to providing a high-quality, Christ-centered experience for our students.



## Corporate Companion Program

### WHY?

As a Corporate Companion, you will provide the support necessary to fulfill the mission of the school while your company gains year-round exposure to the Nampa Christian Schools family and the local community. We have three levels available with the annual benefits and pricing shown below.

<b>SPONSORSHIP BENEFITS</b> Full page ad in seasonal sports publications Full page ad in high school playbills Full page ad in high school music programs <sup>(a)</sup> One billboard and one anchor sponsor <sup>(b)</sup> PA announcement at each event <sup>(c)</sup> <b>Platinum Level \$5,000+</b>	<b>SPONSORSHIP BENEFITS</b> Half page ad in seasonal sports publications Half page ad in high school playbills Half page ad in high school music programs <sup>(a)</sup> One billboard and one scoring table <sup>(b)</sup> PA announcement at each event <sup>(c)</sup> <b>Gold Level \$3,500+</b>	<b>SPONSORSHIP BENEFITS</b> Quarter page ad in seasonal sports publications Quarter page ad in high school playbills Quarter page ad in high school music programs <sup>(a)</sup> One billboard <b>Maroon Level \$2,000+</b>
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*(a) High school Christmas concert not included – no sponsorship is available for that event.*

*(b) Anchor and Scoring Table locations dependent on availability; First come, first served; Please contact the school for current inventory/availability.*

*(c) PA Announcement is the inclusion of business name in the list of sponsors announced during the game.*



## Single Event Sponsorship

Each year, Nampa Christian Schools hosts a number of events for parents, alumni, and the greater school community. By sponsoring a single event, you can set up an info table, hand out flyers or promotional items, and help promote your business. We'll provide ample integration of your business name in the time leading up to the event (in our marketing and promotion) as well as during the event (in our announcements). You can contact us to learn how your company can sign up to sponsor any of the following events:

### unityFEST

- An annual event that is our big "back to school party" at our Flamingo Campus that includes all faculty, staff, and students (along with their families)

### Athletics

- Pick a home game during the regular season and sponsor the night for one of our High School athletic teams:
  - o Football
  - o Volleyball
  - o Cross Country
  - o Boys Basketball
  - o Girls Basketball
  - o Track & Field
  - o Softball
  - o Baseball



## Corporate Companion Program Sign-up Form

<p>Business Name: _____</p> <p>Contact Name: _____</p> <p>Address: _____</p> <p>City: _____ State: _____ Zip: _____</p> <p>Best Phone #: _____</p> <p>Email: _____</p> <p>Credit Card #: _____</p> <p>Exp. _____ CVS: _____ Amount: \$ _____</p> <p>This is a contract and not a mere recital. It is expressly agreed that Nampa Christian Schools (NCS) is not bound by any stipulation, representations or agreements, verbal or otherwise, which are not printed or written on this contract. The business agrees that the liability of NCS is no more than the amount of the sale. NCS reserves the right to move the location in publication and/or withhold printing altogether until the contract balance is current. If for any reason printing is delayed due to non-payment or delay in receipt of content, the business will receive only the remainder of that year's sponsorship placement. Payment is due in full upon approval or prior to printing. I agree to purchase the sponsorship as stated above.</p> <p>Customer Authorization: _____</p> <p>Date: _____</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">CORPORATE COMPANION LEVEL</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">Maroon</td> <td style="text-align: center; padding: 2px;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 2px;">Gold</td> <td style="text-align: center; padding: 2px;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 2px;">Platinum</td> <td style="text-align: center; padding: 2px;"><input type="checkbox"/></td> </tr> </tbody> </table> <p><small>Anchor and Scoring Table locations dependent on availability; First come, first served</small></p>	CORPORATE COMPANION LEVEL		Maroon	<input type="checkbox"/>	Gold	<input type="checkbox"/>	Platinum	<input type="checkbox"/>	<h3 style="margin-top: 0;">3 EASY STEPS</h3> <ol style="list-style-type: none"> <li style="background-color: #800040; color: white; padding: 5px; margin-bottom: 5px;">1 Complete this form. Don't forget to sign it!</li> <li style="background-color: #800040; color: white; padding: 5px; margin-bottom: 5px;">2 Return via email with credit card information included to: tjohanson@nampachristianschools.com OR print this form, include your payment by check or credit card and mail to: <b>NAMPA CHRISTIAN SCHOOLS</b> 11920 W FLAMINGO AVE NAMPA, ID 83651</li> <li style="background-color: #800040; color: white; padding: 5px;">3 Email your finished art to: development@nampachrsitianschools.com If you need assistance building your piece please send a high-resolution logo and any images you would like used.</li> </ol> <p><b>ARTWORK DUE DATES:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Theatre Arts <small>(Fall, Spring)</small></td> <td style="padding: 2px;">11/1, 3/1</td> </tr> <tr> <td style="padding: 2px;">Music Arts <small>(Fall, Variety, Festival, Spring)</small></td> <td style="padding: 2px;">9/1, 10/1, 2/1, 3/1</td> </tr> <tr> <td style="padding: 2px;">Athletics <small>(Fall, Winter, Spring)</small></td> <td style="padding: 2px;">8/1, 10/1, 2/1</td> </tr> </table> <p><b>ATHLETICS MEDIA GUIDE</b></p> <p><b>AD DIMENSIONS:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Full page</td> <td style="padding: 2px;">8.5"w x 11"h</td> </tr> <tr> <td style="padding: 2px;">Half page</td> <td style="padding: 2px;">8.5"w x 5.5"h</td> </tr> <tr> <td style="padding: 2px;">Quarter page</td> <td style="padding: 2px;">4.25"w x 5.5"h</td> </tr> </table> <p><b>MUSIC ARTS AND THEATRE ARTS</b></p> <p><b>AD DIMENSIONS:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Full page</td> <td style="padding: 2px;">5"w x 8"h</td> </tr> <tr> <td style="padding: 2px;">Half page</td> <td style="padding: 2px;">5"w x 4"h</td> </tr> <tr> <td style="padding: 2px;">Quarter page</td> <td style="padding: 2px;">2.5"w x 4"h</td> </tr> </table>	Theatre Arts <small>(Fall, Spring)</small>	11/1, 3/1	Music Arts <small>(Fall, Variety, Festival, Spring)</small>	9/1, 10/1, 2/1, 3/1	Athletics <small>(Fall, Winter, Spring)</small>	8/1, 10/1, 2/1	Full page	8.5"w x 11"h	Half page	8.5"w x 5.5"h	Quarter page	4.25"w x 5.5"h	Full page	5"w x 8"h	Half page	5"w x 4"h	Quarter page	2.5"w x 4"h
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BANNER DIMENSIONS:		
Anchor Spot Gym	48" w x 48" h	
Anchor Spot Campbell Field	48" w x 48" h	
Anchor Spot Harris Field	72" w x 48" h	
Anchor Spot Hopkins Field	72" w x 48" h	
Scoring Table	31" w x 22" h	
Billboard	36" w x 30" h	

## Corporate Event Sponsorship Sign-up Form

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Best Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

I AM INTERESTED IN SPONSORING	
unityFEST	<input type="checkbox"/>
Football	<input type="checkbox"/>
Volleyball	<input type="checkbox"/>
Cross Country	<input type="checkbox"/>
Wrestling	<input type="checkbox"/>
Boys Basketball	<input type="checkbox"/>
Girls Basketball	<input type="checkbox"/>
Track & Field	<input type="checkbox"/>



<b>Softball</b>	<input type="checkbox"/>
<b>Baseball</b>	<input type="checkbox"/>



## Single Print Advertisement Sign-up Form

<p>Business Name: _____</p> <p>Contact Name: _____</p> <p>Address: _____</p> <p>City: _____ State: _____ Zip: _____</p> <p>Best Phone #: _____</p> <p>Email: _____</p> <p>Credit Card #: _____</p> <p>Exp. _____ CVS: _____ Amount: \$ _____</p> <p>This is a contract and not a mere recital. It is expressly agreed that Nampa Christian Schools (NCS) is not bound by any stipulation, representations or agreements, verbal or otherwise, which are not printed or written on this contract. The business agrees that the liability of NCS is no more than the amount of the sale. NCS reserves the right to move the location in publication and/or withhold printing altogether until the contract balance is current. If for any reason printing is delayed due to non-payment or delay in receipt of content, the business will receive only the remainder of that year's sponsorship placement. Payment is due in full upon approval or prior to printing. I agree to purchase the sponsorship as stated above.</p> <p>Customer Authorization: _____</p> <p>Date: _____</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>ANNUAL PRICE</th> <th></th> <th>Full Page</th> <th>Half Page</th> <th>Quarter Page</th> </tr> </thead> <tbody> <tr> <td rowspan="2">Theatre Arts Playbills</td> <td>Fall</td> <td><input type="checkbox"/> \$250</td> <td><input type="checkbox"/> \$200</td> <td><input type="checkbox"/> \$150</td> </tr> <tr> <td>Spring</td> <td><input type="checkbox"/> \$250</td> <td><input type="checkbox"/> \$200</td> <td><input type="checkbox"/> \$150</td> </tr> </tbody> </table>	ANNUAL PRICE		Full Page	Half Page	Quarter Page	Theatre Arts Playbills	Fall	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$150	Spring	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$150	<h3 style="margin-top: 0;">3 EASY STEPS</h3> <ol style="list-style-type: none"> <li style="background-color: #800040; color: white; padding: 5px; margin-bottom: 5px;">1 Complete this form. Don't forget to sign it!</li> <li style="background-color: #800040; color: white; padding: 5px; margin-bottom: 5px;">2 Return via email with credit card information included to: tjohanson@nampachristianschools.com OR print this form, include your payment by check or credit card and mail to: <b>NAMPA CHRISTIAN SCHOOLS</b> 11920 W FLAMINGO AVE NAMPA, ID 83651</li> <li style="background-color: #800040; color: white; padding: 5px;">3 Email your finished art to: development@nampachrsitianschools.com If you need assistance building your piece please send a high-resolution logo and any images you would like used.</li> </ol> <p><b>ARTWORK DUE DATES:</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tbody> <tr> <td>Theatre Arts <small>(Fall, Spring)</small></td> <td>11/1, 3/1</td> </tr> <tr> <td>Music Arts <small>(Fall, Variety, Festival, Spring)</small></td> <td>9/1, 10/1, 2/1, 3/1</td> </tr> <tr> <td>Athletics <small>(Fall, Winter, Spring)</small></td> <td>8/1, 10/1, 2/1</td> </tr> </tbody> </table> <p><b>ATHLETICS MEDIA GUIDE</b></p> <p><b>AD DIMENSIONS:</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tbody> <tr> <td>Full page</td> <td>8.5"w x 11"h</td> </tr> <tr> <td>Half page</td> <td>8.5"w x 5.5"h</td> </tr> <tr> <td>Quarter page</td> <td>4.25"w x 5.5"h</td> </tr> </tbody> </table> <p><b>MUSIC ARTS AND THEATRE ARTS</b></p> <p><b>AD DIMENSIONS:</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tbody> <tr> <td>Full page</td> <td>5"w x 8"h</td> </tr> <tr> <td>Half page</td> <td>5"w x 4"h</td> </tr> <tr> <td>Quarter page</td> <td>2.5"w x 4"h</td> </tr> </tbody> </table>	Theatre Arts <small>(Fall, Spring)</small>	11/1, 3/1	Music Arts <small>(Fall, Variety, Festival, Spring)</small>	9/1, 10/1, 2/1, 3/1	Athletics <small>(Fall, Winter, Spring)</small>	8/1, 10/1, 2/1	Full page	8.5"w x 11"h	Half page	8.5"w x 5.5"h	Quarter page	4.25"w x 5.5"h	Full page	5"w x 8"h	Half page	5"w x 4"h	Quarter page	2.5"w x 4"h
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<b>Music Arts Programs</b>	Fall	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$150
	Variety	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$150
	Festival	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$150
	Spring	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200	<input type="checkbox"/> \$150
<b>Athletics Media Guide</b>	Fall	<input type="checkbox"/> \$525	<input type="checkbox"/> \$400	<input type="checkbox"/> \$275
	Winter	<input type="checkbox"/> \$525	<input type="checkbox"/> \$400	<input type="checkbox"/> \$275
	Spring	<input type="checkbox"/> \$525	<input type="checkbox"/> \$400	<input type="checkbox"/> \$275

## Single Banner Advertisement Sign-up Form

<p>Business Name: _____</p> <p>Contact Name: _____</p> <p>Address: _____</p> <p>City: _____ State: _____ Zip: _____</p> <p>Best Phone #: _____</p> <p>Email: _____</p> <p>Credit Card #: _____</p> <p>Exp. _____ CVS: _____ Amount: \$ _____</p> <p>This is a contract and not a mere recital. It is expressly agreed that Nampa Christian Schools (NCS) is not bound by any stipulation, representations or agreements, verbal or otherwise, which are not printed or written on this contract. The business agrees that the liability of NCS is no more than the amount of the sale. NCS reserves the right to move the location in publication and/or withhold printing altogether until the contract balance is current. If for any reason printing is delayed due to non-payment or delay in receipt of content, the business will receive only the remainder of that year's sponsorship placement. Payment is due in full upon approval or prior to printing. I agree to purchase the sponsorship as stated above.</p>	<h3>3 EASY STEPS</h3> <ol style="list-style-type: none"> <li>Complete this form. Don't forget to sign it!</li> <li>Return via email with credit card information included to: tjohanson@nampachristianschools.com OR print this form, include your payment by check or credit card and mail to: <b>NAMPA CHRISTIAN SCHOOLS</b> 11920 W FLAMINGO AVE NAMPA, ID 83651</li> <li>Email your finished art to: development@nampachrsitianschools.com If you need assistance building your piece please send a high-resolution logo and any images you would like used.</li> </ol> <p><b>ARTWORK DUE DATES:</b></p> <p>August 1</p> <p><b>BANNER DIMENSIONS:</b></p> <table border="1"> <tr> <td>Anchor Spot Gym</td> <td>48"w x 48"h</td> </tr> <tr> <td>Anchor Spot Campbell Field</td> <td>48"w x 48"h</td> </tr> <tr> <td>Anchor Spot Harris Field</td> <td>72"w x 48"h</td> </tr> <tr> <td>Anchor Spot Hopkins</td> <td>72"w x 48"h</td> </tr> </table>	Anchor Spot Gym	48"w x 48"h	Anchor Spot Campbell Field	48"w x 48"h	Anchor Spot Harris Field	72"w x 48"h	Anchor Spot Hopkins	72"w x 48"h
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## Current Advertising Locations

### Flamingo Campus

#### Marc Harris Field (Baseball)

Anchor Sponsor

- Outfield Fence





### Martha Hopkins Field (Softball)

**Anchor Sponsor**

- Outfield Fence



### Troost Family Gym (High School Volleyball, Basketball)

**Anchor Sponsor**

- Scoreboard
- Locker-room end
- Four locations



**Anchor Sponsor**

- Scoreboard
- Entrance door end
- Four locations



**Scoring Table**





- Scoring Tables
- Six locations  
(two tables, each with three spots)





## Orchard Campus

### Main Gym (Middle School Volleyball & Basketball, Elementary Events, Auction)

<p>Anchor Sponsor</p> <ul style="list-style-type: none"> <li>Scoreboard</li> <li>North end</li> <li>Two Locations (right side)</li> </ul>	
<p>Anchor Sponsor</p> <ul style="list-style-type: none"> <li>Scoreboard</li> <li>South (locker-room) end</li> <li>Two Locations (right side)</li> </ul>	
<p>Scoring Table</p> <ul style="list-style-type: none"> <li>Scoring Table</li> <li>Three locations (one table, three spots)</li> </ul>	
<p>Billboards</p> <ul style="list-style-type: none"> <li>Wall Location (west side, opposite bleachers)</li> </ul>	



## **Campbell Field (Football, Track & Field)**

### **Anchor Sponsor**

- Scoreboard
- West end zone
- Four locations (two outers, two inners)



## **Future Advertising Locations**

### **Flamingo Campus**

#### **Concession Area**

Wall Locations; Above Serving Window

#### **Troost Family Gym**

Digital Reader Board

#### **Marc Harris Field**

Scoreboard

#### **Martha Hopkins Field**

Scoreboard

### **Orchard Campus**

#### **Campbell Field**

Additional Locations

#### **Aux Gym**

Scoring Table

Wall Locations



## Revision History

Date	Revision	Author	Changes
2018-01-28	0.1	Jeff A.	<ul style="list-style-type: none"><li>Initial compilation of several sources into first draft of sponsorship and advertising handbook.</li></ul>
2018-04-05	0.2	Jeff A.	<ul style="list-style-type: none"><li>Updated to a single format for options, updated pricing and package contents, drafted initial form</li></ul>
2018-04-23	0.3	Jeff A.	<ul style="list-style-type: none"><li>Added PRINT and BANNER sign-up forms for non-companion options</li><li>Added banner sizes based on Orchard Gym banners already being done.</li><li>Added new pricing information for each ad and banner and an addendum for current sponsors to gradually absorb price increases over three years</li></ul>
2018-05-01	0.4	Jeff A.	<ul style="list-style-type: none"><li>Additional updates to forms and pricing information</li><li>Removed ad link on website from packages</li><li>Adding scoring table size info</li></ul>
2018-05-14	0.9	Jeff A.	<ul style="list-style-type: none"><li>Promoting to Revision 0.9 for board approval for 18/19 school year.</li></ul>
2018-06-01	1.0	Jeff A.	<ul style="list-style-type: none"><li>Updated pricing per board recommendation to \$2k, \$3k, and \$5k for packages.</li><li>REVISION 1.0 IS BOARD APPROVED FOR 18/19 YEAR</li></ul>
2018-06-14	1.1	Jeff A.	<ul style="list-style-type: none"><li>Separated out scoring tables from anchor sponsor locations</li><li>Added pictures of wall banner location, scoreboard locations and scoring tables</li><li>Changed gold to 1 banner and 1 scoring table</li><li>Changed platinum to 1 banner and 1 anchor sponsor</li></ul>





2018-06-30	1.2	Jeff A.	<ul style="list-style-type: none"><li>• Updated Gold Level to \$3,500 per board recommendation</li><li>• Updated Maroon Level to remove PA Announcement</li><li>• Updated Corporate Companion Program footnotes around pricing, Christmas concert, and “first come, first served” for location selection.</li><li>• Updated Corporate Companion Program Sign-up Form to only list levels in table because advertisement locations will be managed separately and handled accordingly.</li></ul>
2018-07-27	1.3	Jeff A.	<ul style="list-style-type: none"><li>• Changed email to “development”</li><li>• Added scoring table and anchor ad dimensions</li><li>• Moved all deadlines from the 1<sup>st</sup> to the 15<sup>th</sup></li></ul>
2018-08-16	1.4	Jeff A.	<ul style="list-style-type: none"><li>• Added outfield fence locations for Harris and Hopkins Fields</li><li>• Corrected quarter page ad sizes for print media</li><li>• Removed subsequent year discount</li><li>• Added six new locations in Troost Gym</li><li>• Changed Main Gym wall hangings to “billboards” from “banners”</li><li>• Moved print media deadlines to the 20<sup>th</sup> and banner/billboard deadlines to the 1<sup>st</sup></li></ul>
2018-09-19	1.5	Jeff A.	<ul style="list-style-type: none"><li>• Updated deadlines for artwork for all print media publications based on current printing companies processing times.</li><li>• Updated sizing guidelines for all print media based on current printing companies capabilities.</li><li>• Updated outfield fence banner sizes to 48” high.</li></ul>
2018-10-16	1.6	Jeff A.	<ul style="list-style-type: none"><li>• Removed “All artwork remains property of NCS.” from sign-up forms.</li><li>• Removed top of scoreboard locations from anchor spots due to branding concerns</li><li>• Added side panel spots in Troost Gym for Scoreboard, locker room wall</li></ul>



			<ul style="list-style-type: none"><li>• Corrected billboard sizes to account for framing (1" bleed on all four edges)</li></ul>
2019-01-11	1.7	Jeff A	<ul style="list-style-type: none"><li>• Updated pictures of scoreboards for Main and Troost Gyms and Campbell Field</li><li>• Updated locations for Main Gym to side panels for each scoreboard</li></ul>
2019-05-24	1.8	Jeff A	<ul style="list-style-type: none"><li>• Removed graduated billboard pricing tables</li><li>• Added single event sponsorship section</li><li>• REVISION 1.8 IS BOARD APPROVED FOR 19/20 SCHOOL YEAR</li></ul>
2020-01-27	1.9	Jeff A	<ul style="list-style-type: none"><li>• Converted from MS Word to Google Doc</li><li>• Removed small billboards</li></ul>