

2024-
2025

HIGHLAND



SPORTS NETWORK

SPONSOR PROSPECTUS

CONTACT

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About Us

Highland Sports Network is the newest media outlet designed to feature Highland High School Athletics. Our goal is to provide the Highland community with professional live coverage of HHS athletics and highlight our proud community partners. We will provide access to local Highland sports by providing professional live and recorded coverage on platforms free to use by community members such as Facebook and YouTube.

Providing professional coverage of Highland Athletics will enhance the student-athlete experience, deepen the connection within the community and inspire our community youth to be a Highland Bulldog. Highland Sports Network has been granted access to fully broadcast HHS football and basketball games. We will have coverage of regular season football games (9 games) and at least 20 boys games and 20 girls games (40 games total) plus postseason coverage if allowed by IHSA policies. Family, alumni and the community will be able to watch their family member/friend compete on a professional broadcast.

Our mission is to provide access to community members and alumni while inspiring younger generations to pursue athletics throughout their K-12 experience, and create lasting memories for current student-athletes during their athletic season.

Our team would like to invite you to join as a charter sponsor of the 2024-2025 football and/or basketball season. Your support will provide unparalleled coverage of Bulldog athletics. Following you will find sponsorship information for your review. Sponsorship opportunities may be limited so please act now and help us make Highland High School Athletics accessible for families, students and the community.

Sincerely,
Highland Sports Network

BUILDING COMMUNITY THROUGH ATHLETICS



Key Success Factors

2023-24

The Girls basketball program at Highland High School is one of the most consistently successful programs in Highland Athletics. Showcasing their talent and drawing in new fans of the program allowed us to attain over 14,000 views in the 2023-24 season.

Total Views
14,000+

The best performing game of the season was the Sectional Championship thriller against the home host Effingham Flaming Hearts. All views are completely organic. We can expect viewership to increase in 2024-25 with more marketing.

Most Viewed Game
1,350

The average view per girls basketball game in 2023-24 was 415 views over the course of the season. This includes all games posted to Facebook and YouTube.

Average view/game
415

One exciting factor for our broadcast team was the uptick in views and engagement when we brought more production value to the broadcast. These improvements included live scoring, use of graphics and cut scenes. Views went from an average of 298/game to over 600/game.

Growth
+300/game

In the final month of the season, we saw a growth in followers on both platforms. The Highland Lady Bulldogs Basketball page gained 45 new followers while the Highland Sports Network YouTube page gained 45 subscribers. All YouTube traffic was organic and no marketing efforts were made since we were still in development stage with the channel.

New Following
90+

SPONSORSHIP OPPORTUNITIES

Football *estimated (9) football game broadcast (regular season)

Basketball *estimated 40 basketball game broadcast (20 boys games + 20 girls games)

*Sponsoring both football and basketball allows a 25% discount on the second sponsor package

Presenting Sponsor

Logo on screen throughout entire game (see image below)

- Presented by: In corner of screen

Logo on display during pre-game live screen (see next page/broadcast sponsor for example)

Broadcast opening presentation unique ad read

- This broadcast is presented by...

Minimum two (2) commercial/ads through live broadcast

- Official recorded commercial or voice recorded with images (Full Screen)
- 30-60 Seconds in length

Logo on Highland Sports Network Social Media “presented by...”

- YouTube, X, Facebook (during season sponsored)

Logo displayed on highlandsportsnetwork.com with direct links to business

Name displayed in lower thirds scrolling ticker with community sponsors

Presenting Sponsor Visual Examples

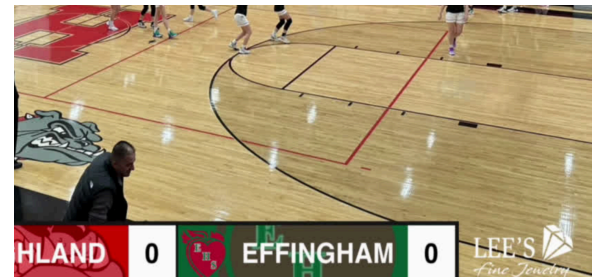


full screen ad example:

Displayed during unique ad read to open broadcast



Bottom Right Corner Ad displayed throughout game



Broadcast Sponsor

Official Ad (commercial) played during game breaks

- Official recorded commercial or voice recorded with images (Full Screen)
- 30-60 Seconds in length

Logo on display during pre-game live screen (see below)

Logo displayed on highlandsportsnetwork.com with direct links to business

Name displayed in lower thirds ticker with community sponsors

Broadcast Sponsor pre-game visual example:



SUBSCRIBE

COMPUSTITCH
SCREEN PRINTING
And
Embroidery
618-654-4754

HIGHLAND
SPORTS NETWORK

PRESENTED BY:
LEE'S
Fine Jewelry

LIVE

LIVE ON YOUTUBE AND FACEBOOK - HIGHLAND SPORTS NETWORK | LIVE HHS EVENTS

Community Sponsor

- Logo displayed on screen with other community sponsors during broadcast acknowledgment (See image below)
- Name displayed in lower thirds ticker with community sponsors
- Logo displayed on Highlandsportsnetwork.com with direct links to business

Community Sponsor visual example played during game:



Why Highland Sports Network?

- 1) Supporting the community - with your help, we are able to provide a community asset free of charge to the community! This includes parents, grandparents, siblings and alumni!
- 2) Inspire kids to participate in athletics throughout K-12 and be a future Bulldog!
- 3) This is one of the most unique sponsor opportunities in the area to promote your business & build your brand recognition
- 4) Regional broadcast - our broadcasts will be shared with opposing schools Athletic Directors and fans. When they travel to Highland or are shopping pricing, other communities will know your business.

Pricing Guide

Football & Basketball Sponsorship Packages (25% discount on second package)	Total Cost	Per month	Per game	Per View
Presenting Sponsor	\$3,500	\$500	\$71	\$0.08
Broadcast Sponsor	\$1,400	\$200	\$29	\$0.03
Basketball Community Sponsor	\$700	\$100	\$14	\$0.02
		<i>7 Months of coverage</i>	<i>9 Football games 40 Basketball games</i>	<i>18,000 FB views/season 25,000 BB views/season</i>
Football (only) Sponsorship Packages	Cost	Per month	Per game	Per View
Presenting Sponsor	\$2,000	\$667	\$222	\$0.11
Broadcast Sponsor	\$800	\$267	\$89	\$0.04
Community Sponsor	\$400	\$133	\$44	\$0.02
		<i>3 months of coverage</i>	<i>9 sponsored games</i>	<i>18,000 views/season</i>
Basketball (only) Sponsorship Package	Cost	Per month	Per game	Per View
Basketball Presenting Sponsor	\$2,000	\$500	\$50	\$0.08
Basketball Broadcast Sponsor	\$800	\$200	\$20	\$0.03
Basketball Community Sponsor	\$400	\$100	\$10	\$0.02
		<i>4 months of coverage</i>	<i>40 sponsored games</i>	<i>25,000 views/season</i>
		*Views for football and basketball are estimated estimated football views is 2,000 per game estimated basketball views is 625 per game		

National average cost per view = \$0.03 - \$0.30

- Our cost per view pricing is some of the lowest you could expect to pay in traditional social media marketing

Advertising on YouTube costs \$0.31 - \$0.40 per view

- Our games will be featured on YouTube which is 4x - 20x our cost per view on the same platform