



STADIUM CENTENNIAL FOUNDATION

P.O. Box 7327 • Tacoma, WA 98406

253-879-9100

www.celebratestadium.com

2006 Stadium Centennial Celebration

Tiger Level

~ \$25,000 ~

The following partnership benefits will be provided by the Stadium Centennial Foundation:

Tiger Level exclusive sponsorship opportunity:

- 'Decade Stage' (an exciting line up of full-day entertainment in the bowl on Saturday and Sunday)

This exclusive opportunity will be specially recognized through banners and signage, acknowledgements in printed programs and other collateral, and verbal announcements made throughout the event.

Official Sponsorship of the Stadium Centennial Celebration:

- Title Sponsor's name/logo mentioned or displayed in association with every mention and/or appearance of the year-long Celebration

Advertising Exposure:

- Title Sponsor's name/logo prominently displayed on all Stadium Centennial Celebration advertising, media materials and web listings
- Acknowledgement in the multi-page insert scheduled to run in The News Tribune prior to the Celebration kick-off
- Logo and link on the Stadium Centennial Celebration Internet home page
- Sponsorship and logo recognition on all Stadium Centennial Celebration collateral materials
- Sponsorship and logo recognition on 10,000 piece direct mail campaign scheduled for early 2006
- Sponsorship and logo recognition on post-event thank you post cards

Broadcast Media Exposure:

- Recognition in news coverage on local broadcast outlets (KOMO, KIRO, KING, KSTW, KCPQ, FOX Sports NW) (approximately 2.5 million people reached)

Printed Media Exposure:

- Recognition in news coverage by Tacoma News Tribune, Seattle Times, Seattle P.I. and numerous other local publications

Official Event T-Shirts:

- Sponsor's name/logo on 250+ Event Volunteer T-shirts

Additional Marketing Benefits:

- Recognition in Castle Courier publication mailed to 20,000+ alumni and friends
- Half-page black and white ad in Stadium Centennial Celebration official event program
- Prominent and consistent mention in all Stadium Booster Club publications sent to all Stadium parents
- Prominent mention at Spring Stadium Booster Club auction
- Complimentary 'Tiger Trail' paver brick to be placed with others in school's entryway

Presenting Sponsor Banner Placements:

- Placement of Sponsor's name/logo on City Street banners
- Placement of Sponsor banners at the All School Open Houses

Public Address Announcements:

- Acknowledgment of Sponsor's contribution throughout the 3 days of celebration

Celebrating 100 years of Stadium High School