

HOW CAN YOU HELP?

The Stadium Centennial Celebration will reach out to and involve a huge segment of our local community and also draw many from throughout the region into Tacoma.

We need your help to make this magnificent celebration happen. We hope you will proudly support Tacoma's roots and become a partner in this important community event.

Enclosed you will find a list of ways you can become involved. Please support our planning team, the Stadium alumni and the community at large, as we commemorate this beloved institution and landmark.

Together, let's make her 100th birthday an unforgettable one!

**The Stadium Centennial
Celebration Planning Team**

A CAUSE TO CELEBRATE!

Built in 1893, the French Renaissance castle was originally built by the Northern Pacific Railroad as a premier luxury hotel. Lack of finances left the shell of the magnificent building unfinished and vacant until 1906, when the community claimed it as the district's first high school. Originally named Tacoma High School, the doors were opened to Tacoma's youth on September 10, 1906 and the school was later renamed Stadium High School.

2006 marks 100 years of success for Stadium High and there is much to be celebrated! The castle has received a complete makeover and new, high quality additions. More beautiful than ever, Stadium High continues to fulfill a sense of great pride for many alumni and Tacomans alike, who have respectfully called the landmark their own.

The community will hold a three-day celebration in honor of the castle September 15-17, 2006, and many thousands are expected to partake in the festivities.

An opportunity like this comes only once in a lifetime. Join the celebration and help us make history!



The poster features a central image of Stadium High, a large brick building with multiple towers and a clock tower. The text is arranged in a vertical layout. At the top, a dark blue banner reads "STADIUM HIGH 100 YEAR CELEBRATION!". Below the image, a dark blue box contains the text "TACOMA'S ULTIMATE BIRTHDAY PARTY!!" and "SEPTEMBER 15 - 17, 2006". At the bottom, a gold box contains the text "CALL FOR SPONSORS".

**STADIUM HIGH
100 YEAR CELEBRATION!**

**TACOMA'S ULTIMATE
BIRTHDAY PARTY!!
SEPTEMBER 15 - 17, 2006**

EVERYONE IS INVITED!

**CALL FOR
SPONSORS**

SPONSOR SUPPORTED ACTIVITIES

Saturday Evening Headliner Concert
A top-name musical artist will perform in the Stadium Bowl for 17,000+ fans.

'Decade Stage'
Daily rotations of popular acts offering full-day enjoyment, for all in attendance.

Tacoma News Tribune Special Insert
1-2-page Centennial spread to Trib subscribers. What to do - who to see - when to be there!

'Guinness Book' Homecoming Game
It only happens once every 100 years. This time it's Stadium High vs Wilson High and we're after the world record for attendance!

Fireworks Ceremony
Following Saturday's concert, the day beyond the Bowl will light up with one of the grandest fireworks displays Tacoma has ever seen.

'Kids Korner'
Inflatables, JP Patches and Brakeman Bill. Just a few of the attractions for kids in the Bowl. The entire celebration at your fingertips.

Pancake Breakfast
Served Sunday at 10am by the Booster Club.

Lemay Classic Cars
Ten decades of cars showcased all three days.

'Golden Grad' Reception
A grand reunion in honor of all who graduated in 1956 or before.

VIP Sneak Preview
August reception and tour to honor the Foundation's Millennium Club donors, electeds, and district/community leaders.

SPONSOR OPPORTUNITIES

Presenter Level \$50,000

- Presented as exclusive headline concert sponsor
- Recognized as major Centennial Celebration sponsor in publicity
- Prominent visibility in Celebration advertising
- Priority logo placement on promotional materials
- Complimentary full-page, black/white ad in the Official Celebration Program
- Prominent logo placement on event t-shirts

Tiger Level \$25,000

- Presented as exclusive 'Decade Stage' sponsor
- Recognized as top Centennial Celebration sponsor in publicity
- Logo displayed in advertising, promotional materials and on event t-shirts
- Complimentary ½ page, black/white ad in the Official Celebration Program

Blue & Gold Level \$10,000

- Presented as exclusive 1-2-page Centennial Celebration TN special insert sponsor
- Recognized as official Centennial Celebration sponsor in publicity
- Logo displayed in advertising, promotional materials and on event t-shirts
- Complimentary ¼ page, black/white ad in the Official Celebration Program

Principal Level \$7,500

- Presented as exclusive sponsor for one of the following:
 - ~ Homecoming football game
 - ~ Fireworks celebration
 - ~ Kids Korner Bowl festivities
- Recognized as official Centennial Celebration sponsor in publicity
- Name listed on celebration advertising, promotional materials and event t-shirts

SPONSOR OPPORTUNITIES

Letterman's Level \$5,000

- Presented as exclusive sponsor of the Official Celebration Program
- Recognized as an official Centennial Celebration sponsor in publicity
- Listed in advertising, promotional materials and on event t-shirts

Spirit Level \$2,500

- Presented as exclusive sponsor of one of the following:
 - ~ Pancake Breakfast
 - ~ A decade of classic cars
 - ~ 'Golden Grad' reception
 - ~ VIP Sneak Preview event
- Recognized as an official Centennial Celebration sponsor in publicity
- Listed in advertising, promotional materials and on event t-shirts

Additionally, Celebration sponsors will receive a complimentary Tiger Trail paver and will be acknowledged in:



- * Stadium's Castle Courter publication
- * All Booster Club materials and at events