

Sports Physical Therapy Center Family Night

On September 8, 1995 the Bradford Red Devils will host West Allis Central in a game of high school football. We would like to develop a corporate partnership with your company by designating this game as **Sports Physical Therapy Center Family Night**.

As the Title Sponsor of this event, the **Sports Physical Therapy Center** would have an opportunity to promote a family oriented image among sports fans and residents of the community. We have been working cooperatively with the business community for over four years. During this time, we feel we have provided a viable option for advertising, promotion and public relations.

Sports Physical Therapy Center Family Night will have a new and exciting feature that will allow a select group of eleven elementary school children to be introduced as part of the starting line-up with their own "big brother" from the team. These children will actually wear a varsity jersey, be introduced, and sit on the sidelines throughout the game.

In addition, the **Sports Physical Therapy Center** will be permitted to distribute tickets good for free admission for children 12 and under. This will help reach the goal of making the event a low-cost family oriented evening.

Furthermore, as the Title Sponsor of **Sports Physical Therapy Center Family Night**, you will receive the following additional benefits:

- Title reference in all promotions

- 25 commercials on WLIP (60 seconds each)

- 18 column inch advertisement in the *Kenosha News* the day of the game.

- 100 TV spots on cable television promoting the game (spots aired on a variety of networks including ESPN, CNN, Family, MTV, etc.)

- On-field signage during the game (signage provided by sponsor)

- 100 complimentary tickets to the game (no age restriction)

- In-school announcements the week of the game

- Opportunity to distribute coupons/flyers at the game

- Title Sponsor reference on 2,000 schedule cards and 500 schedule posters

- Distribution of 200-250 specialty advertising premium items (optional)

This Title Sponsorship package is valued well in excess of \$2,000. The total investment for **Sports Physical Therapy Center**, however, will be just \$775. We are confident we can deliver an exciting event for **Sports Physical Therapy Center**. The special "starting line-up" promotion is sure to gain the attention of the media as well as make eleven kids and their families very happy.

We encourage you to contact us with any questions or concerns you may have. We are looking forward to working with the **Sports Physical Therapy Center**.

special note: We will soon be announcing a new monthly sports program on Jones Intercable. I would like to include an advertisement insertion on this show throughout the year along with the above benefits. In addition, I would like to offer you on-field signage during *all* the games (as opposed to just your sponsored game). I'm either doing this because I'm such a nice guy and appreciate having our former students as sponsors . . . or it's another jab at that pseudo competitor of yours!