



**Discovery Charter School**

**Athletic Sponsorship  
Opportunities and Activation Plan**

## Introduction

Discovery Charter School (DCS) is a unique, student-driven STEAM (science, technology, engineering, arts, and mathematics) school, where student creativity, curiosity, and passion to learn is our primary objective.

The DCS Trailblazer Athletic Program is proud to provide student athletes a unique opportunity to experience healthy competition by participating in athletics, while also taking an active role in the school community.

The purpose of our fundraising efforts is to expand the Blazers Athletic Program by funding and complimenting school resources for our students' Health and Wellness endeavors.

We are embracing the opportunity to be part of your organization through partnership and community outreach. As a donor, Discovery Charter School will have the opportunity to provide you with flexibility and varied avenues of support. As you will see, a sponsorship will provide multi-level marketing using social, print, and digital platforms. Our partnerships can encompass everything from brand building and community goodwill to cross promotion activation. We want to build a welcoming atmosphere with the emotional connection that is made when visitors come to Discovery Charter School events.

While our defined sponsorship levels and benefits are vast, we are dedicated to creating a unique sponsorship tailored to fit your strategic business goals. Thank you for considering a sponsorship as we seek to increase community exposure both for our amazing school and for the sponsors who give so generously.

If you have any questions, please feel free to contact me.

Sincerely,

Dave Gehring  
Athletic Director C.A.A.,M.A.A.  
*Discovery Charter School Trailblazers*  
919-434-1402  
[www.discoverycharterdurham.org](http://www.discoverycharterdurham.org)

## **DISCOVERY CHARTER SCHOOL FACTS**

2021 Student Enrollment-300

2023 Student Enrollment-Over 400

2022 11 Middle School Teams

2022 Projected over 100 Student Athletes

2022 Home Athletic Events Projected over 50

2023 Home Athletic Events Projected over 55

2022 Camps/Tournaments/External Rentals Projected over 40

2023 Camps/Tournaments/External Rentals Projected over 50

\*Participation numbers for each will be well over 200 for each event.

## **PROMOTIONAL ASSETS**

### **Social Media Activation**

- Website: Company logo, link on the Athletics Homepage and Team Page of choice.
- Social Media: Feature posts on Discovery Charter School platforms (Facebook & Twitter)

### **ONSITE PROMOTION**

- Gym Concessions
- Soccer and Basketball Scoreboard Signage/Cross Country Signage
- Blazer Athletics Promotional Poster

### **ONSITE MEASUREABLES**

Sponsor satisfaction and product exposure will be represented via the following benchmarks:

- Attendance for each Home event
- Social Media Views (Facebook/Twitter)
- Trailblazer Event Participation

### **Trailblazer Athletic Events/Sponsorship Opportunities**

- Blazer Family Nights
- Haunted House/Trail
- Gym/Facility Rentals
- Pre-season/Holiday Tournaments
- Sport and Education Expo
- Basic Sport Injury Management
- Gym Concessions
- Individualize Skill Trainings (Camps)
- Team Camps
- Campus Movie Nights

## **PRESENTING SPONSORSHIP BENEFITS**

**Cost: \$2,500 (\$1,250 per year)**

**Agreement Term: 2 Year Commitment**

### **Level Benefits**

#### **Teal Ticket**

- Beneficiaries will have free admission to all Athletic Events
- Beneficiaries will have premium parking on campus for all Athletic Events

#### **Seating**

- Beneficiaries will have premium seating for all Athletic Events
  - Center Court High Back Chair for Indoor Events
  - \*Seats will have an RSVP designation (Presenting Sponsor Logo Available)
  - Tent Seating for Outdoor Events
  - \*Tents will be set up prior to each outdoor home event.

#### **Scoreboard-Exclusive Placement**

Logo will receive top placement of the gym scoreboard activation as a Presenting Sponsor

#### **Onsite Signage**

You will receive exposure by being placed on a Welcome to Trailblazer Athletics Banner as the 'Presenting' Sponsor.

\*All Home Gym/Field Events

Games/Tournaments

Camps

Field Events

#### **8<sup>th</sup> Grade Promotional Poster, Video Recognition**

At the conclusion of every year, the Blazer Athletic Department will honor all 8<sup>th</sup> grade student athletes by creating professional quality promotional posters which will be displayed for the following year.

As part of the end of year athletic banquet, student athletes will be highlighted in a short video placed on the Athletics Website as well as social media platforms. Your logo will be featured as a 'presenting' sponsor at the beginning and end of the video.

#### **Social Media Platforms**

- Facebook (Game Updates/Upcoming Events/Promo Videos/Athletic Department News)
- Twitter (Game Results/Game Updates/Upcoming Events)
- Athletics Website (Team Pages (Schedules)/Athletic News)

## **GRAND SPONSORSHIP BENEFITS**

**Cost: 1,000 per year**

**Agreement Term: 1 Year Commitment**

### **Level Benefits**

#### **Seating**

- Beneficiaries will have premium seating for all Athletic Events
  - Center Court High Back Chair for Indoor Events
  - \*Seats will have an RSVP designation (Presenting Sponsor Logo Available)
  - Tent Seating for Outdoor Events
  - \*Tents will be set up prior to each outdoor home event.

#### **Scoreboard-Exclusive Placement**

Your logo will be placed at the side of gym and soccer scoreboard.

#### **Onsite Signage**

You will receive exposure by being placed on a Welcome to Trailblazer Athletics Banner as the 'Presenting' Sponsor.

\*All Home Gym/Field Events

Games/Tournaments

Camps

Field Events

#### **8<sup>th</sup> Grade Promotional Poster, Video Recognition**

At the conclusion of every year, the Blazer Athletic Department will honor all 8<sup>th</sup> grade student athletes by creating professional quality promotional posters which will be displayed for the following year.

As part of the end of year athletic banquet, student athletes will be highlighted in a short video placed on the Athletics Website as well as social media platforms. Your logo will be featured as a 'presenting' sponsor at the beginning and end of the video.

#### **Social Media Platforms**

- Facebook (Game Updates/Upcoming Events/Promo Videos/Athletic Department News)
- Twitter (Game Results/Game Updates/Upcoming Events)
- Athletics Website (Team Pages (Schedules)/Athletic News)

## **PIONEER SPONSORSHIP BENEFITS**

**Cost: \$500 per year**

**Agreement Term: 1 Year Commitment**

### **Level Benefits**

#### **Scoreboard-Exclusive Placement**

Logo will be placed at the bottom of the Gym Scoreboard.

#### **Onsite Signage**

You will receive exposure by being placed on a Welcome to Trailblazer Athletics Banner as the 'Presenting' Sponsor.

\*All Home Gym/Field Events

Games/Tournaments

Camps

Field Events

#### **8<sup>th</sup> Grade Promotional Poster, Video Recognition**

At the conclusion of every year, the Blazer Athletic Department will honor all 8<sup>th</sup> grade student athletes by creating professional quality promotional posters which will be displayed for the following year.

As part of the end of year athletic banquet, student athletes will be highlighted in a short video placed on the Athletics Website as well as social media platforms. Your logo will be featured as a 'presenting' sponsor at the beginning and end of the video.

#### **Social Media Platforms**

- Facebook (Game Updates/Upcoming Events/Promo Videos/Athletic Department News)
- Twitter (Game Results/Game Updates/Upcoming Events)
- Athletics Website (Team Pages (Schedules)/Athletic News)

## **FOUNDER SPONSORSHIP BENEFITS**

**Cost: \$250 per year**

**Agreement Term: 1 Year Commitment**

### **Level Benefits**

#### **Onsite Signage**

You will receive exposure by being placed on a Welcome to Trailblazer Athletics Banner as the 'Presenting' Sponsor.

\*All Home Gym/Field Events

Games/Tournaments

Camps

Field Events

#### **Social Media Platforms**

- Athletics Website (Team Pages (Schedules)/Athletic News)
  - Note the team pages will be viewed by not only the DCS community, but other schools verifying game dates and addresses.

## **CORPORATE SPONSORSHIP OPPORTUNITIES**

### **Cross Country Course Naming Rights**

**Cost: \$10,000**

**Agreement Term: Permanent**

**Benefits: Exclusive naming rights on all signage, (Welcome To "Your Organization Name Here" Cross Country Course.**

\*Located at the teams staging area, Start/Finish Line.

\*Viewed by hundreds of participants every race.

### **Gym/Soccer Scoreboard Naming Rights**

**Cost: \$20,000**

**Agreement Term: 5 years**

**Benefits: Exclusive rights the soccer/gym scoreboard (Logo, Organization Name)**

### **Facility Naming Rights**

#### **Gymnasium/Soccer Field**

**Cost: \$100,000**

**Agreement Term: 10 years**

**Benefits: Exclusive rights to the Gymnasium/Soccer Field (Logo, Organization Name)**

\*Entrance

\*Mutually agreed upon placement within each facility.

**For More information, please contact Athletic Director:  
Dave Gehring      [dgehring@discoverycharterdurham.org](mailto:dgehring@discoverycharterdurham.org)**