

Elder Football

Return Of The Champions!



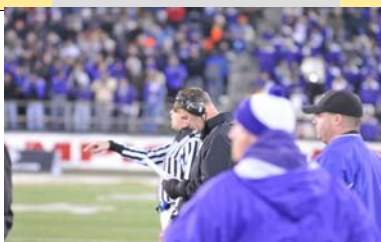
The Pit- "One of The top ten great places in America to watch a High School football Game." USA Today

2009 Radio Broadcast Sponsorship Guide



Elder Football 2009 Broadcast Schedule

Date	Opponent	Time	Home/Away	Location
08/29/09	East St Louis	8:15	A	UC Nippert Stadium
9/06/09	Colerain	TBA	H	The Pit
9/11/09	Louisville Trinity	7:30	H	The Pit
9/18/08	LaSalle	7:30	A	Lancer Stadium
9/26/09	Lakewood St Edward	7:00	A	Lakewood Stadium
10/02/09	St. Xavier	7:30	A	Bomber Stadium
10/09/09	Moeller	7:30	H	The Pit
10/16/09	Col. St Francis DeSales	7:30	H	The Pit
10/23/09	TBA	TBA	TBA	TBA
10/30/09	Western Hills	7:30	H	The Pit



Driving Panther Fans To Your Business

Now more than ever, it is vital that your marketing dollars pay off! Sponsoring Elder football in 2009 will see a new focused campaign designed to drive customers to your business.

Sponsor Of The Week– Each week during the regular season, a “Panther Power Package” level sponsor will be named the *Sponsor of The Week*. The sponsor of the week will be highlighted throughout the game by the announcers, and if that game is an Elder home game at the Pit, you (or a representative) will be interviewed from the booth!

The game your business picks to be “Sponsor of The Week” is your choice, however it is on a first come basis, so you will want to commit early!



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Sponsor Packages

Our Listeners Are Fanatics

Panther Power Package \$1995.00

On a typical Friday game night, our broadcast coverage begins with the pre-game report at 7PM, play by play starts at 7:30 PM, and then our "Wrap Up Show" finishes out the night from 10:00PM till 11:00PM with scores and comment. Four Hours of Prep Coverage! As a Panther Power sponsor, your thirty second commercial is rotated during this coverage three to four times. Your business name is also included in the open and closing "brought to you by" pre recorded segments. Each sponsor also gets live fifteen second promo plugs read by the announcer during the game.

Panther Power Package Upgrades (You must commit to above Panther Power Package level)

Panther Power Package level sponsors can set their message apart by upgrading with the following premium extras.

1. Game Title Sponsor \$1500.00– From the beginning until the end of the broadcast, all references to the game mentions your business. Example– "This is the Papa Angelo Pizza Elder game of the week"...

2. Halftime Report Title Sponsor \$700.00 example "This is the Knight Chevrolet Halftime Report..."

3. Star Of The Game Sponsor \$700.00

Unique and Creative Segment Upgrades

If you have committed to being a Panther Power sponsor, why not develop a unique and memorable segment-

Example- "that call by the officials is the Barney & Jones attorneys at law questionable call of the game. If you find yourself facing a tough call, call the professionals at..."

Other examples– Big Hits- "that's the Ryan's Auto Body Collision of the game..."

Investment- \$500.00

Presenting Sponsor Live Power Plugs-

Economical, but very effective! Your business name is included in the pre-recorded game open and close segments as a presenting sponsor. Instead of produced and recorded thirty second commercials, you receive two (2), twenty second "live read" promotional spots, read by the game announcer. These are rotated throughout the game, and insure great game placement!

Investment- \$1200.00

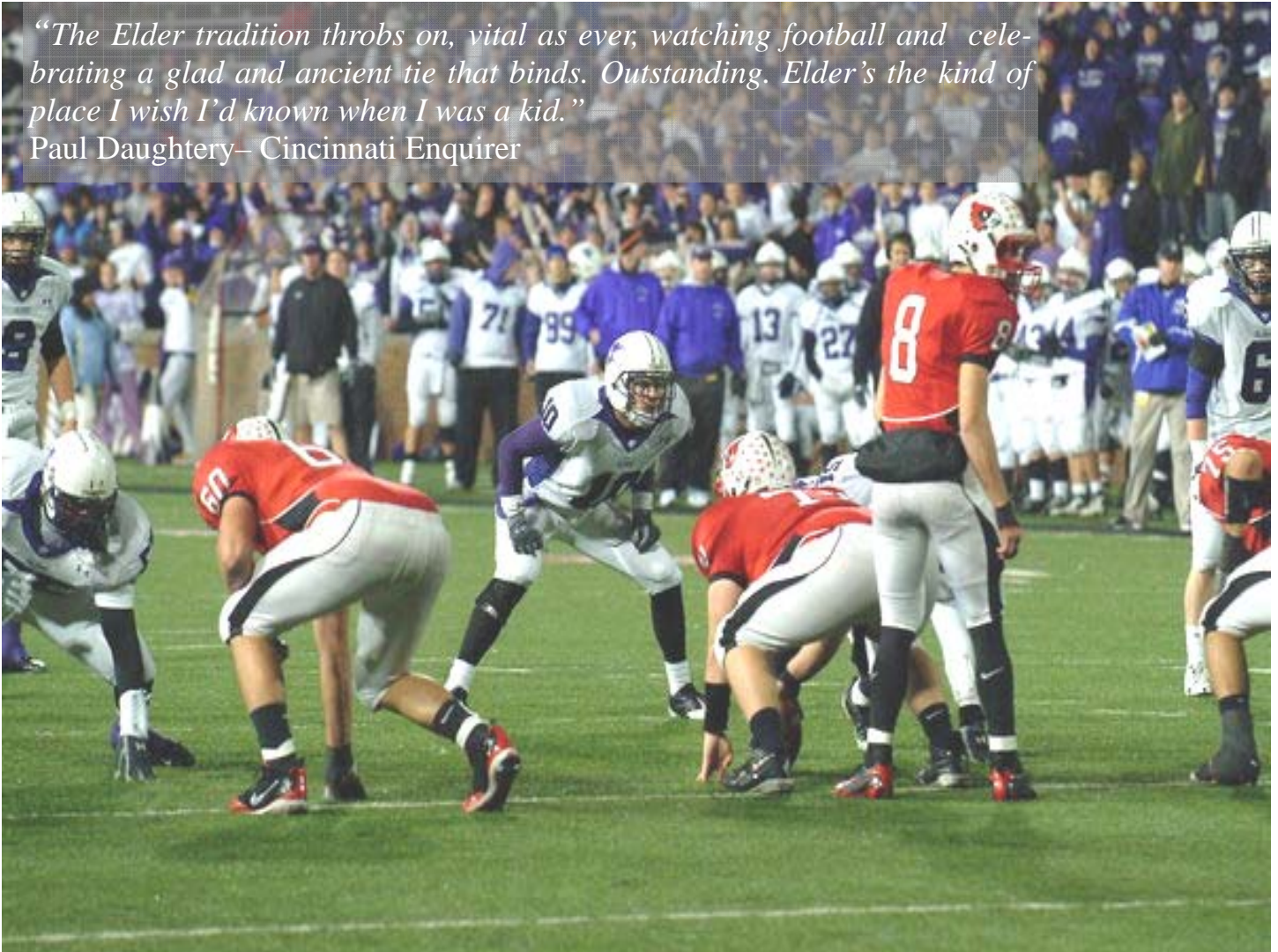


Playoff Coverage Sponsor Agreement-

If Elder would make it into the playoffs, we will broadcast those additional games. As a sponsor, you will be invoiced at a reduced rate of \$85.00 per game. The maximum possible additional games in the OH-SAA playoff system is five. **No** additional sponsors will be accepted.
(No jumping on the bandwagon!)

“The Elder tradition throbs on, vital as ever, watching football and celebrating a glad and ancient tie that binds. Outstanding. Elder’s the kind of place I wish I’d known when I was a kid.”

Paul Daughtery– Cincinnati Enquirer



“If you’re part of the Elder community, you view the school quite differently. You see it as the center of a bastion of right thinking and respect for tradition.”

Bill Koch
Cincinnati Enquirer



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“Everyone agrees, the biggest crowds in the city gather in Price Hill to follow the Panthers. Elder fans pack the Pit at nearly 10,000 a game, which is the stadium capacity”

Lonnie Wheeler
Cincinnati.com