

Sequoyah Touchdown Club

2024 Partnership Guide



Be A Part of

“Chief Nation”

**Put the excitement of Sequoyah Football to work
for you with a sponsorship of the Chiefs**

The Sequoyah Touchdown Club is a 501(c)3 Organization



A Note from the Coach



The support we receive each year from our community, fans and our corporate partners is a testament to the strength of this community. I am very proud to represent Sequoyah High School and our football program. Year after year I am amazed by the contributions of our corporate partners. These contributions are essential to the success of our program and are an integral part of the development of our student-athletes.

The Sequoyah Touchdown Club, our players, coaches and I look forward to welcoming your business as a proud partner of Sequoyah Football.

I can assure you that we will work as hard as we can on and off the field to represent our partnership at the highest level. We will continue investing in our community and your business.



Sincerely,

Jim Teter
Head Football Coach

Sequoyah Touchdown Club Partnership Guide

The Sequoyah Touchdown Club is a 501 (c) 3 Organization



2024 Partners

Connect with the players, coaches, Sequoyah Touchdown Club and the community to develop a mutually beneficial partnership for all parties involved including preseason Tailgate Party.

Help the Sequoyah Touchdown Club generate the financial resources needed to cover basic operational costs, transportation, equipment, meals, facilities, and personnel for to enhance the game day experience for all.

Invest in the Hickory Flat community through your support of the local team and develop brand recognition for your company through your partnership with Sequoyah Football.

Enjoy exposure for your company throughout the entire 2023-2024 school year as your message is seen at **all** events held at Skip Pope Football and Sequoyah Baseball Stadium .

Friends of the program that play a critical role in helping develop Sequoyah Football into a State Powerhouse.

Support the Sequoyah Football mission of *Developing Champions for Life*.



Sequoyah Touchdown Club Partnership Guide

The Sequoyah Touchdown Club is a 501 (c) 3 Organization



Partnership Packages

Partnership Packages				
Sponsorship Packages	Platinum	Gold	Silver	Bronze
	\$ 5,000	\$ 2,500	\$ 1,500	\$ 750
Sequoyah TD Club Membership	X	X	X	X
Print Media				
Full page color advertisement in the Sequoyah Chiefs Football Media Guide; photo with players	X	X		
Half page color advertisement in the Sequoyah Chiefs Football Media Guide; photo with players			X	
Quarter page color advertisement in the Sequoyah Chiefs Football Media Guide				X
Stadium Advertising				
Company logo on the Jumbotron - Year Round	X	X		
Company logo on the Jumbotron - Football Season			X	X
High Visibility Football Sign at Stadium (Large)	X	X		
High Visibility Football Sign at Stadium (Standard)			X	X
Game Day PA Announcements	X	X	X	
Website & Social Media Advertising				
Company name and website on Sequoyah Football Website with link to company website (rotation time varies between tiers)	X (Top Tier)	X (Mid Tier)	X (Lower Tier)	X (Lower Tier)
Social Media	X	X	X	X
A LA CART OPTIONS				
Package	Price			
Jumbotron Commercial - Game Day 20-30 seconds	\$ 500			
Media Guide - Color Full Page AD	\$ 400			
Media Guide - Color Half Page Ad	\$ 275			
Media Guide - Color Quarter Page Ad	\$ 150			

Sequoyah Touchdown Club Partnership Guide

The Sequoyah Touchdown Club is a 501 (c) 3 Organization



Partnership Opportunities

Platinum (Maximum of 5 packages) \$5000

- All TD, first down, 3rd down, halftime announcements during the game include company name
- Touchdown Club Membership with name published in 2024 Sequoyah Chiefs Football media guide
- Year round (rotating) display of your Company Logo on Jumbotron; all sports seasons including football, lacrosse and soccer
- Full page color advertisement in 2024 Sequoyah Chiefs Football media guide
- Gameday PA Announcements “special thanks to _____”
- Large signage on the ‘high visibility’ board (near home side ticket booth)
- Company name/website on Sequoyah Football website with link to company website; top-tier with 6 second pause
- Photo with company owner and Sequoyah Chief players (for use in the media guide)
- Social Media recognition

Gold Package \$2500

- Touchdown Club Membership with name published in 2024 Sequoyah Chiefs Football media guide
- Year round (rotating) display of your Company Logo on Jumbotron; all sports seasons including football, lacrosse and soccer
- Full page color advertisement in media guide
- Gameday PA Announcements “special thanks to _____”
- Large signage on the ‘high visibility’ board (near home side ticket booth)
- Company name/website on Sequoyah Football website with link to company website; mid-tier with 4 second pause
- Photo with company owner and Sequoyah Chief players (for use in the media guide)
- Social Media recognition

Sequoyah Touchdown Club Partnership Guide

The Sequoyah Touchdown Club is a 501 (c) 3 Organization



Partnership Opportunities

Silver Package \$1250

- Touchdown Club Membership with name published in 2024 Sequoyah Chiefs Football media guide
- Half page color advertisement in media guide
- Football season (rotating) display of your Company Logo on Jumbotron (Aug – Nov)
- Gameday PA Announcements “special thanks to _____”
- Signage on the ‘high visibility’ board (near home side ticket booth)
- Company name/website on Sequoyah Football website with link to company website; lower-tier with 2 second pause
- Photo with company owner and Sequoyah Chief players (for use in the media guide)
- Social Media recognition

Bronze Package \$750

- Touchdown Club Membership with name published in 2024 Sequoyah Chiefs Football media guide
- Football season (rotating) display of your Company Logo on Jumbotron (Aug – Nov)
- Quarter page color advertisement in media guide
- Signage on the ‘high visibility’ board (near home side ticket booth)
- Company name/website on Sequoyah Football website with link to company website; lower-tier with 2 second pause
- Social Media recognition

A La Cart Options

- Jumbotron Commerical - Game Day 20-30 seconds - \$500
- Media Guide - Color Full Page AD - \$400
- Media Guide – Color 1/2 Page AD - \$275
- Media Guide - Color 1/4 Page AD - \$150

Sequoyah Touchdown Club Partnership Guide

The Sequoyah Touchdown Club is a 501 (c) 3 Organization





Partnership Contact Information



(All Partnerships Commitments are for 1 Year)

Please contact the following:

Jeff Craig: (404) 435-9282
jeffcraig60@hotmail.com

Day Craig: (404) 434-1935
day.craig@cherokee.k12.net
or through our website

<https://www.sequoyahfootball.com/sponsors>

