

In order for Eastern Guilford to continue to offer a comprehensive and quality high school sports program to this community, we **MUST** have your experience, expertise, enthusiasm and financial support. The annual budget required to operate this program is approximately \$120,000 per school year. We receive \$17,850 per year from the Guilford County School System to maintain and repair equipment. The balance must come from gate receipts, concessions, fund raising and corporate sponsorships. Each year, over 300 EGHS students participate in the learning and maturing process that is the product of high school competition. Without your support, we face the possibility of significantly reducing both the quality and quantity of our sports programs.

Corporate Partner Market Expectations

Companies and/or individuals who enter into a partnership with Eastern Guilford Athletics can expect to reap numerous dividends. Our marketing guide is designed to have both parties emerge as winners. We will strive to create unique corporate packages to meet the specific needs of each sponsor. Sports' marketing offers each client a variety of avenues through which they may put their logo, brand and product directly in front of a captive audience. Corporate partners receive valuable exposure for their investment, including advertising in the form of arena and stadium signage, display print, web site and broadcast commercials. In addition, partners receive benefits that include tickets to events, pre-event hospitality and parking.

Let's face it... with all of the financial cutbacks our educational systems have had to endure; fund raising has become a higher priority than ever! For years, one-way many schools have opted to raise money is by using corporate sponsors. Be a part of the highly visible Wildcat's All Sports game-day programs. These programs are sold at all home games and are also given to the media & visiting teams. The direct crowd exposure lends itself toward building a positive community image. Moreover, we'll do our best to promote our sponsors at every opportunity throughout the year.

Your generous contribution will be used to further support our many student-athletes at EGHS. We're hoping that you'll become or continue to be a devoted friend to our school and community.

We respectfully encourage your participation.

Kindest Regards,



Randall Hackett
Eastern Guilford High School

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**Please fill out
the enclosed **CONTRACT**
and return it today!**

**For more
information
contact:**

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**Eastern Guilford
High School
ATHLETICS**

**Corporate
Marketing
Program**

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