



# CATHEDRAL HIGH SCHOOL

2020-2021 | Sports Advertising  
at a glance





2020-2021

# CATHEDRAL SPORTS ADVERTISING OPPORTUNITIES

at-a-glance

ELEMENT	DATE	COST	AVAILABILITY
<b>Athletic Website</b> One of the most visited athletic sites in the state with 30,000 views per month on average	12-month contract	\$1,000-\$3,500	Title Sponsor Gold Sponsor Silver Sponsor Sport Sponsor
<b>Team Snap App</b>	12-month contract	\$13,500	App Sponsor
<b>Sports Scoreboard</b> Welch Activity Center	12-month contract	\$2,500-\$5,000	Gold Banner Silver Banner A Silver Banner B
<b>Football Radio</b> Reaching Fighting Irish fans on WNDE and iHeart radio	August-November	\$2,500-\$6,800	Title Sponsor Scoreboard Sponsor Game Reset Sponsor Coach's Interview Sponsor (2) Show Sponsor (3) Irish Football History Sponsor Trivia Question Sponsor Feature Sponsor (14) *Custom sponsor opportunities available upon request.

For more information on event sponsorships, contact:

Michelle Rhodes '01 Taylor, Senior Director of Advancement – [mtaylor@gocathedral.com](mailto:mtaylor@gocathedral.com) or 317.968.7311.

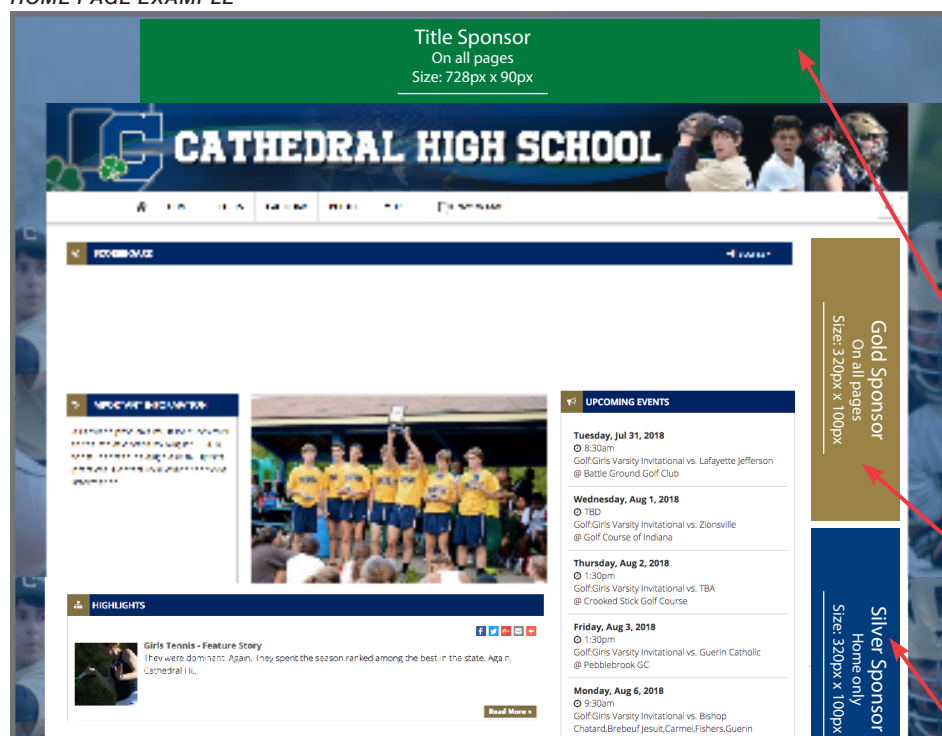


# 2020-2021 ATHLETIC WEBSITE ADVERTISING OPPORTUNITIES

## REACH A LARGE, LOYAL AND CONTINUOUSLY GROWING AUDIENCE BY ADVERTISING ON CATHEDRAL'S ATHLETIC WEBSITE.

Cathedral's athletic website offers outstanding opportunities to reach our Fighting Irish audience made up of alumni, students, parents and friends. The Cathedral athletic website historically receives over 30,000 views a month and up to 50,000 views during a championship season (which is quite often as we are one of the winningest sports programs in the state).

### HOME PAGE EXAMPLE



### Available Annual Sponsorships:

#### TITLE SPONSOR

Position: Banner ad at the top of the website  
Number available: 3 (category exclusivity)  
Size: 728 x 90  
Investment: \$3,500/year

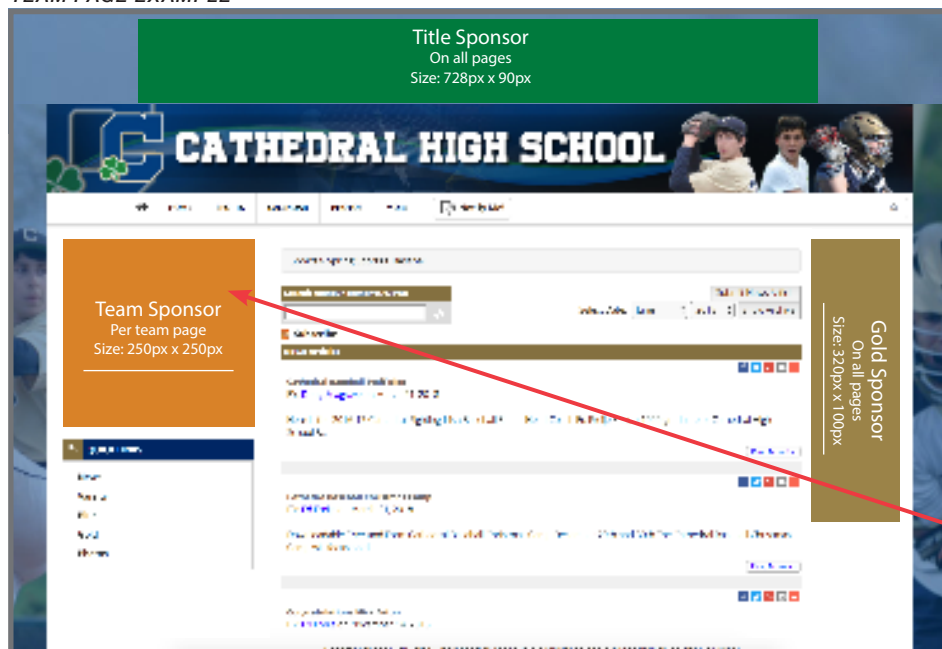
#### GOLD SPONSOR

Position: Rectangular ad on the right sidebar of the website  
Number available: 4  
Size: 320 x 100  
Investment: \$1,500/year

#### SILVER SPONSORSHIP

Position: Rectangular ad on the right sidebar of the homepage  
Number available: 4  
Size: 320 x 100  
Investment: \$750/year

### TEAM PAGE EXAMPLE



#### TEAM SPONSOR

Position: Square ad on a team page  
Number available: 3 per team/25 teams total  
Size: 250 x 250  
Investment: \$1,000/year (per team page)\*  
\*Reduced rate available for companies advertising on more than 2 team pages per year.

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# SCORERS BENCH ADVERTISING

WELCH ACTIVITY CENTER

2020-2021

## IN-GAME ADVERTISEMENTS ON A 60" LED DIGITAL SCREEN



AD DESCRIPTION	ANNUAL	AVAILABILITY
All Seasons (30 Seconds)	\$1,000	Available
All Seasons (15 Seconds)	\$500	Available
All Seasons (10 Seconds)	\$250	Available
Sport Specific (5 Seconds)	\$100	Available

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# SPORTS SCOREBOARD ADVERTISING

WELCH ACTIVITY CENTER

2020-2021

**SILVER A**  
**YOUR COMPANY HERE**

**SILVER B**  
**YOUR COMPANY HERE**

**IRISH** **PERIOD** **GUEST**

**48** **2** **45**

**FOULS** **T.O.L.** **PLAYER FOUL** **T.O.L.** **FOULS**

**6** **4** **10 2** **3** **10**

**SCORE** **MATCH** **SCORE**

**GOLD**  
**YOUR COMPANY HERE**

AD DESCRIPTION	ANNUAL	AVAILABILITY
Gold Banner (bottom)	\$5,000	North - <b>Sold</b> South - <b>Available</b>
Silver Banner A (top left)	\$2,500	North - <b>Available</b> South - <b>Available</b>
Silver Banner B (top right)	\$2,500	North - <b>Sold</b> South - <b>Sold</b>

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# FOOTBALL RADIO ADVERTISING

## 2020



### THE TRADITION AND SUCCESS OF INDIANAPOLIS CATHEDRAL FOOTBALL

The tradition and success of Indianapolis Cathedral football are second to none in the state of Indiana. The Fighting Irish have won more games all-time than any other high school in the Hoosier state<sup>1</sup>. Dating back 101 seasons to their first game in 1919, the Irish have played more than 1,000 games with a record of 734-296-19.

Cathedral's tournament success includes 12 state titles (in three different classes), an unprecedented five consecutive championships, a record 32-game post-season winning streak spanning six seasons, and an overall winning percentage of 83% since the Indiana High School Athletic Association's tournament began in 1973.

Eight Cathedral graduates have advanced to play in the National Football League including: Mark Clayton (1983-1993), Moe Gardner (1991-1996), Darrick Brownlow (1991-1996), Blaine Bishop (1993-2002), Jeremy Trueblood (2006-2013), Mathias Kiwanuka (2006-2014), Jack Doyle (2013-Present), Ted Karras (2017-Present), Terry McLaurin (2019-Present), Reece Horn (2019-) and Kendall Coleman (2020-Present).

<sup>1</sup> Evansville F.J. Reitz High School (1919-Present) is second in wins with a 708-282-29 record according to the Indiana Football Coaches Association and ReitzFootball.com

<sup>2</sup> Pro-Football-Reference.com



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## CATHEDRAL HIGH SCHOOL 2020 Varsity Football Schedule

DATE	TIME	OPPONENT	LOCATION
Fri Aug 21	7:00 PM	Westfield	@ Westfield H.S.
Fri Aug 28	7:00 PM	Carmel	@ Carmel H.S.
Fri Sept 4	7:30 PM	Penn	@ Penn H.S.
Fri Sept 11	7:00 PM	Bishop Chatard	@ Bishop Chatard H.S.
Fri Sept 18	7:00 PM	Saint Xavier	Arlington H.S.
Fri Oct 2	7:30 PM	Louisville Trinity (Kentucky)	@ Trinity H.S.
Fri Oct 9	7:00 PM	Brebeuf Jesuit	Arlington H.S.
Fri Oct 16	7:00 PM	Center Grove	@ Center Grove H.S.



### POSTSEASON GAMES

Fri Oct 23 Sectional  
 Fri Oct 30 Sectional  
 Fri Nov 6 Sectional  
 Fri Nov 13 Regional  
 Fri Nov 20 Semi-State  
 Sat Nov 28 State Finals



# FOOTBALL RADIO ADVERTISING

## 2020

### FOOTBALL RADIO SPONSORSHIP RATES

Sponsorships include nine regular season games plus one tournament game guaranteed. An additional five playoff games are included at no charge if the Irish advance in post-season play. **Cost includes writing, voiceover, and production of one :30 spot.**

#### TITLE SPONSOR

**\$6,800**

- Company name on all game broadcasts (minimum 10 mentions per game): "Cathedral football is presented by (name)".
- Four billboards per game. Mention of sponsor name and tagline during opening, closing and twice in-game.
- Four :30 spots per game (two to run during game, one pre-game, one during post-game show)
- **Cost includes writing, voiceover, and production of one :30 spot**

SPONSORSHIP	AVAILABILITY
Title Sponsor	<b>SOLD</b>

#### SCOREBOARD SPONSOR/GAME RESET SPONSOR

**\$5,200**

- Company name mentioned a minimum of 10 times throughout the broadcast each time the score is announced. Going to commercial break: "On the (company name) scoreboard, the Irish lead 7-to-3." Or coming back from commercial break: "The (company name) game reset, it's Cathedral 7, Opponent 3."
- Four billboards per game. Mention of sponsor name and tagline during the opening, closing, and twice in-game
- Two :30 spots during the halftime show
- **Cost includes writing, voiceover, and production of one :30 spot**

SPONSORSHIP	AVAILABILITY
Scoreboard Sponsor	<b>SOLD</b>
Game Reset Sponsor	<b>Available</b>

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### COACH'S INTERVIEW SPONSOR

**\$4,500**

- Company name on pre-game or post-game coach's interviews (minimum 3 mentions per game): "This is the (name) pre-game/post-game conversation with Irish Head Coach Bill Peebles."
- Four billboards per game. Mention of sponsor name and tagline during the opening, closing, and twice in-game
- Three :30 spots per game (one each to run pre-game or post-game, in-game, and halftime show)
- **Cost includes writing of spots, voice-over talent, and production one :30 spot**

SPONSORSHIP	AVAILABILITY
Pre-game Coach's Interview Sponsor	Available
Post-game Coach's Interview Sponsor	Available

### SHOW SPONSOR

**\$3,500**

- Company name on pre-game, halftime, or post-game show (minimum 5 mentions per game): "This is the (name) pre-game/halftime/post-game show".
- Four billboards per game. Mention of sponsor name and tagline during opening, closing, and twice in-game
- Four :30 spots per game (one to run during game, three in pre-game, halftime, or post-game shows)
- **Cost includes writing of spots, voice-over talent, and production one :30 spot**

SPONSORSHIP	AVAILABILITY
Pre-game Show Sponsor	Available
Post-game Show Sponsor	Available
Halftime Show Sponsor	SOLD

### THIS WEEK OF IRISH FOOTBALL HISTORY WITH JIM MCLINN SPONSOR

**\$3,000**

- Unique 60-second produced history feature each week voiced by Jim McLinn '70
- Company name on feature (minimum 3 mentions per game)
- One :30 spot in halftime show near feature
- Four billboards per game. Mention of sponsor name and tagline during the opening, closing, and twice in-game
- **Cost includes writing of spots, voice-over talent, and production one :30 spot**

SPONSORSHIP	AVAILABILITY
This Week of Irish Football History Sponsor	Available

## CATHEDRAL FOOTBALL TRIVIA QUESTION SPONSOR

**\$3,000**

- New trivia question each week asked in 2nd quarter and answered in 3rd quarter
- Company name on feature (minimum 4 mentions per game)
- Three :30 spots per game (Two pre-game, one in-game)
- Four billboards per game. Mention of sponsor name and tagline during the opening, closing, and twice in-game
- Company name on archived questions and answers on [gocathedralathletics.com](http://gocathedralathletics.com)
- **Cost includes writing of spots, voice-over talent, and production one :30 spot**

SPONSORSHIP	AVAILABILITY
Football Trivia Question Sponsor	<b>Available</b>

## FEATURE SPONSOR

**\$2,500**

- Company name on a special feature (minimum 3 mentions per game). Special features may be available to tie-in with products or brand positioning. See list of features below.
- Four billboards per game. Mention of sponsor name during opening, closing, and twice in-game
- One :30 spot per game (to run near purchased feature during pre-game, halftime, or post-game show)
- **Cost includes writing of spots, voice-over talent, and production one :30 spot**

SPONSORSHIP	AVAILABILITY
Starting Lineups Sponsor	<b>Available</b>
Scouting Report Sponsor	<b>Available</b>
Inside the Numbers Sponsor	<b>Available</b>
Keys to the Game Sponsor	<b>SOLD</b>
Game Conditions Sponsor	<b>Available</b>
Halftime Interview Sponsor	<b>Available</b>
Injury Report	<b>Available</b>
Final Statistics	<b>Available</b>
Play of the Game	<b>Available</b>
Player of the Game	<b>Available</b>
Sub of the Game	<b>Available</b>
First Half Scoring Summary	<b>Available</b>
First Half Statistics	<b>Available</b>
Final Scoring Summary	<b>Available</b>
Next Game Preview	<b>Available</b>

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