



CATHEDRAL HIGH SCHOOL
2018-2019 | Sports Sponsorships
at a glance

IRISH



2018-2019

CATHEDRAL SPORTS SPONSORSHIP OPPORTUNITIES

at-a-glance

ELEMENT	DATE	COST	AVAILABILITY
Athletic Website 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	1. Title Sponsor 2. Gold Sponsor 3. Silver Sponsor 4. Sport Sponsor
Team Snap App	12-month contract	\$3,500	App Sponsor
Sports Scoreboard Welch Activity Center	12-month contract	\$2,500-\$5,000	Gold Banner Silver Banner A Silver Banner B
Football Radio 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 Irish Football History Sponsor Trivia Question Sponsor Feature Sponsor (11) *Custom sponsor opportunities available upon request.

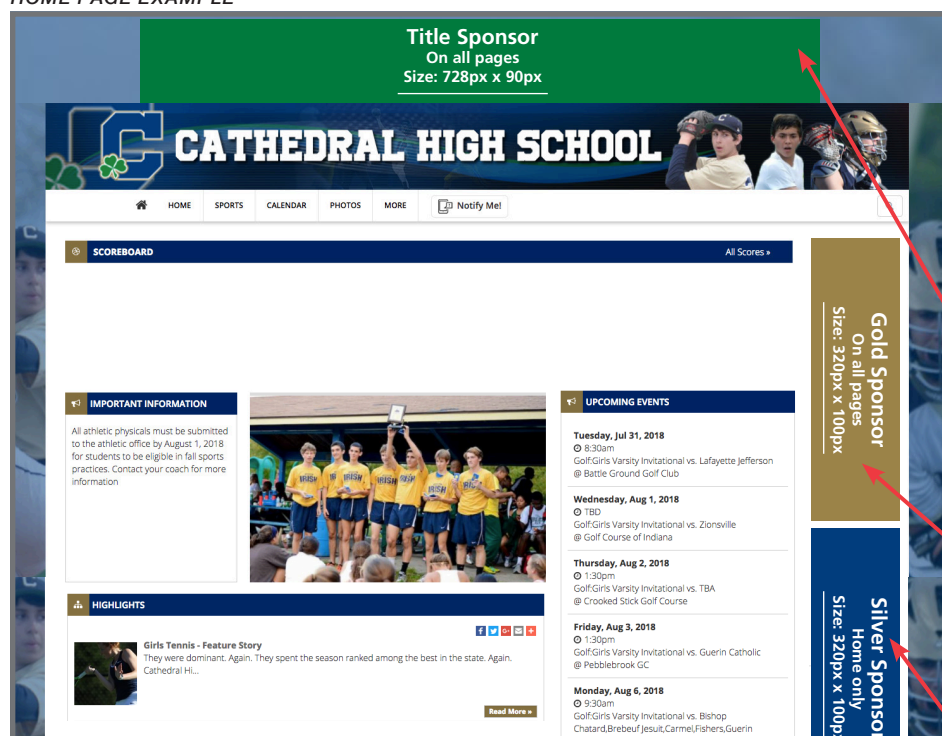


2018-2019 ATHLETIC WEBSITE SPONSORSHIP OPPORTUNITIES

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

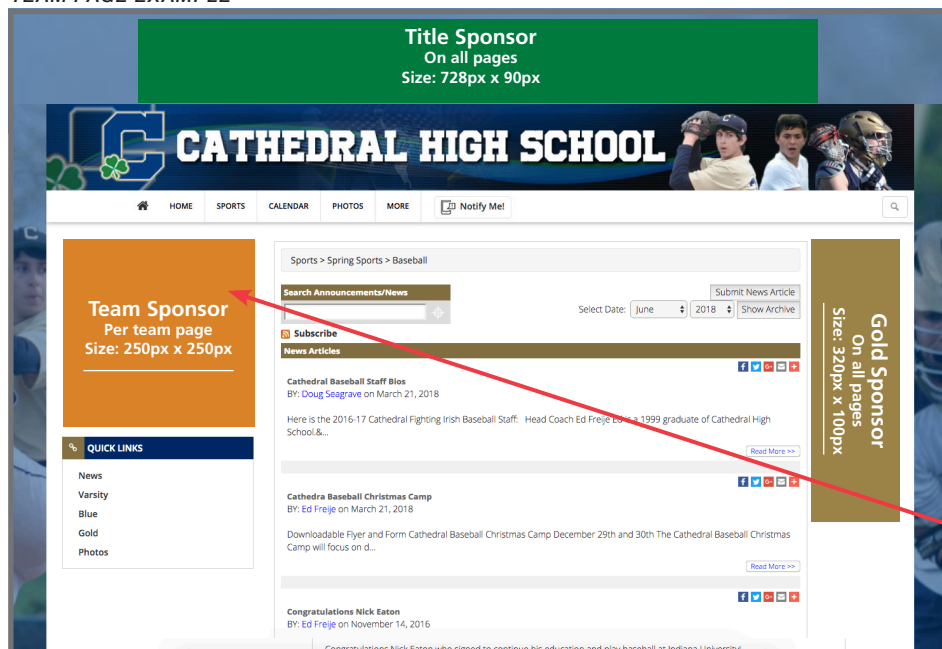
GOLD SPONSOR

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.

For more information on event sponsorships, contact:
Michelle Rhodes '01 Taylor, Senior Director of Advancement – mtaylor@gocathedral.com or 317.968.7311.



SPORTS SCOREBOARD ADVERTISING

WELCH ACTIVITY CENTER

2018-2019

AD DESCRIPTION	ANNUAL	AVAILABILITY
Gold Banner (bottom)	\$5,000	
Silver Banner A (top left)	\$2,500	
Silver Banner B (top right)	\$2,500	

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FOOTBALL RADIO ADVERTISING

2018-2019



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 state¹. Dating back 99 seasons to their first game in 1919, the Irish have played more than 1000 games with a record of 719-287-19.

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), and Ted Karras (2017-Present)².

¹Evansville F.J. Reitz High School (1919-Present) is second in wins with a 699-270-29 record according to the Indiana Football Coaches Association and ReitzFootball.com.

²Pro-Football-Reference.com



CATHEDRAL HIGH SCHOOL 2018-2019 Varsity Football Schedule

DATE	TIME	OPPONENT	LOCATION
Fri Aug 17	7PM	Noblesville	Lucas Oil Stadium
Sat Aug 24	7PM	Brownsburg High School	@ Brownsburg High School
Fri Aug 31	7PM	Cincinnati Elder	Marian University
Fri Sep 7	7PM	Bishop Chatard	@ Bishop Chatard
Fri Sep 14	7:30PM	St. Xavier H.S. Cincinnati	@ University of Indianapolis
Fri Sep 21	7PM	Jeffersonville High School	@ Jeffersonville High School
Fri Sep 28	7:30PM	Larry A. Ryle High School	Indianapolis Tech
Sat Oct 6	7PM	Cleveland St. Edward's	@ Cleveland St. Edward's
Fri Oct 12	7PM	Center Grove	@ Center Grove

POSTSEASON GAMES



Fri Oct 19	Sectional First Round or Bye
Fri Oct 26	Sectional Semifinal
Fri Nov 2	Sectional Championship
Fri Nov 9	Regional
Fri Nov 16	Semi-State
Fri Nov 24	State Finals



FOOTBALL RADIO ADVERTISING

2018-2019

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 (1 AVAILABLE)

\$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	SOLD

SCOREBOARD SPONSOR/GAME RESET SPONSOR (2 AVAILABLE)

\$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 or adjacent to halftime show
- **Cost includes writing, voiceover, and production of one :30 spot**

SPONSORSHIP	AVAILABILITY
Scoreboard Sponsor	
Game Reset Sponsor	

COACH'S INTERVIEW SPONSOR (2 AVAILABLE)

\$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, 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	
Post-game Coach's Interview Sponsor	

SHOW SPONSOR (3 AVAILABLE)

\$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	
Post-game Show Sponsor	
Halftime Show Sponsor	

THIS WEEK OF IRISH FOOTBALL HISTORY WITH JIM MCLINN SPONSOR (1 AVAILABLE)

\$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
- Company name on archived audio on gocathedralathletics.com
- **Cost includes writing of spots, voice-over talent, and production one :30 spot**

SPONSORSHIP	AVAILABILITY
This Week of Irish Football History Sponsor	

CATHEDRAL FOOTBALL TRIVIA QUESTION SPONSOR (1 AVAILABLE)

\$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
- 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
- **Cost includes writing of spots, voice-over talent, and production one :30 spot**

SPONSORSHIP	AVAILABILITY
Football Trivia Question Sponsor	SOLD

FEATURE SPONSOR (11 AVAILABLE)

\$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 adjacent to 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	
Scouting Report Sponsor	
Inside the Numbers Sponsor	
Keys to the Game Sponsor	
Game Conditions Sponsor	
Halftime Interview Sponsor	
Injury Report	SOLD
Final Statistics	
Play of the Game	
Player of the Game	
Sub of the Game	