

Why market with Swartz Creek Athletics?

The High School Market:

- Massive Spending Power
- Average Teen Earns \$94 per Week
- Average Teen Spends +85% of All Money Earned
- Fiercely Brand Loyal - Purchase Same Brand 2 out of 3 Shopping Trips
- Teens Represent "New Consumers" Which Equal Early Branding Opportunities
- Top Items That Students are Responsible for Paying for:
 - Entertainment Expenses 82%
 - Clothing 58%
 - Car and Related Expenses 50%
 - School Needs 31%

Swartz Creek High School Assets:

- Teens Spend 50% of Waking Hours in School
- 1250+ Students (Plus Parents, Family, Media, Community Attendees, Visitors)
- 18 Sports/53 Teams/80+Coaches
- 300+ Home Events per Year
- 3 Seasons per Year (Fall - Winter - Spring)
- Community Support - Image Enhancement

Other Potential Marketing Opportunities:

- Underwriting Booster Events
- Booth/Event Opportunity
- Pre-game or 1/2 Time promotion
- Sports Program Advertising
- P.A. Announcements
- Logo Recognition in Mailings and Programs
- Web Site Recognition
- Scholarship or Awards Co-Presenter
- Fundraiser "Sponsored By" Opportunities

Benefits to the Sponsor:

- Consumer Research
- Increased Sales
- Generate Brand Awareness
- Community Relations and Recognition
- Image Enhancement
- Tax Deductible (when applicable)
- Promotion/Advertising by Favorable Media