

## Asheboro City Schools Athletics Game Sponsor - Overview and Guidelines

- Purpose:**
- To raise revenue in support of the interscholastic athletic program in Asheboro City Schools;
- To encourage organizations and businesses in Asheboro and Randolph County to advertise at interscholastic athletic events.
- Sponsor Information:**
1. Game sponsorships are available upon request and must be approved according to Board of Education Policy 5240 - Advertising in the Schools.
  2. Game sponsorships are available for \$250.00. For the 2013 - 2014 fall sports season.
  3. Sponsors may set up in the designated place in the stadium between 5:45 and 6:00 and remain through the conclusion of the game. The sponsor will be responsible for their own table and other set-up materials.
  3. Game sponsorships include:
    - 12' x 15' advertisement space at the stadium entrance.
    - Four (4) 15-second public address announcements to be aired during each quarter.
    - Sponsorship of the starting lineups ("And now, Blue Comets' fans, tonight's starting lineups sponsored by Name of organization or business.")
  4. Game sponsors may distribute promotional items, sample products, promote specials, and/or discuss their products with fans.
  5. Game sponsors (as indicated in Board of Education Policy 5240 - Advertising in the Schools) are prohibited from advertising that:
    - Is vulgar, indecent, or obscene;
    - Contains libelous statements, personal attacks or abusive language;
    - Causes a disruption of a school activity;
    - Encourages the commission of unlawful acts or the violation of school regulations;
    - Is inappropriate considering the age of the students in the school;
    - Includes information that is false or inaccurate; or,
    - Advertises any product not permitted to minors by law.

**Available Events:**

**6 Varsity Football Games**

**4 JV Football Games**

**11 Varsity and JV Soccer Games**

**3 Cross Country Meets**

**Process:**

Organizations and businesses should contact:

Dee Bulla, Athletic Director - Asheboro High School

336.625.6185

[dbulla@asheboro.k12.nc.us](mailto:dbulla@asheboro.k12.nc.us)