



# **ADVERTISING & SPONSORSHIP OPPORTUNITIES**

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***LEARNING TODAY, LEADING TOMORROW***



## CONNECT WITH THE WENTZVILLE SCHOOL DISTRICT

The Wentzville School District now offers local businesses the unique opportunity to promote through various marketing and advertising channels. Your investment helps ensure the continuation of the high level of education provided by the District along with support for the students, teachers, staff, activities and athletics of the WSD.

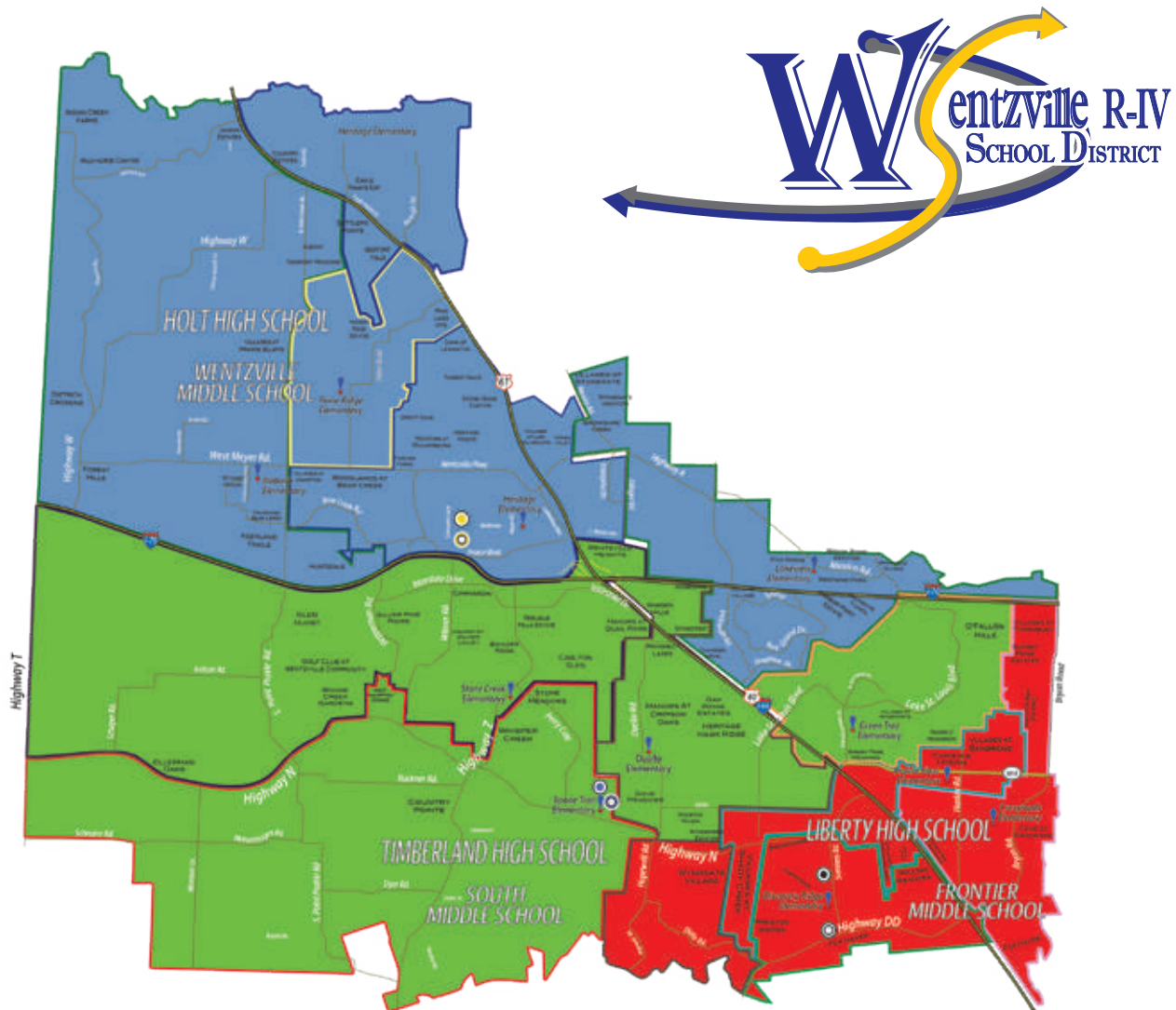
By partnering with the Wentzville School District, businesses can receive valuable exposure in several different ways, while simultaneously demonstrating to the community that they actively support a growing, well-respected and innovative District.

This booklet provides a number of introductory benefits that are aimed at providing strategic marketing and sponsorship opportunities for businesses and organizations of various sizes. We welcome your support and partnership as we look to support our students, stakeholders and the community.



# ABOUT THE DISTRICT

The Wentzville School District is located in Saint Charles County, one of the fastest growing counties in the nation and the fastest growing area in Missouri. The county boasts a good blend of commercial, industrial and residential growth. The Wentzville School District is geographically located in the western part of the county or 40 miles west of downtown St. Louis. The District serves an 89-square mile area including all or part of Dardenne Prairie, Foristell, Lake Saint Louis, O'Fallon and Wentzville. The District currently has 12 elementary, three middle schools and three high schools, with plans underway for an additional elementary school and high school following the passing of Proposition E in April, 2018.



## OUR SCHOOLS

Barfield Early Childhood  
Boone Trail Elementary  
Crossroads Elementary  
Discovery Ridge Elementary  
Duello Elementary  
Frontier Middle School  
Green Tree Elementary

Heritage Primary (K-2)  
Heritage Intermediate (3-6)  
Holt High School  
Lakeview Elementary  
Liberty High School  
Pearce Hall  
Peine Ridge Elementary

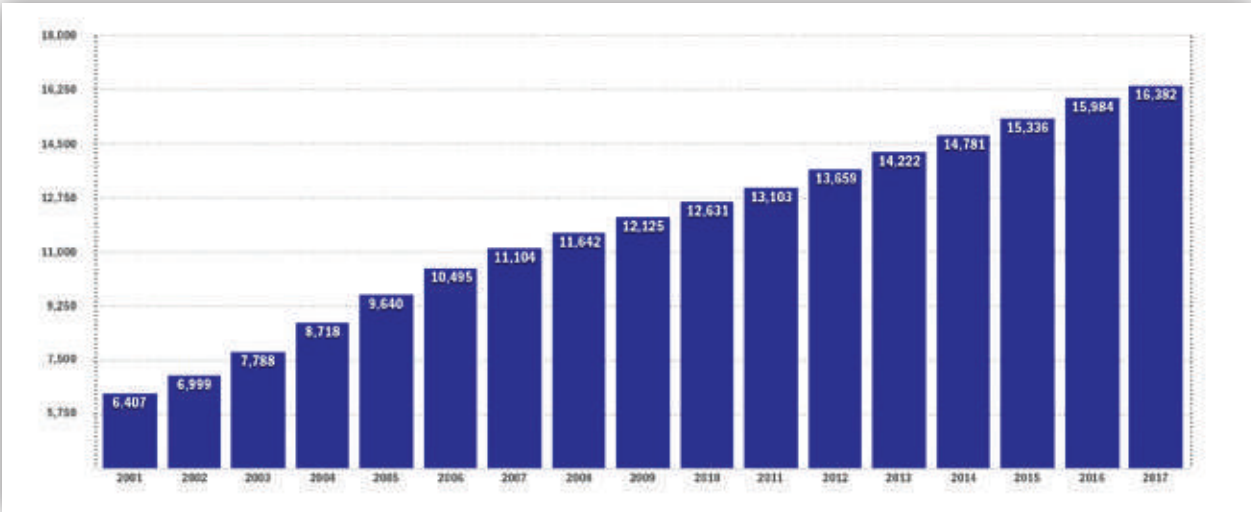
Prairie View Elementary  
Stone Creek Elementary  
Timberland High School  
Wabash Elementary  
Wentzville Middle School  
Wentzville South Middle School



# THE FASTEST GROWING DISTRICT IN MISSOURI

The Wentzville School District is the fastest growing in Missouri, adding on average 600+ students every year since 2001. Enrollment growth and construction have defined our District in the 21st Century. The WSD is now the 11th largest in Missouri with over 16,380 students enrolled in grades K-12. According to projections in a demographic study released earlier in 2017 by Business Information Services, the district could add between 5,500 and 6,700 new students over the next decade.

## ACTUAL YEAR-BY-YEAR SEPTEMBER ENROLLMENT



## ENROLLMENT PROJECTIONS





## SPONSORSHIP OVERVIEW

For years, businesses and organizations in this proud and rapidly growing community have sought tangible ways to partner with the school district. I'm pleased to share that day has finally arrived. The Wentzville School District is excited to announce the launch of a sponsorship program to support our athletic and co-curricular programs. We have designed a number of partnership opportunities that are tailored to fit many different needs and budgets.

Each sponsorship package provides tangible, highly visible messaging options that have been created to advertise your business or organization to thousands of potential customers across this ever-growing school district. At the same time, your investment and collaboration in the continuation and advancement of public education will also be recognized, as you align with our highly-regarded District.

Each opportunity outlined in the booklet is aimed at highlighting the benefits of partnering with the Wentzville School District. If you have questions, please contact Derrick Docket, Director of Marketing at 636-327-3800 ext. 20368 or [derrickdocket@wsdr4.org](mailto:derrickdocket@wsdr4.org).

We thank you for your interest and look forward to partnering with you.

Curtis Cain, Ph.D.  
Superintendent of Schools  
Wentzville R-IV School District





# SPONSORSHIP BENEFITS

## WEBSITE LOGO AND LINK

Your company's logo will be featured as a supporting sponsor of the District along with a link to your website.

## LOGO IN PRINT PROGRAMS (3 HIGH SCHOOLS)

Your company's logo will be featured as a supporting sponsor of the District in various athletic and activities programs (when available).

## PRINT ADVERTISEMENT (3 HIGH SCHOOLS)

Highlight your business with a full, half or quarter page print advertisement in various programs for athletics, theater and other special events in the District.

## PUBLIC ADDRESS ANNOUNCEMENTS (3 HIGH SCHOOLS)

Your company's name and messaging will be highlighted during various athletic events.

## GYMNASIUM/FIELD SIGNAGE (3 HIGH SCHOOLS)

Advertise your business on a large full color banner installed year round in the high school gymnasiums and displayed during football, soccer, basketball, volleyball and events.

## PROMOTIONAL TABLE (3 HIGH SCHOOLS)

Expose your business or product to those in attendance during various athletic and performing arts events.

## MOBILE APP LOGO AND LINK

The Wentzville School District mobile app is a central hub of information and messaging. Your business logo along with a link to your website will be featured within the app menu.

## ATHLETIC EVENT/ACTIVITY SPONSOR (DISTRICT-WIDE AND 3 HIGH SCHOOLS)

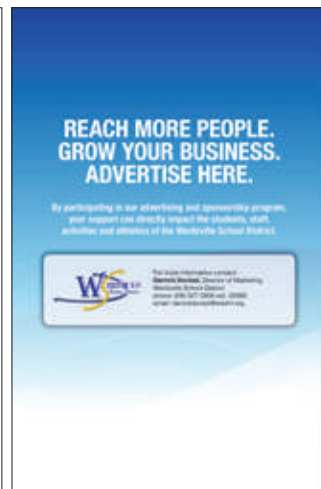
Your businesses would be spotlighted as the game or event sponsor for a specific activity. This would include logo placement on the program cover as the sponsor, recognition in public address announcements (where available) and the business name would be attached to the award name.

*Some photos shown are for presentation purposes only and do not represent actual signage or placements.*



The image shows two sports scorecards. The top one is for the Timberland Wolves, featuring a logo and a table with columns for Name, Points, Rebounds, Assists, and Steals. The bottom one is for the Liberty Eagles, also featuring a logo and a similar table.

LOGO ON SPORTS SCORECARD



REACH MORE PEOPLE.  
GROW YOUR BUSINESS.  
ADVERTISE HERE.

By participating in our advertising and sponsorship programs, your support can directly impact the students, staff, activities, and athletes of the Wentzville School District.

**WSD**  
The Wentzville School District  
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www.wentzville.net

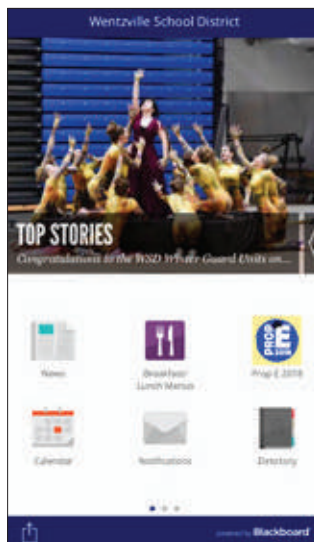
PRINT ADVERTISEMENT



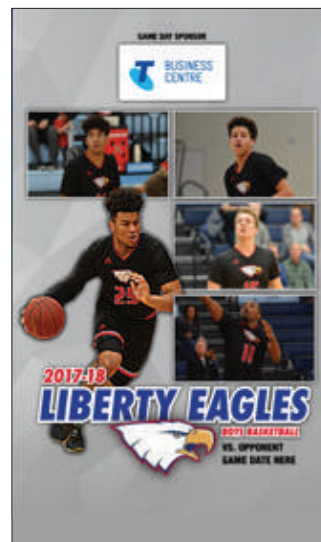
GYMNASIUM SIGNAGE



FIELD SIGNAGE



MOBILE APP



ATHLETIC EVENT SPONSOR ON PROGRAM COVER

# SPONSORSHIP BENEFITS

## EVENT SPONSOR

A variety of events ranging from academics, arts, science & technology and athletic are available for sponsorship and donations throughout the District on an annual basis.

At each event, your business name and logo will be a focal point, viewed by those in attendance and recognizing your commitment to quality education in the Wentzville community.

### Event Sponsorship benefits include:

- Naming rights
- Name and logo on all event promotional materials
- Invitation to attend and promote your business during the event
- Print advertisement in event program

### Wentzville School District Events

- Theater/Drama Productions
- Band/Choir Performances
- STEM Olympics
- Film Festival
- District Employee Awards Banquet



THEATER/Drama PRODUCTIONS



BAND PERFORMANCES



EMPLOYEE AWARDS BANQUET



STEM OLYMPICS



FILM FESTIVAL



# SPONSORSHIP BENEFITS

## AWARDS AND RECOGNITION SPONSOR

The Wentzville School District recognizes the commitment and hard work of its students, faculty and staff throughout the year. We welcome your business to show its support by partnering with us to sponsor several district-wide recognition programs:

- District Teacher of the Year
- District Support Staff Employee of the Year
- Student-Citizen of the Month
- Student-Athlete of the Month (3 High Schools)
- Support-Staff Spotlight in Employee eNews







## **ADVERTISING AND SPONSORSHIP INTRODUCTORY PACKAGES**

*Each package receives the below marketing and advertising activations at each high school in the Wentzville School District – Holt High School, Liberty High School and Timberland High School. Print programs are provided at various events throughout the District over the course of the academic year. (Approx. 60+ events including athletics, theater/drama, band/choir and other events.)*

### **TITLE: \$20,000/YEARLY**

- Maximum of ten (10) in-person promotional activations
- Maximum of ten (10) event sponsorship opportunities
- Logo and link within mobile app menu
- Signage at all high school football fields
- Signage in all high school gymnasiums
- Two (2) public address announcements at home football and basketball games
- Full page advertisement in all game and event programs
- Four (4) season passes to home athletic events (excludes MSHSAA/postseason events)
- Sponsor recognition with logo in event print programs
- Sponsor recognition with logo and link on District website

### **PRESENTING: \$10,000/YEARLY**

- Maximum of five (5) event sponsorship opportunities
- Logo and link within mobile app menu
- Signage at all high school football fields
- Signage in all high school gymnasiums
- Two (2) public address announcements at home football and basketball games
- 1/2 page advertisement in all game and event programs
- Four (4) season passes to home athletic events (excludes MSHSAA/postseason events)
- Sponsor recognition with logo in event print programs
- Sponsor recognition with logo and link on District website

### **GOLD: \$5,000/YEARLY**

- Signage at all high school football fields
- Signage in all high school gymnasiums
- One (1) public address announcements at home football and basketball games
- 1/2 page advertisement in all game and event programs
- Four (4) season passes to home athletic events (excludes MSHSAA/postseason events)
- Sponsor recognition with logo in event print programs
- Sponsor recognition with logo and link on District website

### **SILVER: \$2,500/YEARLY**

- One (1) public address announcements at home football and basketball games
- 1/4 page advertisement in all game and event programs
- Two (2) season passes to home athletic events (excludes MSHSAA/postseason events)
- Sponsor recognition with logo in event print programs
- Sponsor recognition with logo and link on District website

### **BRONZE: \$1,000/YEARLY**

- 1/4 page advertisement in all game and event programs
- Two (2) season passes to home athletic events (excludes MSHSAA/postseason events)
- Sponsor recognition with logo in event print programs
- Sponsor recognition with logo and link on District website