HERSHEY HIGH SCHOOL SWIMMING & DIVING
2019-20 ADVERTISING and SPONSORSHIP OPPORTUNITIES

The Hershey High School Swimming & Diving team has a proud tradition of excellence as the most accomplished program in the Mid-Penn Conference with multiple Conference, District, and State Championship titles. The sport demands discipline, determination, and instills student-athletes with life skills in teamwork, leadership, time management, and overcoming adversity. Hershey High School Swimming & Diving athletes historically excel academically and collectively earn one of the highest GPA in high school sports. Our athletes are also active in community as volunteers for organizations such as Coco Packs, the Salvation Army, the PA Breast Cancer Coalition, and others.

HHSS&D Boosters proudly invite Hershey Aquatic Club to partner with this year's team of 44 dedicated young men and women by promoting your business with an advertisement in our 2019-20 program and/or becoming a team sponsor. Your donation enables the Boosters to provide team clothing, freshman duffle bags, meals for away meets, team building experiences, championship dinner, senior gifts, and the end-of-season awards banquet. This year we also embrace additional challenges without a home pool, and your continued support is needed and appreciated more than ever. We cannot do it without YOU!

ADVERTSING

- All advertisements appear in color, regardless of size.

SPONSORSHIP BRANDING and PROMOTIONAL OPPORTUNITIES

- **EXCLUSIVE PRINT ADVERTISING OPPORTUNITY.** Team sponsors are offered prime advertising locations in the 2019-20 program including inside-front/back covers, back cover, and center spread. Ad locations are claimed on a first-come-first-served basis, so sign on early to secure your preferred ad location.
- **SIGNAGE.** Sponsor logos will be featured on a deck banner displayed at EVERY dual meet of the 2019-20 high school swimming and diving season. This opportunity extends your reach to a diverse audience of athletes, spectators, officials, coaches, aquatics staff, families and friends who are consumers, and south-central PA business owners.
- **WALKING SIGNAGE.** Sponsor logos are prominently displayed on team t-shirts worn at EVERY dual meet by all athletes and coaches. The shirts are traditionally worn with pride for years, ensuring your brand is visible well beyond the current swim season.
- **ONLINE EXPOSURE**. New this year, our sponsor's logos will also appear on the Hershey Aquatic Club website for the duration of the high school swim season (Nov 2019 – March 2020) increasing your brand exposure to a captive audience of local families and athletes of all ages.

See the attached advertising spec sheet for sizes and rates. **Hi-res (300 dpi) PDF and JPG file formats are highly encouraged for best results.** Specified ad sizes indicate live area. No bleeds. Design services and consultation available upon request at no additional charge. Submit final art or assets (PDF or EPS logos, JPG images, and ad copy) and include production notes and/or questions to kathleenryland@yahoo.com. Mail checks payable to "HHS Swimming & Diving Booster Club" to:
HHS Swimming & Diving Booster Club, P.O. Box 653, Hershey, PA 17033, Att: M. Tarkenton and K. Ryland

Thank you.

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The Hershey High School Swimming & Diving Boosters is a 501(3)(c) non-profit, tax-exempt organization.
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