



I-35 ACTIVITIES

CORPORATE DONATION PACKAGES

Investing in Student Extracurricular Activities

Your partnership directly supports athletics, performing arts, clubs and other student organizations. Together, we create opportunities for students to get the full Roadrunner Experience!



SPONSORSHIP LEVELS

CHOOSE THE LEVEL OF IMPACT THAT'S RIGHT FOR YOU



ROADRUNNER
ACTIVITIES

SPONSOR ELEMENTS		ALL SPORTS \$3,000	GOLD \$1,200	SILVER \$500	GOLD \$1,200	SILVER \$500	GOLD \$1,200	SILVER \$500	SIGNAGE \$1,200	SPORT \$850
	Program Ad (Digital)	Largest Ad Size	Medium Ad Size	Large Logo + Text	Medium Ad Size	Large Logo + Text	Medium Ad Size	Large Logo + Text		Medium Ad Size
	Logo in Handouts (Printed)	Largest Logo Size	Largest Logo Size	Medium Logo Size	Largest Logo Size	Medium Logo Size	Largest Logo Size	Medium Logo Size		Medium Logo Size
	Banners at home events (Digital & Printed)	Indoor: Digital 2x Outdoor: Printed	Indoor: Digital 1x Outdoor: Printed		Indoor: Digital 1x Outdoor: Printed		Indoor: Digital 1x Outdoor: Printed		2x Outdoor Printed	1x Banner for Selected Sport
	Sponsor of the Week Social Media Post (1x / season)	4x Annually (1x / season)	1x during Fall season		1x during Winter season		1x during Spring/Summer seasons			
	Logo placed across I-35 Activities website (Digital)	✓ (5x+)	✓ (2x)		✓ (2x)		✓ (2x)		✓ (2x)	
	Annual or Season Events Passes (Digital & Physical)	2x Annual Home Game Passes	2x Fall Sports Home Game Passes		2x Winter Sports Home Game Passes		2x Spring/Summer Sports Home Game Passes			
	Live In-Game Reads (From the official press box mic!)	✓ (15x)	✓ (3x)		✓ (3x)		✓ (3x)			
	Provide a Fan Giveaway Experience	✓								
	Logos on a variety of I-35 Activities Graphics (Digital)	✓								
	Mentions for in-game features (Ex: Time-Outs)	✓	✓ (During season)		✓ (During season)		✓ (During season)			

ALL SPORTS SPONSORSHIP

YEAR-ROUND PARTNER

PARTNERSHIP BENEFITS



Largest ad placement in a multipage, full-color digital programs updated with school and community events and photos. Access QR code on printed handouts.



Logo placed on free printed handouts used at all home high school and middle school contests in the largest size offered.



Year-round banner displayed at home events (digital + outdoor signage when applicable)



"Sponsor of the Week" recognition once per season on the I-35 Athletics Facebook page (Fall, Winter, Spring, Summer)



Digital logo placement across I-35 Activities website, including on the individual program pages and on "Corporate Partners" page



Two annual passes to all home sporting events.



Live in-game recognition during home contests straight from the official mic. The recognition is a short promotional message featuring your organization.



Fan experience brought to attendees by your organization. Optional organization branding available in addition to the I-35 school logo.



New for 2026-27! Logos on various I-35 Activities graphics shared on social media including Roadrunners Win, Game Day and/or postseason



Rotating inclusion in special game-time features when possible. ("This time out brought to you by ...")



Bonus! Logo included in other communications when applicable year-round (Ex. Website news article updates, newsletters, etc)



SUPPORTING ROADRUNNERS.
ALL YEAR.

— ANNUAL INVESTMENT —

\$3,000

- ALL SPORTS • YEAR-ROUND VISIBILITY •
- COMMUNITY-WIDE REACH •



GAME DAY
PRESENCE



DIGITAL
VISIBILITY



IN-PERSON
RECOGNITION

SEASONAL GOLD SPONSORSHIP

FALL, WINTER, OR SPRING/SUMMER SUPPORTER

PARTNERSHIP BENEFITS



Medium ad placement in a multipage, full-color digital programs updated with school and community events and photos. Access QR code on printed handouts.



Logo placed on free printed handouts used at all home high school and middle school contests in the largest size offered.



One banner displayed at home events (digital + outdoor signage when applicable)



"Sponsor of the Week" recognition once during the season of support on the I-35 Athletics Facebook page (Fall, Winter, Spring, Summer)



Digital logo placement across I-35 Activities website, including on the individual program pages and on "Corporate Partners" page



Two seasonal passes to all home sporting events.



Three live in-game recognitions during home contests straight from the official mic. The recognition is a short promotional message featuring your organization.



Bonus! Rotating inclusion in special game-time features when possible, following All Sports Sponsors. ("This time out brought to you by ...")



HIGH
VISIBILITY



GAME DAY
PRESENCE



COMMUNITY
REACH



— ANNUAL INVESTMENT —

\$1,200

• SEASONAL FOCUS • BROAD SUPPORT •

SEASONAL SILVER SPONSORSHIP

FALL, WINTER, OR SPRING/SUMMER SUPPORTER

PARTNERSHIP BENEFITS



Large logo + text placement in a multipage, full-color digital programs updated with school and community events and photos. Access QR code on printed handouts.



Medium logo placed on free printed handouts used at all home high school and middle school contests in the largest size offered.

— ANNUAL INVESTMENT —

\$500

• COMMUNITY SUPPORT THAT ADDS UP •



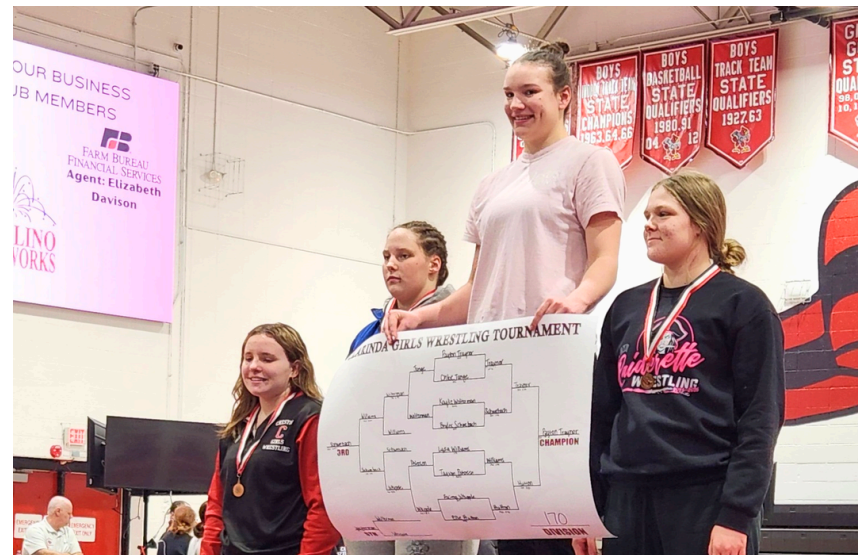
HIGH
VISIBILITY



GAME DAY
PRESENCE



COMMUNITY
REACH



OPTIONAL EXPANSION YEAR-ROUND SILVER SPONSORSHIP

ADDITIONAL BENEFITS



Digital logo placement across I-35 Activities website, including on the individual program pages and on "Corporate Partners" page



Bonus! Rotating inclusion in special game-time features when possible, following All Sports Sponsors & Gold Level Sponsors. ("This time out brought to you by ...")

— ANNUAL INVESTMENT —

\$1,200

(TOTAL)

SAVE \$300
ON THE
EXPANSION BUNDLE!

OUTDOOR BANNER SPONSORSHIP

SEASONAL VISIBILITY WITH COMMUNITY IMPACT

PARTNERSHIP BENEFITS



Year-round banner displayed at home events (digital + outdoor signage when applicable)



Digital logo placement across I-35 Activities website, including on the individual program pages and on "Corporate Partners" page



FALL

One banner will be on display in the stadium on the western fence during home football events. (Varsity, JV, Middle School and Youth)



SPRING

One banner will be on display in the stadium on the western fence during home track & field events. (High School, Middle School)



SUMMER

One banner will be displayed on the baseball outfield fence. One banner will be displayed on the softball outfield fence.



— ANNUAL INVESTMENT —

\$1,200

- OUTDOOR VISIBILITY •
- MULTI-SEASON PLACEMENT •



GAME DAY
PRESENCE



HIGH
VISIBILITY



SEASONAL
ROTATION

SINGLE SPORT SPONSORSHIP

FOCUSED SUPPORT WITH LASTING IMPACT

PARTNERSHIP BENEFITS



Medium ad placement in a multipage, full-color digital programs updated with school and community events and photos. Access QR code on printed handouts.



Logo placed on free printed handouts used at the chosen sport's home events for all levels of play (Varsity, JV and/or Middle School)



One banner displayed at home events (digital or outdoor signage based on the sport selected)

— ANNUAL INVESTMENT —

\$850 *PER SPORT*

• FOCUSED RECOGNITION • IMPRESSIVE IMPACT •



PHOTO CREDIT TO MCCAULEY PHOTOGRAPHY



All cover photos and additional photos provided by McCauley Photography, except the honor band, girls wrestling, Spring 2026 play performance, and banner mock-up photos.

Check out her work on Facebook, Instagram, or visit:
www.mccauleyphotography.com



GAME DAY
PRESENCE



TARGETED
VISIBILITY



COMMUNITY
IMPACT

Partner with us.

Invest in the Roadrunner Experience!

Learn more online at
www.roadrunnerpride.org



ROADRUNNER *ACTIVITIES*

