

**2025-  
2026**



# SPONSOR PROSPECTUS

## CONTACT

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### About Us

Highland Sports Network is the premier media outlet dedicated to showcasing Highland High School Athletics. We offer the Highland community professional live and recorded coverage of HHS sports, highlighting our valued community partners. Our broadcasts are accessible for free on platforms like Facebook and YouTube, ensuring everyone can enjoy local sports.

**Our mission** is to **enhance the student-athlete experience, strengthen community connections, and inspire future Highland Bulldogs.** We provide comprehensive coverage of HHS football and basketball, including 9 regular season football games and at least 40 basketball games, with postseason coverage as permitted/allowed by IHSA policies. This allows family, alumni, and the community to watch their loved ones compete in high-quality broadcasts.

We invite you to become a sponsor for the 2025-2026 football and/or basketball seasons. Your support will help us deliver unparalleled coverage of Bulldog Athletics while showcasing your business/brand. Sponsorship opportunities are limited, so act now to help make Highland High School Athletics accessible to all.

**Join us in supporting Highland High School Athletics! Contact us today to secure your sponsorship and be a part of our community's sports legacy.**

Sincerely,  
Highland Sports Network

### ***BUILDING COMMUNITY THROUGH ATHLETICS***



## Key Success Factors

2025-26

Highland Sports Network has achieved remarkable success, with our live coverage viewership surpassing all expectations. We exceeded our season projections by over 300%, demonstrating the strong support and engagement from our community. These impressive numbers highlight the widespread interest in HHS athletic events and the value of partnering with us.

Total Views

200,000+

The best performing game of the 2024-25 season so far was against rival Triad High School in the Route 40 Rivalry. We attained over 9,500 views alone this game.

Most Viewed Game

9,500

Highland Sports Network has consistently attracted a large audience. During the 2024-25 season, our football games averaged over 6,300 views per game, while our basketball games averaged more than 1,700 views per game. These impressive numbers, spanning both Facebook and YouTube, underscore the strong community interest and engagement with HHS athletic events.

Average view/game

6,300+/1,700+

Highland Sports Network enjoys robust community engagement, with fans from across the region, state, and country interacting with our social media content. Our posts receive numerous likes, comments, and shares, reflecting the widespread enthusiasm for HHS athletics. Highland fans engage with our content on a weekly basis, showcasing their ongoing support and connection to our broadcasts.

Engagement

700+ Shares

Since launching our first content in April 2024, Highland Sports Network has experienced remarkable growth. Starting with zero followers, we have expanded our audience to over 2,000 across all social media platforms. Recently, we added Instagram to better connect with our youngest audience members, further enhancing our reach and engagement.

Growth | Following

2000+



**Don't take our word for it.  
Here is what the community said.**

*"THANK YOU for this wonderful thing you brought to our community! I'm excited to watch your broadcast in the upcoming seasons of Highland athletics!"*

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*"It's a great opportunity for the community of all ages to become aware and actively engage and support (HHS athletics)"*

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*"... we appreciate all the effort to make our kid's basketball fun! I know the grandparents who are unable to make it to games are going to love this"*

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*"You guys were awesome! I watched every game."*

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*"... I loved rewatching the games and my out of town family enjoyed being able to watch them as well! Thank you..."*

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*"You guys are doing an awesome job with this, keep it up and thank you!"*

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### SPONSORSHIP OPPORTUNITIES

Football \*estimated (9) football game broadcast (regular season)

Basketball \*estimated 40 basketball game broadcast-covering both boys and girls

\*Sponsoring both football and basketball allows a 25% discount on the second sponsor package

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#### **Broadcast Sponsor - starting at \$1,000**

Official Ad (commercial) played during game breaks

- Official recorded commercial or voice recorded with images (Full Screen)
- 30 Seconds in length

Logo on display during pre-game live screen (\*see below\*)

Name displayed in lower thirds ticker with community sponsors - in game (\*see below\*)

Social Media Post to over 1,400 followers on Facebook, Instagram, X and LinkedIn

#### **Broadcast Sponsor pre-game visual example:**



#### **Lower thirds ticker visual example:**



### Community Sponsor - starting at \$500

- Logo displayed on screen with other community sponsors during broadcast acknowledgment (See image below)
- Name displayed in lower thirds ticker with community sponsors (see broadcast description above)
- Social Media Post to over 1,400 followers on Facebook, Instagram, X and LinkedIn

Community Sponsor visual example played during game:



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### Why Highland Sports Network?

**Support the Community:** Your sponsorship helps us provide a valuable community asset free of charge to parents, grandparents, siblings, and alumni, fostering a sense of unity and pride.

**Unique Sponsorship Opportunity:** This is one of the most distinctive sponsorship opportunities in the area, allowing you to promote your business and build brand recognition. We achieved over 200,000+ engagements in our first year.

**Regional Reach:** Our broadcasts are shared with opposing schools' Athletic Directors and fans. When they travel to Highland or compare prices, other communities will become familiar with your business. Analytics show that approximately 10%-15% of our viewers are from opposing schools.

**Inspire Future Bulldogs:** By supporting our broadcasts, you encourage kids to participate in athletics throughout their K-12 journey, inspiring the next generation of Highland Bulldogs.

### Pricing Guide

Football & Basketball Sponsorship Packages (25% discount on second package)	Total Cost	Per month	Per game	Per View
Broadcast Sponsor	\$1,750	\$250	\$36	\$0.02
Community Sponsor	\$875	\$125	\$18	\$0.01
		7 Months of coverage	9 FB 40 BBall	60,000 FB 45,000 BB
Football (only) Sponsorship Packages	Cost	Per month	Per game	Per View
Broadcast Sponsor	\$1,000	\$333	\$111	\$0.02
Community Sponsor	\$500	\$167	\$56	\$0.01
		3 months of coverage	9 sponsored games	60,000 views/season
Basketball (only) Sponsorship Package	Cost	Per month	Per game	Per View
Broadcast Sponsor	\$1,000	\$250	\$25	\$0.02
Community Sponsor	\$500	\$125	\$13	\$0.01
		4 months of coverage	40 sponsored games	45,000 views/season
*Views for football and basketball are estimated				

Additional Service Charges	Cost
Custom B-roll footage Commercial	\$500
Commercial Upgrade 1-minute ad	\$300
Commercial Creation(stock footage)	\$250

\*Consult with Highland Sports Network to optimize your advertisement

\*Combo football/basketball Broadcast sponsors \$1,750 package) receive complimentary commercial creation using stock footage.

National average cost per view = \$0.01 - \$0.10

- Our cost per view pricing is some of the lowest you could expect to pay in traditional social media marketing

Advertising on YouTube costs \$0.10 - \$0.30 per view

- Our games will be featured on YouTube which is 10x - 15x our cost per view on the same platform

**\*Pricing guide indicates a breakdown of sponsorship cost for the duration of sponsorship. This does not reflect the sponsorship billing. Please inquire for billing procedures**