

# Sponsorship and Marketing Opportunities at First Baptist Academy

## About First Baptist Academy

In 1944, Dr. W.A. Criswell, pastor of First Baptist Church, began praying for a school where God's Word would be taught and applied in order to change the lives of young people. His diligence to this call led to the decision to open First Baptist Academy. Since its inception in 1972, First Baptist Academy has provided a Christ-centered, Biblically integrated, college preparatory education to develop the next generation of Christian servant leaders for the glory of God. FBA educates students from PK-12th grade, and over 2,300 alumni have graduated from the school. FBA student-athletes compete in 18 varsity sports as members of the Texas Association of Private and Parochial Schools (TAPPS), winning a number of district and state championships.

## Sponsorship and Marketing Opportunities

First Baptist Academy offers sponsorship and marketing opportunities for businesses in the community. The Saints Athletic Complex, located at 7894 Samuell Blvd., Dallas, TX 75228, is a 20-acre campus that has been the home of First Baptist Academy's sporting events for 19 years. In August 2017, the entire school will be relocated to this new campus, with a brand new academic building currently under construction. Your business can take advantage of the annual sponsorship and marketing opportunities at this location today.



## ***How would a sponsorship with First Baptist Academy benefit your company?***

- ***Affluent Target Audience:*** Parents, alumni and friends attending private school athletic activities are affluent. FBA tuition ranges from around \$9,000-\$14,000 per year. Other private schools' tuition falls into this range or higher. Your brand will have an impression on a clientele with significant discretionary income to spend.
- ***Over 100,000 Impressions:*** Individuals from across the Dallas/Fort Worth area and the state will make their way to the many events held at the campus throughout the year. In addition to First Baptist Academy events, the athletic facilities are used by other area athletic organizations and schools. It is also used year-round for athletic training by some of the most well-known skills coaches in the state, training athletes from youth, high school, college, and the professional ranks.
- ***Support of Christian Education:*** FBA cultivates a Biblically-informed view of life among its students and families. Your company will be well-positioned beside FBA as a supporter of Christian education. Your company will get valuable charitable recognition for your advertising dollars.

***There are a number of sponsorship opportunities at First Baptist Academy, such as signage, radio advertising, and print advertising, which are outlined in detail on the reverse side of this page. We look forward to partnering with your business.***

## First Baptist Academy Sponsorship Order Form

NAME:	COMPANY:	
ADDRESS:		
CITY:	STATE:	ZIP:
PHONE:	EMAIL:	

Please check the box(es) corresponding with the sponsorship(s) you would like to purchase.

<input type="checkbox"/> <b>Signage Sponsorship on Athletic Field Fencing</b> <ul style="list-style-type: none"> <li>Fence signage: 40"x8'</li> <li>Field-level banners are placed around the fence and are displayed during all home athletic events at Rogers Stadium and will be moved to the baseball field in the spring.</li> </ul> <p><b>\$1,500 per sign initial year, \$1,000 annual renewal</b></p>
<input type="checkbox"/> <b>GameTime Radio Sponsorship at FBA Events</b> <ul style="list-style-type: none"> <li>GameTime Radio is First Baptist Academy's own custom radio station-- with DJ's, great music and commercials for businesses or organizations like yours. GameTime Radio has a great mix of upbeat, family-friendly music along with special messages updated for each specific game played in our various sports venues. GameTime Radio will play during pre-game, halftime and post-game at most home sporting events -- and it sounds just like a real radio station! Your business will be able to gain valuable exposure through GameTime at FBA events.</li> </ul> <p><b>\$1,000/year or \$500/season</b></p>
<b>Yearbook and/or Sports Program Advertising</b> <ul style="list-style-type: none"> <li>Advertising space in the First Baptist Academy Yearbook and/or the First Baptist Academy All Sports Program. The Yearbook is distributed at the end of the school year, and the All Sports Program is available for sale at FBA sporting events beginning in October.</li> </ul> <p><input type="checkbox"/> Yearbook: \$500/page, \$300/half page, \$150/quarter page (circle one)</p> <p><input type="checkbox"/> Sports Program: \$400/page, \$200/half page, \$100/quarter page (circle one)</p>
<input type="checkbox"/> <b>Gym Scorers Table Sponsorship</b> <ul style="list-style-type: none"> <li>Scorers Table backlit signage (2' x 4')</li> </ul> <p><b>\$2,500/year</b></p>

### SPONSORSHIP PACKAGES

<input type="checkbox"/> <b>Full Sponsorship Package</b> Fence signage, GameTime sponsorship, Full page Yearbook ad, Full page All Sports Program ad <p style="text-align: center;"><b>\$2,500 annual sponsorship</b></p>	<input type="checkbox"/> <b>Signage &amp; GameTime Package</b> Fence signage and GameTime sponsorship for a full calendar year <p style="text-align: center;"><b>\$2,000 initial year, \$1,500 annual renewal</b></p>
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- Please send this completed form to First Baptist Academy, Attn: Toby Lynch, P.O. Box 868, Dallas, TX 75221.
- Make checks payable to First Baptist Academy.
- Upon receipt of your order, we will contact you to get details on your artwork and radio advertisements.
- For questions or additional information, please contact Toby Lynch at [tlynch@firstdallas.org](mailto:tlynch@firstdallas.org)