

# Brother Rice High School

## 50<sup>th</sup> Anniversary Celebration

Sponsorship Proposal  
2010-11 Academic Year & Special Events



# BACKGROUND

Brother Rice High School was dedicated in October 1960. In the 50 years since, it has earned a reputation as one of the premiere college preparatory high schools in the state. Of a community of over 20,000 strong, 9,000 are graduates and roughly two-thirds of those reside within 25 miles of the Bloomfield Hills campus; the rest are sprinkled throughout the nation and globe. All have helped establish Brother Rice as one of the strongest high school brands in the nation, an institution of excellence that produces intelligent, young men of character who go on to shine on the world stage.

Throughout the 2010-11 school year, Brother Rice will celebrate its 50th anniversary as an institution. The marquee weekend will be Oct. 8-10, when an anticipated 10,000-plus alumni, families and friends will converge on 7101 Lahser Road and the surrounding area for our Golden Jubilee event.

The celebration will go on throughout the year and will reinforce the lifelong bond between our alumni, their families and our institution. There are a long line of opportunities to partner with this great community during the year and help us celebrate our Golden Anniversary.



# SPONSORSHIP OPPORTUNITIES

## Athletic Events

- Arguably the #1 High School Brand in Michigan Athletics (55 State Championships).
- Estimated total attendance at home contests in 2010-11: 30,000
- Postseason banquets: 14 athletic programs, 740 student-athletes
- Athletic almanacs/programs: Handed out at most home athletic events
- On-Campus Facilities: Basketball, Freshmen/JV Football, Lacrosse, Soccer, Tennis, Track & Field, Wrestling

## Other Activities

- Debate-Forensics (40-year program, 2008-09 Global Debate World Champions): Title sponsorship for competitions we host (several per year)
- Engineering-Robotics (12-year program, 2006 State Champions): Robot sponsorship for regional, state & national competitions that draw tens of thousands of spectators

## Service Project

- Year-long community-service project with Christ Child House in Detroit

## Annual Events

- **October or April:** Field Day (day of competitions for entire student body @ BRHS)
- **November:** Career Night (100 professionals, 400 students and families @ BRHS)
- **November-December:** Student Raffle (600 families sell 50,000 tickets)
- **December:** Moms & Dads Clubs Christmas Party (200 attendees)
- **January:** Brunch with the Brothers (Christian Brothers event @ BRHS)
- **February:** Alumni Boxing Night (500 attendees, raises \$25K @ BRHS)
- **March:** Irish Night Auction (500 attendees, raises \$250K @ BRHS)
- **April:** Academic Awards ceremony (200 students honored 500 attendees @ BRHS)  
Senior-Alumni Luncheon (175 seniors, 75 alumni sponsors @ Oakland Hills CC)
- **May:** Athletic Hall of Fame Induction Ceremony
- **June:** Dads Club Golf Outing (144 golfers, raises \$40K @ Shenandoah GCC)

# SPONSORSHIP OPPORTUNITIES

(cont.)

## All-Alumni Reunion Weekend (Friday-Sunday, Oct. 8-10, 2010)

### Friday, Oct. 8

Great Debate (11 am @ BRHS), all-school barbeque to follow: 700 students, 150 guests

Alumni Golf Outing (11:30 am, Boulder Pointe in Oxford): 144 golfers, supports scholarship fund

Reception @ BRHS (7 pm, follows Rededication Mass & Ceremony): est. 750 attendees

### Saturday, Oct. 9: Alumni Saturday @ BRHS

Alumni Athletic Events (baseball, 3-on-3 basketball, flag football, soccer, tennis)

JV/F Soccer (scheduled games on our campus)

School Tours

Concessions/Merchandise tents on campus

All-Alumni Reunion (7 pm @ Centerpoint Marriott): est. 1,000 attendees

### Sunday, Oct. 10

Brother Rice-CC football game (2 pm @ Wayne State University): est. 10,000 attendance

Alumni Tailgate party (11 am @ WSU)

VIP Tailgate party (11 am @ WSU)

Concessions/Merchandise tents

VIP parking lots, Dedicated parking garage

Field signage opportunities

Scoreboard advertising opportunities



# MEDIA OPPORTUNITIES

## Television

60-minute special on Brother Rice-Catholic Central football rivalry on WDIV Channel 4

- Airs at 8:00 p.m. on Saturday, Oct. 2
- Re-runs indefinitely on Comcast
- Eleven (11) 30-second ad spots available (awarded based on availability)
- Media “reach”
  - Channel 4: nine-county viewing area
    - 1.9 Million households
    - 4.9 Million potential viewers
    - 1 Million estimated viewers
  - Comcast airs state-wide to 600,000 homes
- Every segment ends with full-screen billboard of segment sponsor
- Video/production services available
  - Produced by Emmy Award-winning State Champs High School Sports Show
- ESPN to highlight game on its “Great American Rivalry Series” in 2010-11



## Radio

- Ken Calvert '69's morning show on WCSX-FM (94.7) – live on site on Oct. 8 (tentative)



## Billboard/Scoreboard

- Dedicated time on Wayne State University billboard on The Lodge for the week of Oct. 4-10: 400,000 cars drive by per day (awarded based on availability)
- Wayne State University football scoreboard: ad spots throughout the pregame, game and postgame

## Print

- Regular coverage from local papers: **Detroit Free Press, Detroit News, Oakland Press, Birmingham Eccentric, Birmingham Eagle**, etc. (total circulation 700,000)
- Rice Today Alumni Magazine mails in November and April to loyal readership of 11,000, posted on web site

# MEDIA OPPORTUNITIES

(cont.)

## Print

- Warrior Times e-newsletter
  - E-mails bi-monthly to alumni community of 9,000, posted on web site
- NewsNotes e-newsletter
  - E-mails bi-monthly to family community of 1,000, posted on web site
- Recognition in the 2010-11 Honor Roll of Investors
  - 11,000 copies mail Sept. 2011
- 50th Anniversary Commemorative Book
  - 1,000 (est.) will be delivered and sold throughout the year
- Commemorative program for the BR-CC football game (first run 5,000 copies)
- Historical almanac/game program for the basketball season (first run 2,000 copies)
- Monthly e-mail updates from President to 5,000 alumni and family

## Social Media

- Banner ads on Daily Announcements
  - E-mailed daily to community of 1,000, 90%-plus reader rate
- Banner ads on home page
  - 1,000 hits daily
- Facebook: Brother Rice Warrior Alumni (3,000 friends in this group)
- LinkedIn: 1,000 in Brother Rice networks
- Oranges Pages Online: 500 registered for on-line professional networking service on our web site
- YouTube: Periodic video messaging via e-mail to 5,000
- Twitter: Brother Rice presence emerging
- "The Next Big Thing:" We'll be there ...



# CAPITAL IMPROVEMENT PROJECTS: VISION 2010

- Science & Engineering Wing: \$4M project will renovate current wing and double classroom and laboratory space for Science, plus add new Engineering and Computer labs.
- Gymnasium Complex: \$5-7M project, all new construction, will include student commons area, expanded cafeteria serving and seating, health & fitness facilities, general meeting areas.
- Opportunities for naming rights, signage, recognition, etc.
- Rendering of the completed campus:



# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR

- Gold-level sponsorship includes “Presenting Sponsor” status:
  - naming rights & signage for all major events in 2010-11
  - Wayne State University billboard (on The Lodge) Oct. 4-10
  - Stadium Scoreboard on Game Day
  - Game Day T-shirts and Spirit Towels
- Four (4) 30-second spots on BR-CC special to air Oct. 2 on NBC-4/Comcast
- Ad on Announcements e-mailed daily throughout 2010-11
- Banner ad on Home Page throughout 2010-11
- Back cover or inside cover ads in all print publications
- Full-page ads in all electronic publications
- Recognition in top giving club in 2010-11 Honor Roll of Investors
- VIP access for ten (10) to all 50th Anniversary Golden Jubilee events
- Access for ten (10) to all other 50th Anniversary events



**\$75,000**  
limit one

# GOLD SPONSOR

# SPONSORSHIP OPPORTUNITIES

(cont.)

## SILVER SPONSOR

- Silver-level sponsorship includes "Silver" status:
  - naming rights & signage for all major events in 2010-11
  - Wayne State University billboard (on The Lodge) Oct. 4-10
  - Stadium Scoreboard on Game Day
  - Game Day T-shirts and Spirit Towels
- Two (2) 30-second spots on BR-CC special to air Oct. 2 on NBC-4/Comcast
- Rotating ad on Daily Announcements throughout 2010-11
- Rotating banner ad on Home Page throughout 2010-11
- Prominent ad in all print publications
- Shared, full-page ad in all electronic publications
- Recognition in top giving club in 2010-11 Honor Roll of Investors
- VIP access for four (4) to all 50th Anniversary Golden Jubilee events
- Access for four (4) to all other 50th Anniversary events



**\$25,000**  
up to four, or as available

# SILVER SPONSOR

# SPONSORSHIP OPPORTUNITIES

(cont.)

## BRONZE SPONSOR

- "Bronze Sponsor" naming rights & signage for all major events in 2010-11
- One (1) 30-second spot on BR-CC special to air Oct. 2 on NBC-4/Comcast
- Full-page ad in all print publications
- Ad in Daily Announcements for one month in 2010-11
- Ad on Home Page for one month in 2010-11
- Shared ad in all electronic publications
- Recognition in 2010-11 Honor Roll of Investors
- VIP access for two (2) to all 50th Anniversary Golden Jubilee events
- Access for two (2) to all other 50th Anniversary events



**\$10,000**  
up to four, or as available

# BRONZE SPONSOR

# OTHER SPONSORSHIP OPPORTUNITIES

## \$5,000 each

- One (1) 30-second spot on the BR-CC rivalry special to air Oct. 2 on NBC-4 & re-run on Comcast
- “Presenting Sponsor” for an event in 2010-11 (does not include All-Alumni Reunion in October or Irish Night Auction in March)

## \$2,500 each

- Board Package: Promotion on Wayne State University billboard (on The Lodge) Oct. 4-10 and on the stadium scoreboard during the pregame and game on Oct. 10
- Platinum Advertising Package:
  - Ad on Daily Announcements for one month in 2010-11
  - Banner Ad on Home Page for one month in 2010-11
  - Prominent, full-page ads in all 2010-11 print and electronic publications

## Advertising Packages

- Gold (\$1,000): Prominent, full-page ads in all 2010-11 print & electronic publications
- Silver (\$500): Half-page ads in all 2010-11 print and electronic publications
- Bronze (\$250): Quarter-page ads in all 2010-11 print and electronic publications
- Individual ad prices:
  - Full page: \$500
  - Half Page: \$250
  - Quarter Page: \$100





Brother Rice High School is a Catholic College Preparatory School for young men. The school fosters the spiritual, intellectual, cultural and physical development of its students. The Brother Rice community promotes excellence through an environment conducive to life-long personal growth, responsible moral choices and critical thinking.

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