

JULY 2020-JUNE 2021



CORPORATE SPONSORSHIP OPPORTUNITIES

SCECINA MEMORIAL HIGH SCHOOL

5000 Nowland Ave
Indianapolis, IN 46201
(317) 356-6377
www.scecina.org

Table of Contents

Welcome	2
Mission Scecina Memorial High School	3
Calendar of Events July 1, 2020 – June 30, 2021	4
Individual Corporate Sponsorship – Support One Area	5
Athletics	5
Fall and Winter Sports Program.....	5
Banners	5
Individual Corporate Sponsorship – Support One Area	6
Fine Arts	6
Individual Corporate Sponsorship – Support One Area	7
Digital Marketing	7
The Crusader E-Newsletter	7
Corporate Sponsorship Event Packages – Support Scecina Events	8
Summer Camps	8
Campus Crusade WalkATHon.....	8
Corporate Sponsorship Event Packages – Support Scecina Events	9
Alumni Golf Classic.....	9
Overall Corporate Sponsorship Packages	10
Fr. Tom Scecina Sponsor	10
Overall Corporate Sponsorship Packages	11
Franciscan Sponsor	11
Overall Corporate Sponsorship Packages	12
Crusader Sponsor.....	12
Overall Corporate Sponsorship Packages	13
Red and Gold Sponsor.....	13
Overview of Overall Corporate Sponsorship Package	14
Contact Details	15

Welcome

Dear Scecina Supporter,

Thank you for your interest in Scecina Memorial High School and our Corporate Sponsorship Program.

Why support Scecina?

Supporting Scecina helps your business as well as the Eastside of Indianapolis

- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality
- 61% of consumers are willing to try a new brand or one they've never heard of, because of its association with a particular cause
- 50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services

We can help support you, too.

Scecina's Impact:

- 400+ students
- 8,000+ alumni
- 20 IHSAA teams
- 5,000+ Scecina supporters receive monthly Crusader e-communications
- 4,500+ Facebook fans
- 1,500+ Twitter followers
- 1,400+ Instagram followers
- 420+ LinkedIn followers
- 7,400+ users view our website each month

Mission | Scecina Memorial High School

Mission Statement

Scecina Memorial High School, established by the Archbishop of Indianapolis, is a co-educational Catholic college and life preparatory school that motivates our diverse and gifted community of students to attain educational excellence, be lifelong learners, and live as servant leaders in the inspiring footsteps of Father Thomas Scecina.

Vision

Welcoming all who desire our Catholic education, we are the school of choice for students and families seeking unique moments to learn, grow, and go forth to transform the world inspired by the light of Christ.

Our Core Values

Inspired by our Lord Jesus Christ and his servants Father Thomas Scecina and the Sisters of Saint Francis, we embrace:

- Vocation: Honoring and living according to the unique gifts that God has given us in keeping with the teachings and values of the Catholic faith
- Servant Leadership: Following Jesus' example of meeting people's needs and helping them fulfill their highest destinies
- Stewardship: Receiving, cultivating, and sharing God's gifts gratefully and generously
- Excellence: Living the Gospel and attaining the best possible results in all that we do.

Calendar of Events July 1, 2020 – June 30, 2021

August	<ul style="list-style-type: none">•Fall Sports Program
September	<ul style="list-style-type: none">•Homecoming
October	<ul style="list-style-type: none">•Sacred Music Concert - Fine Arts
November	<ul style="list-style-type: none">•Winter Sports Program to be printed
December	<ul style="list-style-type: none">•Winter Music Concert - Fine Arts
January	<ul style="list-style-type: none">•Alumni Appreciation Night
March	<ul style="list-style-type: none">•Spring Musical - Fine Arts
May	<ul style="list-style-type: none">•Spring Pops Concert - Fine Arts•Campus Crusade Walk-A-Thon•Graduation
June	<ul style="list-style-type: none">•Seccina Alumni Golf Classic•Seccina Summer Camps

Individual Corporate Sponsorship – Support One Area

Athletics

Support Crusader Athletics through direct advertising to our students, faculty, staff, alumni, friends, guests, and the Eastside community. Your company would be supporting our 20 IHSAA teams, and all proceeds benefit the athletes, coaches, and teams at Seccina. Go, Crusaders!

Fall and Winter Sports Program

Advertisements in our Fall and Winter Sports Programs will be seen by hundreds of students, parents, families, alumni, friends, and guests of Seccina.

Rate for cover page ad: \$400

- *Inside the back or front cover of the printed and online program*
- *Company name/logo will appear on a roster sheet at two Seccina home games*
- *Ad will appear on flat-screen monitor for all home games in Seccina's gym*
- *Ad will appear periodically on Seccina's website on Athletic page*

Rate for full-page ad: \$300

- *Full page in the printed and online program*
- *Company name/logo will appear on a roster sheet at one Seccina home game*
- *Ad will appear on flat-screen monitor for all home games in Seccina's gym*
- *Ad will appear periodically on Seccina's website on Athletic page*

Rate for half page ad: \$200

- *Half page in the printed and online program*
- *Company name/logo will appear on flat-screen monitor for all home games in Seccina's gym*
- *Company name/logo will appear periodically on Seccina's website on Athletic page*

Rate for quarter page ad: \$125

- *Quarter page in the printed and online program*
- *Company name/logo will appear on flat-screen monitor for all home games in Seccina's gym*
- *Company name/logo will appear periodically on Seccina's website on Athletic page*

Banners

Seccina proudly displays the corporate sponsors on a 4' x 8' full-color banner on the football field (August through March) and then on the baseball field (April to July). This is a great way to promote your business and show your support for Crusader Athletics!

Rate: \$500

Individual Corporate Sponsorship – Support One Area

Fine Arts

Seccina’s fine arts program, including music, choir, art, and theatre. Your company can directly support our fine arts programs by advertising your company name/and or logo in our event programs, social media, and website. Proceeds from your contribution would directly fund Seccina Fine Arts Programs. Please support the arts for our students!

- Both included:
 - Sacred Music Concert – October
 - Religious music played at east deanery Catholic Church
 - Winter Music Concert – December
 - Spring Musical – March
 - Spring Pops Music Concert – May

Rate for full page: \$100

Rate for half page: \$50

Rate for quarter page: \$25

Patron rate: \$10

Individual Corporate Sponsorship – Support One Area

Digital Marketing

Supporting Scecina through digital marketing will be seen by hundreds in the Scecina community and beyond.

The Crusader E-Newsletter

Our monthly e-newsletter is sent to over 5,000+ alumni, parents, and friends. On average, 1,750 readers are opening it every month. Your company can support The Scecina Fund, our annual appeal, by being featured as a Scecina Corporate Sponsor and listing your logo and link to your website.

Rate for 12 months: \$500

Rate for six months: \$300

Corporate Sponsorship Event Packages – Support Scecina Events

Summer Camps

Scecina provides summer options for youth on the Eastside and beyond to join for sports camps, clubs, and classes that Scecina offers.

Event Sponsor

- Company name on official summer camp t-shirt worn by over 500 future Crusaders and Eastside students
 - We provide only one t-shirt to all summer camp participants
 - Your business will be featured with other sponsors
- Inclusion on Scecina publications, email, website, and social media during Summer Camps

Rate: \$300

Campus Crusade WalkATHon

Each year Scecina students and staff participate in the Campus Crusade walkathon to raise funds for important school missions, including tuition assistance, care of campus, student life, academics and campus ministry.

Event Sponsor

- Company name on official walkathon t-shirt worn by over 500 students, faculty, and staff
- Inclusion on Scecina publications, email, website, and social media during the walkathon

Rate: \$500

Corporate Sponsorship Event Packages – Support Scecina Events

Alumni Golf Classic

The Scecina Alumni Golf Classic brings together alumni and friends to raise \$5,500 in support of the Kenneth R. Leffler Scholarship Fund. Since 1989, this award is given each year to an incoming senior student who has an established legacy at Scecina.

Eagle Sponsor (Limited to only one company)

- Company sign on a tee box and green
- Name/logo on the golf brochure and website during the month of the outing
- A sleeve of three balls with company logo/name (two-color) for all players in the outing
- Pack of tees with company name for all players in the outing
- One large advertising sign at check-in
- Green fees for four players
- Rate: \$1,500

Birdie Sponsor

- Company sign on tee box and green
- Green fees for four players
- Name/logo on the golf brochure and website during the month of the outing
- Rate: \$1,000

Par Sponsor

- Company sign on tee box and green
- Green fees for two players
- Advertising on golf brochure
- Rate: \$500

Hole Sponsor

- Includes one sponsorship sign on tee or green
- Advertising on golf brochure
- Rate: \$250

Overall Corporate Sponsorship Packages

Fr. Tom Scecina Sponsor

The Father Tom Sponsor package is our highest corporate sponsor level. You will support Scecina in multiple areas, including Athletics, Scecina events, and the Fine Arts Program.

Advertising Benefits

- Your advertisement on The Crusader e-newsletter for a 12-month period to 18,000+ impressions
- Company name and logo scrolling on gymnasium TV at all home basketball and volleyball games
- Public address announcement of company (minimum of two per game) at all home football, basketball, volleyball, softball, and baseball games
- Full-page ad in the Scecina Athletic Sports Programs
- Full-color banner 4' x 8' displayed on the football field and baseball field during each season
- Recognized as a sponsor at all Scecina Crusader Tailgates

Hospitality Benefits

- Four complimentary tickets to both the Sacred Music Concert in October and the Spring Musical in March
- Four all-sport passes for all home, non-tournament games
- Recognized as Eagle Sponsor at Scecina Alumni Golf Classic, including eight complimentary green fees

General Benefits

- Recognition in Scecina Annual Report
- You have the right to use the Scecina logo on **pre-approved** materials for your company
- You will receive an official certificate of appreciation

Rate: \$4,500

Overall Corporate Sponsorship Packages

Franciscan Sponsor

Advertising Benefits

- Your advertisement on The Crusader e-newsletter for six months to 9,000+ impressions
- Company name and logo scrolling on gymnasium TV at all home basketball and volleyball games
- Public address announcement of the company at all home football, basketball, volleyball, softball, and baseball games
- Full-page ad in the Scecina Athletic Sports Programs
- Full-color banner 4' x 8' displayed on the football field and baseball field during each season
- Recognized as a sponsor at the Homecoming Crusader Tailgate

Hospitality Benefits

- Four complimentary tickets to both the Sacred Music Concert in October and the Spring Musical in March
- Four all-sport passes for all home, non-tournament games
- Recognized as Birdie Sponsor at Scecina Alumni Golf Classic, including four complimentary green fees

General Benefits

- Recognition in Scecina Annual Report
- You have the right to use the Scecina logo on **pre-approved** materials for your company
- You will receive an official certificate of appreciation

Rate: \$3,000

Overall Corporate Sponsorship Packages

Crusader Sponsor

Advertising Benefits

- Public address announcement of the company at all home football, basketball, volleyball, softball, and baseball games
- Company name and logo scrolling on gymnasium TV at all home basketball and volleyball games
- Half-page ad in the Scecina Athletic Sports Programs
- Full-color banner 4' x 8' displayed on the football field and baseball field during each season
- Recognized as a sponsor at the Homecoming Crusader Tailgate

Hospitality Benefits

- Two complimentary tickets to both the Sacred Music Concert in October and the Spring Musical in March
- Four all-sport passes for all home, non-tournament games
- Recognized as Par Sponsor at Scecina Alumni Golf Classic, including two complimentary green fees

General Benefits

- Recognition in Scecina Annual Report
- You will receive an official certificate of appreciation

Rate: \$2,000

Overall Corporate Sponsorship Packages

Red and Gold Sponsor

Advertising Benefits

- Public address announcement of the company at all home football and basketball games
- Quarter-page ad in the Scecina Athletic Sports Programs
- Full-color banner 4' x 8' displayed on the football field and baseball field during each season

Hospitality Benefits

- Two all-sport passes for all home, non-tournament games
- Recognized as Hole Sponsor at Scecina Alumni Golf Classic

General Benefits

- Recognition in Scecina Annual Report
- You will receive an official certificate of appreciation

Rate: \$1,000

Overview of Overall Corporate Sponsorship Package

	FR. TOM SCECINA SPONSOR	FRANCISCAN SPONSOR	CRUSADER SPONSOR	RED AND GOLD SPONSOR
	\$4,500	\$3,000	\$2,000	\$1,000
Monthly e-newsletter (The Crusader)	✓	✓		
Gymnasium TV Ad	✓	✓	✓	
Sporting Announcement	✓	✓	✓	✓
Sports Program	✓	✓	✓	✓
Athletic Banner Displayed	✓	✓	✓	✓
Crusader Tailgates	✓	✓	✓	
Company Name Scecina Summer Camp & Walkathon	✓			
Tickets Spring Musical	✓	✓		
All-sport passes	✓	✓	✓	✓
Golf Outing Sponsor	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓
Right to use Scecina Logo (pre-approved by Scecina)	✓	✓		
Certificate of Appreciation	✓	✓	✓	✓

Contact Details

For Athletic Opportunities:

Jason Kehrer '88

Athletic Director

jkehrer@scecina.org

317-352-3472 ext. 1111

For Events:

Beth Murphy

Director of Marketing Communications

bmurphy@scecina.org

317-352-3225 ext. 1101

For Overall Packages and customized packages:

Jim McGuinness '68

Director of Development

jmcguinness@scecina.org

317-352-3227