

Sponsor Opportunities

Available General Sponsorship Options

State Tournament Souvenir Program Advertising

Description: Sponsors have the option to place a 1/4, 1/2 or full page advertisement in any or all of the 22 State Tournament souvenir programs produced and sold at the State venues.

Status: Available

Value: Dependent on options that are available upon request



Membership Publications Advertising

Description: Sponsors have the options to place a 1/4, 1/2 or full page advertisement on the available locations on the back or inside back covers of the Senior High Handbook, Yearbook and Season Regulations.

Status: Limited Availability

Value: Based on package and dependent on options that are available upon request)

Radio & Television Advertising and Sponsorship

Description: Sponsors have a presence on the live or replayed audio or video transmissions of popular WIAA Tournament events on radio, television and the internet. Audio messages placed in time reserved for WIAA sponsors in all Tournament Series audio transmissions, as well as commercials in a number of television and internet video transmissions are available. For more information and details on media sponsorships, contact the WIAA office.

Status: Available

| | | | |
|--------------------------------|---|---|--|
| Value: Based on package |  |  | |
|--------------------------------|---|---|--|



Specialty & Elite Event Sponsorships

| Event/Specialty | Value |
|-----------------|-------|
|-----------------|-------|

| Event/Specialty | Value |
|--|-------------------------|
| Basketball Tournament 3-Point Shooting Contest (Boys & Girls)..... | Based on package |
| State Tournament Competition Accessories & Volunteer Apparel | At product cost |
| State Tournament Flags, Inflatables, Promotional Vehicles/Displays, PA Announcements | Based on package |
| State Tournament Ticketbacks | Based on package |
| Sportsmanship Summit Co-Sponsorship (biennial)..... | Based on package |
| State Media Conference Backdrop (Exclusive) | (sold) Based on package |
| Team Pre-State Brackets Sponsorship | Based on package |
| State Tournament Team Championship Trophies (Exclusive)..... | Based on package |
| Regional & Sectional Team Championship Trophies (Exclusive) | Based on package |
| Scholar Athlete Ceremony & Banquet Sponsorship | (sold) Based on package |

Additional information about Specialty and Elite Sponsorship inventory available upon request.

Working in conjunction with the WIAA, corporate partners are responsible for the production of promotion items and inventory for WIAA Tournaments sponsorships. All tournament items and inventory are subject to WIAA approval.



An Overview

The Wisconsin Interscholastic Athletic Association takes tremendous pride in being the first high school athletic association in the country, forming in 1896.

The leadership and vision of the WIAA has helped forge the landscape of high school athletics here in Wisconsin and nationwide for more than a century. As a charter member of the National Federation of State High School Associations, the WIAA is proud of its legacy as one of the most respected state associations in the country. Through the years, the WIAA has provided millions of boys and girls with life-enriching experiences through sport and the popular Tournament Series.

As a voluntary, unincorporated, and nonprofit organization, the WIAA has a diversified membership of public and private high schools, and public and private middle schools.

The Association's purpose is threefold. First, it exists to organize, develop and control an interscholastic athletic program that



will promote the ideals of its membership and the opportunities for participation.

Second, it emphasizes interscholastic athletics as a partner with other school activities in the total education process, and to formulate and maintain policies that will cultivate the high ideals of good citizenship and sportsmanship.

The third purpose of the WIAA is to promote uniformity of standards in interscholastic athletic competition, and preventing exploitation by special interest groups of the school program and of an individual's ability.

The Association is the exclusive agent of interscholastic sports in the state. It sponsors 24 State Tournaments for 14 sports, including baseball, basketball, cross country, football, golf, hockey, soccer, swimming & diving, tennis, track & field, volleyball, and wrestling for boys, and basketball, cross country, golf, gymnastics, hockey, soccer, softball, swimming & diving, tennis, track & field, and volleyball for girls.

The Benefits

High school sports has been a source of school and community pride throughout the state for more than a century.

The support, interest and pride in school sports is never greater than when a local school program qualifies for one of the 24 WIAA State Tournaments conducted each year.

The number of high school students participating in interscholastic activities nationally continues to increase, and an estimated 85,000-90,000 high school students in Wisconsin participate in interscholastic athletics each year.

The WIAA benefits greatly from its corporate partnerships. As a private, not-for-profit organization, the association receives no direct government subsidies from taxpayer dollars. A large majority of operating revenue is generated by tournament admissions. Sponsorships assist the WIAA in offsetting its administrative and its operational costs in directing high school sports, as well as conducting its ever-popular tournaments.

Member high schools also receive significant benefits through sponsorships with the WIAA. In addition to regulating the membership's rules and regulations, and sponsoring tournaments, the WIAA assists member schools in subsidizing their travel and hosting expenses incurred during the tournaments, returning over \$3.5 million to schools annually. Our corporate relationships



help supplement ticket revenues that are, in turn, shared with local schools hosting WIAA events or those participating in the State Tournaments.

In an era where local school funding is continually scrutinized, interscholastic athletics remains one of the best bargains anywhere. At an average cost of one-to-three percent of an overall school's budget, these programs teach lifelong lessons that complement the education provided in the traditional classroom setting while enriching the total high school experience.

By working closely with our member schools, the WIAA utilizes corporate partnerships to ultimately assist schools to maintain financially viable athletic programs. These programs are often life-changing activities for adolescents. They foster personal growth through discipline, relationships, commitment and hard work.

Each year the State Tournaments provide experiences for student-athletes, parents, schools and communities that

are etched in their memories for a lifetime. We consider our corporate partnerships as investments in these life-enriching experiences.

Sponsor Opportunities

Boys/Girls Soccer

Field Signage

Description: Sponsors' brand logos or mottos displayed on two banners attached to fencing surrounding the field or two 8' A-frame signage in the sideline or endline area at the boys and girls soccer State Tournaments at Uihlein Soccer Park in Milwaukee.



Fencing Banners & A-frame Field Signage

Status: Available **Value:** Based on package

Available General Sponsorship Options

Display Tables at Venues

Description: Sponsors have an on-site presence at the tournaments with a display table in an available area in the venue concourses or high traffic areas to interact with enthusiastic sports fans in attendance. WIAA and facility approved give-away items are permitted.

Status: Available (limited at some venues)
Value: Based on package (baseball, basketball, cross country, football, golf, gymnastics, hockey, soccer, softball, swimming, tennis, track & field, volleyball, wrestling)

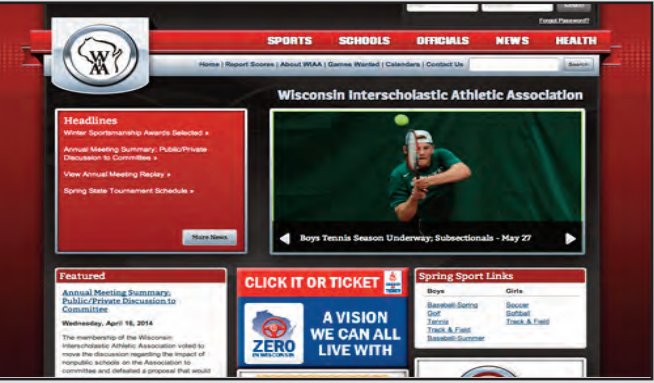


WIAA Website Placement

Description: Sponsors have a presence on the popular WIAA website. A rotating display with a sponsor graphic and link to a designated website is displayed on the WIAA home page or designate sport or content pages.

The WIAA websites received 13.6 million pageviews in the past year, including 1.2 million visitors to a niche market.

Status: Available
Value: Home Page - Based on package Content Pages - TBD



Social Media Posts

Description: Sponsors receive one social media push on the WIAA Facebook and Twitter pages each game or session of the State Tournaments. The sponsor message and graphic is crafted by the sponsor to engage in the cross branding of messages with social media users.

Status: Available **Value:** Based on package



To discuss your interest in corporate partner sponsorships, please contact Todd Clark at the WIAA office:
Email: tclark@wiaawi.org Phone: (715) 344-8580

Sponsor Opportunities

Wrestling

Electronic Signage

Description: Sponsors’ brand logos or mottos displayed on the center video board, pro-ad ribbon and tunnel LED displays at the individual wrestling State Tournament at the Kohl Center in Madison.

The center video board will display sponsor graphics a minimum of three times per session during each of the five sessions. Each exposure will be displayed for 15-30 seconds, . In addition, the pro-ad ribbon and tunnel LED displays will display 10 times per session.

Video with audio on the center video board and animation on ribbon is possible only within available run times.

Status: Available
Value: Based on package

Mat Decal

Description: Sponsors’ graphics will be displayed in one corner of the wrestling mats. Up to six mats are available through the semifinals with three available for finals at the individual tournament and three for the team tournament. The display is not only prominent to spectators attending the matches, but also on the popular live streaming coverage.

Status: Limited Availability
Individual Value: Based on package
Team Value: Based on package



Kohl Center Video Board



Pro-ad Ribbon & Tunnel LED



Kohl Center Wrestling Mats

Boys/Girls Track & Field

Electronic Signage

Description: Sponsors’ brand logos or mottos displayed on the video board a minimum of three times per session at the State track meet at Veterans Memorial Stadium at UW-La Crosse in La Crosse.

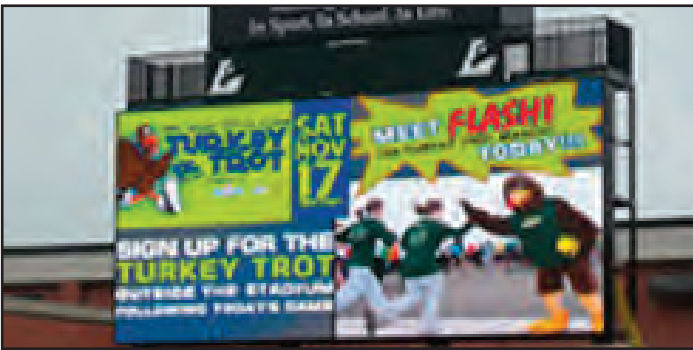
Sponsor graphic will be displayed for :15 seconds.

Status: Available
Value: Based on package

Field Signage

Description: Sponsors’ brand logos or mottos displayed on two banners attached to fencing surrounding the track and/or two 8’ A-frame signage in the field event area.

Status: Available
Value: Based on package



Veterans Memorial Stadium Video Scoreboard



Fencing Banners & A-frame Field Signs

Why Sponsor?

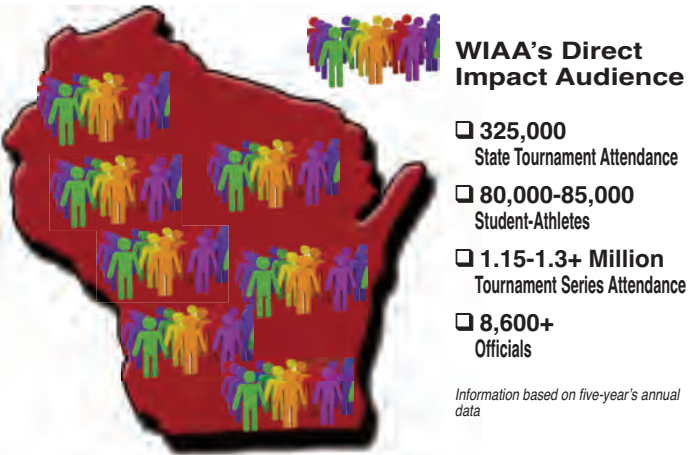
By supporting the efforts of the WIAA, corporate partners benefit from the immense popularity of the State Tournaments throughout each region of the state. State Tournament sponsors can benefit from a partnership and association with a respected and well-recognized organization.

Interscholastic athletics encompasses the entire state, from metropolitan and suburban areas to the rural landscape. The prominence of high school sports is supported by the significant coverage on television, radio, internet and in newspapers.

In addition, Wisconsin is engaged with high school sports. In a 2009 independent marketing research study in Wisconsin, high school sports ranked second only to the National Football League in terms of fan interest and popularity.

The attendance at WIAA Tournament events support that research.

Spectator interest in high school sports and event attendance has remained relatively unchanged through the past decade, despite a challenging economic climate. WIAA Tournament Series events draw 1.15-1.3 million fans annually, including over 300,000 at State Tournaments.



The WIAA and perspective State Tournament partners share common demands from the general public and consumers: a high expectation for acting and operating in a socially responsible manner. The WIAA seeks sponsorship partners that embrace the integrity and beliefs conducive to appropriate promotion of the interscholastic marketing space.

That combined trust and consumer confidence leads to a more positive image of the WIAA and sponsorship partners, which will lead to greater brand loyalty and a greater likelihood to support a product or service that has a respected social benefit such as education-based athletics.

Marketing research also indicates that fans attending high school sporting events nationally have a 91 percent likelihood of having two or more children aged 12-17 years old and 64 percent is aged 18-49, an attractive segment of the population for sponsors.

Sponsors and advertisers have historically desired to get their brand exposed to the large, passionate demographic of sports fans. The WIAA now provides access to a large high school audience of loyal fans, families, schools and communities.

Attendance at WIAA Tournament Events

| Sport | Level | Year | | | | |
|-------------------------|--------------|-----------|-----------|-----------|-----------|-----------|
| | | 2018-19 | 2017-18 | 2016-17 | 2015-16 | 2014-15 |
| Girls Individual Tennis | State | 2,641 | 2,969 | 2,895 | 2,862 | 3,064 |
| Girls Team Tennis | State | 704 | 758 | 711 | 923 | 818 |
| Boys Soccer | State | 10,292 | 8,727 | 11,181 | 10,206 | 10,670 |
| | Pre-State | 35,326 | 44,509 | 44,097 | 41,814 | 34,980 |
| Girls Volleyball | State | 16,727 | 18,322 | 19,293 | 18,147 | 18,980 |
| | Pre-State | 98,053 | 110,167 | 109,503 | 111,511 | 114,878 |
| Boys Volleyball | State | 5,579 | 5,688 | 5,576 | 5,505 | 6,006 |
| | Pre-State | 8,542 | 9,894 | 8,916 | 10,023 | 8,697 |
| Cross Country | State | 9,746 | 10,037 | 9,588 | 8,508 | 9,405 |
| Football | State Finals | 22,531 | 27,054 | 28,801 | 25,517 | 21,192 |
| | Pre-State | 170,223 | 203,153 | 222,416 | 188,308 | 192,357 |
| 8-Player Football | State Finals | 605 | --- | --- | --- | --- |
| | Pre-State | 1,708 | --- | --- | --- | --- |
| Girls Swimming | State | 2,999 | 2,992 | 3,020 | 3,152 | 3,163 |
| | Pre-State | 3,731 | 3,671 | 3,562 | 3,778 | 3,907 |
| Wrestling Individual | State | 62,306 | 63,941 | 63,173 | 63,280 | 60,407 |
| | Pre-State | 71,005 | 70,897 | 73,237 | 75,228 | 76,035 |
| Wrestling Team | State | 6,832 | 7,185 | 7,769 | 6,886 | 6,604 |
| | Pre-State | 5,250 | 5,953 | 6,103 | 6,239 | 6,342 |
| Boys Swimming | State | 2,613 | 2,845 | 2,765 | 2,737 | 2,686 |
| | Pre-State | 2,903 | 2,884 | 2,820 | 2,753 | 2,864 |
| Girls Basketball | State | 36,580 | 37,041 | 39,943 | 34,473 | 34,868 |
| | Pre-State | 136,796 | 147,113 | 153,470 | 159,562 | 161,898 |
| Hockey | State | 11,934 | 13,458 | 13,696 | 12,817 | 13,201 |
| | Pre-State | 31,506 | 34,881 | 38,216 | 39,320 | 37,206 |
| Gymnastics | State | 2,319 | 2,240 | 2,568 | 2,576 | 2,536 |
| | Pre-State | 2,120 | 2,082 | 2,083 | 2,220 | 2,084 |
| Boys Basketball | State | 80,353 | 83,876 | 82,919 | 81,634 | 84,417 |
| | Pre-State | 222,511 | 242,323 | 263,369 | 255,127 | 257,613 |
| Track & Field | State | 22,493 | 21,081 | 21,007 | 20,250 | 20,263 |
| | State | 2,684 | 2,504 | 2,500 | 2,424 | 2,655 |
| Boys Individual Tennis | State | 707 | 630 | 746 | 787 | 745 |
| | State | 6,904 | 6,107 | 6,901 | 6,058 | 5,975 |
| Girls Soccer | State | 37,117 | 36,518 | 37,733 | 37,277 | 34,682 |
| | Pre-State | 8,770 | 12,529 | 13,039 | 13,688 | 12,615 |
| Spring Baseball | State | 8,770 | 12,529 | 13,039 | 13,688 | 12,615 |
| Softball | State | 12,263 | 11,817 | 11,562 | 9,153 | 8,991 |
| Totals | | 1,155,373 | 1,257,829 | 1,317,945 | 1,267,396 | 1,265,417 |



Sponsor Opportunities

Video Board Package

Description: Sponsors' brand logo or motto displayed on the scoreboard at 11 State Tournament venues that have video/graphic display capabilities, including:

- Baseball-Spring – Fox Cities Stadium, Appleton
- Boys Basketball – Kohl Center, Madison
- Girls Basketball – Resch Center, Green Bay
- Cross Country – The Ridges G.C., Wisconsin Rapids
- Football – Camp Randall Stadium, Madison
- Boys & Girls Hockey – Veterans Memorial Coliseum, Madison
- Softball – Goodman Diamond, Madison
- Boys & Girls Track & Field – Veterans Memorial Stadium, La Crosse
- Girls & Boys Volleyball – Resch Center, Green Bay
- Individual & Team Wrestling – Kohl Center, Madison

The package not only includes the main scoreboard displays, but also the other available electronic signage elements at each of the respective venues—including LED displays and ribbon displays—with the exception of the courtside and scoretable displays at the basketball venues. Those displays are sold separately.

Each State Tournament partner will receive the following number of exposures at the respective events:

- | | |
|-----------------------------|------------------------------------|
| ● Baseball-Spring – 3/game | ● Hockey – 3/game |
| ● Baseball-Summer – 3/game | ● Softball – 2/session |
| ● Boys Basketball – 3/game | ● Track & Field – 3/session |
| ● Girls Basketball – 3/game | ● Boys Volleyball – 5/session |
| ● Cross Country – 3/race | ● Girls Volleyball – 5/session |
| ● Football – 3/game | ● Individual Wrestling – 2/session |

The actual dimensions of the display boards are available upon request. In addition, the dimensions of the electronic files and the formats for the files will be communicated with sponsors by the WIAA office.

Status: Available

Price: Based on packaging of other inventory



Kohl Center



Veterans Memorial Coliseum



Camp Randall Stadium



Resch Center



Veterans Memorial Stadium



Fox Cities Stadium



Kapco Park



UW Field House



Goodman Diamond



The Ridges Golf Course

Please review the additional general sponsorship options on pages 11-12 available at most tournaments. If you don't see an item of interest to you, contact the WIAA to determine if your idea can be added to the list of sponsorship items available.

Sponsor Opportunities

Boys & Girls Hockey

Electronic Signage

Description: Sponsors' brand logos or mottos displayed on the center video board at the boys and girls hockey State Tournament at Veterans Memorial Coliseum in Madison.

Sponsor graphics will be displayed a minimum of three times per game on the video scoreboard during each game of the entire tournament. Each exposure will be displayed for :15 seconds.

Video with audio on the center video board and animation on ribbon is possible within available run times.

Status: Available

Value: Based on package

Center Ice Decal

Description: Sponsors' co-branded graphics with the WIAA logo displayed on two locations between the blue line and center line on each side of the ice surface. The display is not only prominent to spectators attending the games but also on the live television and internet coverage.

Status: Exclusive

Value: Based on package

Hockey Boards Signage

Description: Sponsors' brand graphics or messages displayed on the hockey boards extending along the sides of the ice surface. The display is not only prominent to spectators attending the games but also on the live television and internet coverage.

Status: Limited Availability

Value: Based on package



Veterans Memorial Coliseum Center Scoreboard



Center Ice



Ice Hockey Boards

Boys Volleyball

Electronic Signage

Description: Sponsors brand logos or mottos displayed on the graphics board a minimum of five times per session at the Boys Volleyball State Tournament at the REX Center at Wisconsin Lutheran College in Milwaukee.

Each sponsor graphic will be displayed for :15 seconds.

Status: Available

Value: Based on package



The Resch Center Scoreboard

Sponsor Opportunities

Spring Baseball

Electronic Signage

Description: Sponsors’ brand logos or mottos displayed on the left centerfield scoreboard at the Spring Baseball State Tournament at the Fox Cities Stadium in Appleton.

Sponsor graphics will be displayed a minimum of three times per game on the left-centerfield scoreboard during the entire tournament. Each exposure will be displayed for :15 seconds.

Video with audio on the center video board and animation on ribbon is possible within available run times.

Status: Available
Value: Based on package



Fox Cities Stadium Scoreboard

Cross Country

Electronic Signage

Description: Sponsors’ brand logos or mottos displayed on the results board at the State Boys & Girls Cross Country Championships at the Ridges Golf Course in Wisconsin Rapids.

Sponsors’ graphics will be displayed a minimum of three times per race on the highly visible results board during each race, including immediately prior to posting of the results. Each exposure will be displayed for :15 seconds.

Video with audio on the center video board and animation on ribbon is not available at this time.

Status: Available
Value: Based on package



The Ridges Golf Course Results Board

Sponsor Opportunities

Boys Basketball

Electronic Signage

Description: Sponsors brand logos or mottos displayed on the center video board, pro-ad ribbon and tunnel LED displays at the boys basketball State Tournament at the Kohl Center in Madison.

The three electronic elements will display sponsor graphics a minimum of three times per game on the center video board with addition exposures on other electronic displays during the entire tournament. Each exposure will be displayed for 15 to 30 seconds, depending on the display.

Video with audio on the center video board and animation on ribbon is possible, but not recommended based on available run times.

Status: Available
Value: Based on package

Courtside Scoretable^

Description: Sponsors’ brand graphics or messages displayed on the courtside scoretable LED display. The display is not only prominent to spectators attending the games but also on the live television and internet coverage.

Status: Limited Availability
Value: Based on package^

Court Decal*

Description: Sponsors’ co-branded graphics with the WIAA logo displayed on two locations between midcourt and the top of the key on each side of the courts. The display is not only prominent to spectators attending the games but also on the live statewide television coverage.

Status: Exclusive
Value: Based on package*

Basket Standard Decal^

Description: Sponsors’ branded graphics displayed on both basket standards located at the front padding, and if available, on the side of standard arm.

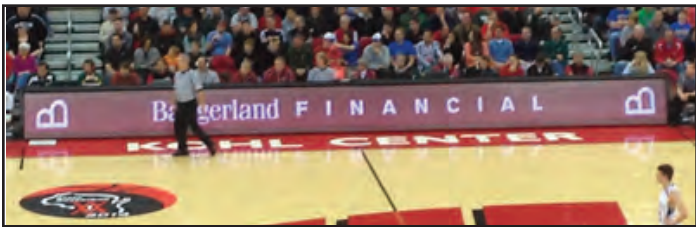
Status: Exclusive
Value: Based on package^



Kohl Center Video Board



Pro-ad Ribbon & Tunnel LED



Courtside Scoretable^



Court Floor Decal*



Basket Standard Decal^

* Sold only in conjunction with boys & girls basketball ^ May be sold in conjunction with boys & girls basketball

Sponsor Opportunities

Girls Basketball & Volleyball

Electronic Signage

Description: Sponsors’ brand logos or mottos displayed on the center video board a minimum of three times per game at the girls basketball State Tournament and five times per session at the girls volleyball State Tournament at the Resch Center in Green Bay.

Status: Available
Value: Based on package

Courtside Scoretable^

Description: Sponsors’ brand graphics or messages displayed on the basketball courtside scoretable graphic display. The display is not only prominent to spectators attending the games but also on the live television and internet coverage.

Status: Limited Availability
Girls Basketball Value: Based on package^

Court Decal*

Description: Sponsors’ co-branded graphics with the WIAA logo displayed on two locations between midcourt and the top of the key on each side of the basketball courts. For girls volleyball, the co-branded graphics are displayed on the side of the SportCourt surface on each of the courts. The display is not only prominent to spectators attending the games but also on the live television and internet coverage.

Status: Exclusive
Basketball Value: Based on package*
Girls Volleyball Value: Based on package

Basket Standard Decal^/A-Frame Signage

Description: Sponsors’ branded graphics displayed on both basketball standards located at the front padding, and if available, on the side of standard arm. For volleyball, two 8’ A-frame vinyl graphic displays on the sidelines located in an area off the court on the end of team benches.

Status: Limited Availability
Basketball Standard Value: Based on Package^ (Exclusive)
A-Frame Girls Volleyball Floor Signage Value: Based on package

* Sold only in conjunction with boys & girls basketball
^ May be sold in conjunction with boys & girls basketball

Additional sponsorship inventory elements are available at most State Tournament venues. See these additional available options on pages 11-12. Corporate partners can choose from the existing sport-specific inventory and combine them with a number of options available for most or all tournaments to design a custom sponsorship package that fits a sponsor’s specific interests.



Resch Center Video Board & Upper Ring



Resch Center Courtside Scoretable



Court Floor Decal*



Basket Standard Decal^



A-Frame Floor Signage

Sponsor Opportunities

Football

Electronic Signage

Description: Sponsors’ brand logos or mottos displayed on the main video scoreboard, corner LED boards and pro-ad ribbons at the State Football Finals at the Camp Randall Stadium in Madison.

The eight electronic elements will display sponsor graphics a minimum of three times per game on the center video during each of the seven finals and a minimum of three times on the other displays. Each exposure will be displayed for :15 seconds.

The large scoreboard display is at the north end of the stadium. The closed-caption ribbon display is below the scoreboard. Pro-ad ribbons run along the east stands below the suites and along the front facade of the upperdeck on the west side stands. Ribbons are also located in the southeast and southwest corner of the lower grandstands.

Two additional video boards are located above the southeast seating area and tucked under the upper grandstand in the southwest corner.

Video with audio on the center video board and animation on ribbon is possible, but not recommended based on available run times.

Status: Available
Value: Based on package

Goal Post Signage

Description: Sponsor’s logo displayed on the goal posts facing the field in each end zone. The display decal is not only prominent to spectators attending the games but also on the live television and internet coverage.

Status: Exclusive
Value: Based on package

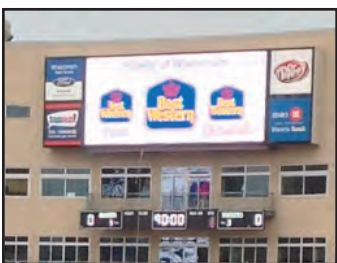
A-Frame Field Signage

Description: Sponsors’ brand graphics or message displayed on two 8’ A-frame vinyl graphics on the sidelines located in an area from the 30-yard line to the 5-yard line. The display is not only prominent to spectators attending the games but also on the live television and internet coverage.

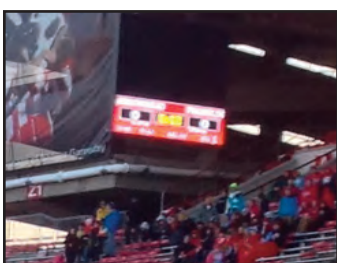
Status: Limited Availability
Value: Based on package



Camp Randall Main Board & North Closed Caption



Southeast LED Board



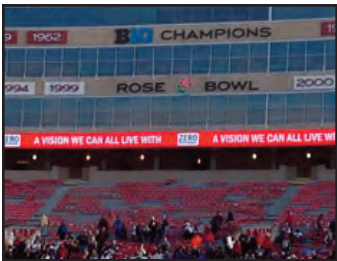
Southwest LED Board



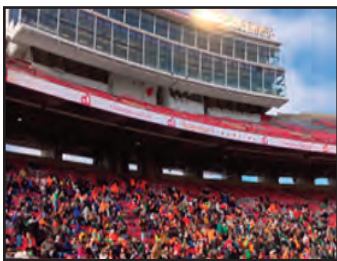
Pro-ad Ribbon Southeast



Pro-ad Ribbon Southwest



Pro-ad Ribbon East Suites



Pro-ad Ribbon West facade



Goal Post Signage



A-Frame Field Signage