

JESUIT HIGH SCHOOL SACRAMENTO



SPONSORSHIP
& ADVERTISING

Opportunities

About Us

STUDENT BODY
1,025

TUITION
\$16,240

FEES
\$750

FINANCIAL AWARDS
\$1,313,580
TO 263 STUDENTS

AVERAGE AWARD
\$4,995

ELEMENTARY & MIDDLE
SCHOOLS REPRESENTED
110

NUMBER OF ZIP
CODES REPRESENTED
79

AVERAGE CLASS SIZE
23

STUDENT/TEACHER RATIO
15:1



About Jesuit High School Sacramento

Founded in 1963, Jesuit High School (JHS) is a Sacramento regional Catholic high school that provides young men with a life-building experience and delivers an academically rigorous college-preparatory education to prepare graduates for lives of leadership and service.

The JHS student body represents diversity in geography, ethnicity, religious affiliation, and socio-economic background. Along with fostering a *Men for Others* culture of service, JHS has one of the region's most successful men's athletic programs, more than 22 visual and performing arts offerings, a robust Honors and Advanced Placement curriculum, and a club for every passion.

About the Auction

Originally established as P.A.C.E. (Providing A Catholic Education), for 48 years the Auction has raised essential funds that directly benefit the students at Jesuit High School. Every dollar raised supports robust student programs such as arts and athletics, innovative curriculum and academic support, and Christian service and ministry programs. These components are what make Jesuit a world-class community with a world-class education.

Preparation for the Auction is a year-long effort that includes fund-raising events in the fall and winter, and culminates with the Auction, the premier community event in late March.



Our Reach

NUMBER OF ALUMNI
10,619

NUMBER ON EMAIL LIST
12,000

WEBSITE TRAFFIC
23,400/month

WEBSITE SESSIONS
39,000/month

APP TRAFFIC REACH
1,370 active mobile users

ENGAGEMENT ON AUCTION
MOBILE BIDDING SITE
1,500 users

FACEBOOK AVG REACH
173,660/month

FACEBOOK FOLLOWERS
13,312

Your message + our crowd = great results!

Multi-Channel Solutions to Engage Your Customers

We invite you to support Jesuit High School Sacramento and the mission to educate *Men for Others* by purchasing a sponsorship or advertising package today. Jesuit's exclusive readership is actively engaged in our content across multiple platforms, ensuring sharp focus on your business both in print and digitally.

There are options to fit a variety of budgets, and all options allow you to plan a strong, visible and cost-effective campaign. Jesuit Sacramento's reach goes far beyond our location at 1200 Jacob Lane. With over 10,000 alumni and their families across the country—plus a strong core of regional community supporters and our current students—Jesuit Sacramento has a large diverse base of Marauders that will see your messaging. As a leader in academics, athletics and the arts, Jesuit Sacramento is frequently in the media's eye and coverage for events and activities reach more than 250,000 homes through promotional partnerships and our digital footprint.

Don't miss this exciting opportunity! Be a part of a Sacramento tradition that has been creating a foundation for life for young men since 1963!



Sponsorship Opportunities

ALL SPONSORS
WILL RECEIVE:

PRESENTING SPONSOR \$25,000

- Press release announcing Presenting Sponsorship for Jesuit Auction
- Presenting Sponsor's name listed with event title on all printed and online auction materials & publications
- 10 Tickets or Party Packs to the Auction Event
- Finest donor seating table placement with personal waiter, premium wines & VIP parking
- Invitation to the Godfather Dinner Event in February 2021
- Listing as a Presenting Sponsor on the website, invitation and all printed materials
- Full-page color ad in program
- Logo & banner placement on website
- 3 or more social-media posts acknowledging Presenting sponsorship
- Podium opportunity to address guests at event

PLATINUM SPONSOR \$15,000

- 10 Tickets or Party Packs to the Auction Event
- Premier donor seating table placement with personal waiter & premium wines
- Invitation to the Godfather Dinner Event in February 2021
- Listing as Platinum Sponsor on the website, invitation and all printed materials
- Full-page color ad in program
- Logo & banner placement on website
- 2 or more social-media posts acknowledging Platinum sponsorship
- Verbal acknowledgment of sponsorship during live auction event

RUBY SPONSOR \$7,500

- 10 Tickets or Party Packs to the Auction Event
- Premier donor seating table placement
- Invitation to the Godfather Dinner Event in February 2021
- Listing as Ruby Sponsor on the website, invitation and all printed materials
- Full-page ad in program
- Logo & banner placement on website
- 1 social-media post acknowledging Ruby sponsorship
- Verbal acknowledgment of sponsorship during live auction event



AUCTION EVENT

BAR SPONSOR \$4,000

- Logo placement on napkins and bar signage
- Signature cocktail named and "hosted by" your company
- Listing as Bar Sponsor on Auction website and mobile bidding site
- 2 Tickets or Party Packs to the Auction Event
- Half-page ad in program

RAFFLE SPONSOR \$2,000

- Logo placement on raffle tickets and all raffle promotional materials
- Listing as Raffle Sponsor on Auction website and mobile bidding site
- 2 Tickets or Party Packs to the Auction Event
- Half-page ad in program

TABLE SPONSOR \$1,500

- Logo placement signage at each table
- Listing as Table Sponsor on Auction website and mobile bidding site
- 2 Tickets or Party Packs to the Auction Event
- Half-page ad in program

** These exclusive sponsorship deliverables will be customized based on event operations and guidelines to still provide abundant recognition and benefits*

DIAMOND SPONSOR \$5,000

- 10 Tickets or Party Packs to the Auction Event
- Select donor seating table placement
- Invitation to the Godfather Dinner Event in February 2021
- Listing as Diamond Sponsor on the website, invitation and all printed materials
- Half-page ad in program
- Logo & banner placement on website

GOLD SPONSOR \$2,500

- 4 Tickets or Party Packs to the Auction Event
- Donor seating table placement
- Listing as Gold Sponsor on the website and mobile bidding site
- Quarter-page ad in program

PEARL SPONSOR \$1,000

- 2 Tickets or Party Packs to the Auction Event
- Donor seating table placement
- Listing as Pearl Sponsor on the website and program
- Business card-size ad in program

- Invitations to VIP Sponsor events including the Patrons' Circle Event in January 2021
- Auction Tickets or Party Packs
- Sponsor name & listing on Auction website and mobile bidding site
- Recognition on screens during the live and/or virtual event

More Advertising Opportunities

1

AUCTION ADVERTISING

PRINTED & DIGITAL PROGRAM

[Full size, 8.5" x 11"]

To be distributed to all attendees, sponsors and patrons both printed & digitally.

Back Cover	\$2,500
Inside Back Cover	\$1,600
Full Page	\$ 900
Half Page	\$ 600
Quarter Page	\$ 500
Business Card	\$ 250

Logo Placement and Website
Link on Auction Website and
Mobile Bidding Site **\$ 500**

2

ALLWORTH FINANCIAL STADIUM SCOREBOARD PACKAGE \$5,000

JESUIT FOOTBALL

7 Regular Season Home Football Games

700 viewers for 4.5 hour span per game plus additional exposure during regional Junior Football events, PAL track events, and special community events.

6 Freshman Home Games

300 viewers over 2.5 hour span each game

OTHER EVENTS

12 Jesuit Soccer Games

200 viewers over a 2 hour span each game

6 Jesuit Lacrosse Games

300 viewers over a 4 hour span

5 Jesuit Track Meets

500 viewers over a 5 hour span

OTHER BENEFITS

Inclusion of a 1/2 page ad in our fall, Fr. Barry, winter and spring sports programs.

Four season passes to all Jesuit home games.

3

FR. BARRY GYMNASIUM SCORER'S TABLE + NEW JUMBO SCOREBOARD PACKAGE \$5,000

JESUIT BASKETBALL

7 Regular Season Home Basketball Games

800 viewers over a 4.5 hour span per game

Annual Fr. Barry Tournament

3000 viewers over 6.5 hour span each night

Annual Fr. Kelly Showcase

6 games 1,500 viewers over 9 hour span

Jesuit JV & Frosh Basketball Tournaments

1,000 viewers over 3 days, 6.5 hours per night

OTHER EVENTS

2 Jesuit Wrestling Matches

300 viewers over 4 hours

7 Jesuit Volleyball Games

200 viewers over 3 hours

PAL Basketball Tournament/Playoffs

400 viewers over 9 hour span per day

OTHER BENEFITS

Inclusion of a 1/2 page ad in our fall, Fr. Barry, winter and spring sports programs.

Four season passes to all Jesuit home games.

Get Involved!

ATTEND

- Patrons Circle Sponsor Event
—January 2021
- Godfather Gentlemen's Dinner
—February 2021
- Auction—March 2021
- Sports Events
- Visual & Performing Arts
JesuitHighSchool.org/calendar

DONATE

- Donate an item, large or small, to the Jesuit Auction. To donate, visit
JesuitHighSchool.org/auction
- Able to provide a service or product as an in-kind donation to Jesuit? Please contact Kim Kalmbach:
Kim.Kalmbach@JesuitHighSchool.org

VOLUNTEER

- Volunteer your time and talent to the Auction. JesuitHighSchool.org/auction
- Join the Loyola Guild of Jesuit High School and "Mothers for Others" to volunteer for fundraising events throughout the year.
JesuitHighSchool.org/Loyola-Guild
- Join the JHS Boosters to boost spirit and fundraising across the Jesuit community.
JesuitHighSchool.org/Boosters-Club

4

STADIUM & GYMNASIUM

DUAL SCREEN COMBO \$8,000

5

NEW OPPORTUNITY

SPORTS APP & WEBSITE BANNER
ADS! \$1,000

*All of 2021—extending into next school year.
A full year of advertising exposure across multiple sports
through the new Jesuit Athletic App*





Saturday, March 27, 2021
JesuitHighSchool.org/Auction

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