



Region 3AAAAAAA Champions

2015

About Us

Westlake Touchdown Club, Inc. is non-profit tax-exempt booster club of the Westlake High School Lions Football Program. The Westlake Touchdown Club, Inc. is exempt from federal taxes under section 501(c)(3) of the Internal Revenue Code. Donations to the Westlake Touchdown Club, Inc. are tax deductible to the extent allowed by law.

Since Fulton County School System does not provide funding to the football program, the Touchdown Club is responsible for volunteering and fundraising to provide the necessary financial support.

Westlake competes in the largest classification in Georgia – Class AAAAAA (6A). We field teams playing Varsity, Junior Varsity and 9th Grade.

Westlake High School is a diverse and prominent institution of learning located in southwest Fulton County, Georgia. We are a suburban high school located in a predominantly middle class community that is accredited by the Georgia Department of Education and the Southern Association of Colleges and Schools.

Westlake was formed by the closing of Westwood High School and Lakeshore High School in College Park as a part of the Fulton County School System consolidation plan. Located at the site of the former Westwood campus, Westlake has risen to become a shining example of what happens when you combine the best qualities of two former schools.

Our Community

As a community school serving West Cascade, Sandtown, Camp Creek and Cliftondale Westlake has a large following. Our fan base has various connections to the school. Some are grandparents, aunts, uncles, cousins and neighbors of our student athletes. Surprisingly, a good number are residents in surrounding communities and love high school football. That includes young families with toddlers to ten year olds who come out on Friday night looking forward to the day they become a Westlake Lion.

Accomplishments

The Westlake Lions are the Region 3AAAAAA Champions for 2014. Westlake Football continuously strives to provide our young men with the opportunity to play at the collegiate level and beyond. In 2014, the team made it to the Second Round of the GHSA AAAAAA Playoffs for the first time since 2006. The team defense was consistently ranked in the top 10 in fewer points allowed during the 2014 season. The team made the playoffs for the second year in a row. Astonishingly four players were recognized as All-State Players that has not happened since 2006 at Westlake. As recent as last season we had more than 25 players playing at the collegiate level from Division I to NAIA.

Westlake is the home of Cameron Newton the 2010 Heisman Trophy winner, NCAA National Championship quarterback from Auburn University and first over-all pick of the Carolina Panthers in the 2011 NFL Draft.

Chance Warmack of the University of Alabama played high school ball at Westlake was chosen as a 1st round selection by the Tennessee Titans in 2013 and started all 16 games. Last year two more players signed as undrafted free agents – Darius Robinson (Buffalo Bills) and Nate Isles (Seattle Seahawks). We're expecting more Lions to join the NFL and CFL for years to come

What's really impressive? Westlake at one time had more players in the National Football League than any high school in the United States.

Appeal

Now more than ever is an exciting time to be a part of the Westlake Football Program. After two successful seasons under the leadership of Head Football Coach Bryan Love, we have continued to use the theme “Return to Glory” the “RTG Lions” are embarking upon “RTG III” after a thrilling 2014 season.

The cost to outfit each player from the freshmen to the Varsity can cost more than \$1,200 per player. That price rises each year and that cost does not include the cleats and socks (purchased by the players). As stated earlier the program does not receive support from the Fulton County School District

The generous contributions provided by our business community in the past enabled us to provide the needed financial support for the football program.

Your sponsorship will be seen by a minimum of 30,000 fans from Cobb, Coweta, Fulton and Gwinnett County at Varsity, Junior Varsity and 9th Grade home games. This partnership is a win-win for all involved. Signing up as a Community Business Partner provides you and your company a perfect opportunity to promote your business and demonstrate your support for our student athletes. In addition to outfitting the players your financial support goes towards providing on and off field equipment, medical equipment, staffing, meals, transportation and camps.

We are very excited about the possibility of adding your company to our list of valued Community Business Partners.

Benefit

Business Partners will receive various levels of benefits for their contribution. In addition to the benefits listed below along with the banner or sign, ad in the Media Guide and website Partners will get In Game announcements recognizing their contribution to our program.

Contribution Levels and Benefits (2015)

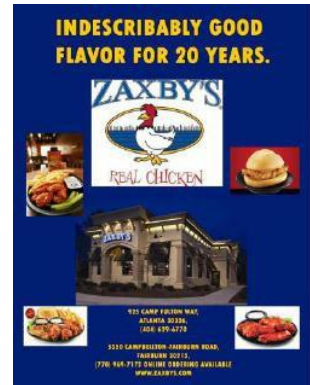
<p>Lions Game Night Sponsor \$2,500 Pre-game and Game Recognition Tent Booth Space Banner 4' x 6' on the Game Field Banner 4' x 6' on the Practice Field Full Page Media Guide Logo & Link on Website</p>	<p>Junior Lion \$75 Patron List Media Guide Ad Logo & Link on Website</p>
<p>Platinum Lion \$1,500 Banner 4' x 6' on the Game Field Banner 4' x 6' on the Practice Field Full Page Media Guide Ad Logo & Link on Website</p>	<p>Cub Level \$25 Patron List Media Guide Ad</p>
<p>Royal Blue Lion \$750 Banner 4' x 6' on the Field Half Page Media Guide Ad Logo & Link on Website</p>	<p>Player Pre-Game and Coach's Meal Sponsor Game Night Recognition Quarter Page Media Guide Ad Logo & Link on Website</p>
<p>Silver Lion \$300 Banner 4' x 6' Quarter Page Media Guide Ad Logo & Link on Website</p>	<p>Pole Banner \$300 Single/Double-Sided Banner 2' x 5' vertical Quarter Page Media Guide Ad Logo & Link on Website</p>
<p>White Lion \$150 Eighth Page Media Guide Ad Logo & Link on Website</p>	<p>Pole Banner \$600 Double/Double-Sided Banner (2) 2' x 5' vertical Quarter Page Media Guide Ad Logo & Link on Website</p>

In kind donations, i.e., player pre-game and coach's meals can be accepted in lieu of financial contributions.

Sample 4' X 6' Banner



Sample Full Page Media Guide



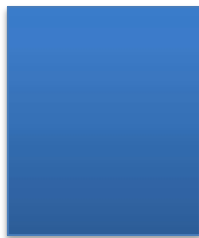
Sample 2' X 5' Pole Banner Single Double-Sided



Sample (2) 2' X 5' Pole Banner Double Double-Sided



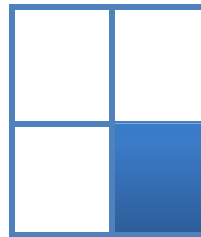
Ad Size Examples:



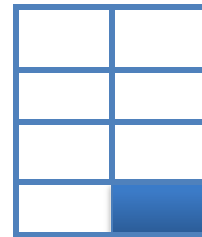
Full Page



Half Page



Quarter Page



Eighth Page

2014 ADVERTISING RATE SCHEDULE

ADVERTISEMENT SIZE	COST	NOMINAL SIZE
Business Card	\$15	Full Color 3 1/2" x 2"
1/8 PAGE	\$33	Full Color 4 1/4" x 2 3/4"
1/4 PAGE	\$63	Full Color 4 1/4" x 5 1/2"
1/2 PAGE	\$125	Full Color 8 1/2" x 5 1/2"
*FULL PAGE	\$250	Full Color 8 1/2" x 11"
*INSIDE FRONT COVER	\$375	Full Color 8 1/2" x 11"
*INSIDE BACK COVER	\$375	Full Color 8 1/2" x 11"
*BACK COVER	\$500	Full Color 8 1/2" x 11"

Partnership and Media Guide - Order Form

- Please enclose camera ready artwork or logos for banners and Media Guide
- If you do not have artwork, indicate what you would like to use - a proof will be provided before production
- Please e-mail color logos in vector graphic format (.jpeg, .eps, .tiff or .gif)
- Art work and logos can be emailed to: westlaketdclub@gmail.com
- Mailing Address:

Westlake High Touchdown Club, Inc.
2400 Union Road SW
Atlanta, GA 30331
Attn: Partnership Committee

- Make checks payable to "Westlake Touchdown Club, Inc."

_____ Date

_____ Business Name

_____ Address

_____ City State Zip Code

_____ Contact Name Phone Number

_____ E-mail Address

_____ Solicitor (Player and/or Family)

_____ Contribution Level:

_____ Ad Size: Ad Rate:

Total Amount for Package: \$ _____

Donation: \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

The Westlake Touchdown Club, Inc. is exempt from federal taxes under section 501(c)(3) of the Internal Revenue Code. Donations to the Westlake Touchdown Club, Inc. are tax deductible to the extent allowed by law.