

# Pine-Richland Football

## 2026 Season Sponsorship Partnership

### A Championship Legacy Built on Community Support

Dear Potential Sponsor,

We hope this letter finds you, your family, and your business thriving. As we enter our fifth season under the exceptional leadership of Head Coach Dr. Jon LeDonne, we are proud to continue building on the championship tradition that has defined the Pine-Richland Rams Football Program.

Coach LeDonne's experience, alongside our qualified assistant coaching staff, has delivered remarkable success during the 2022–2025 seasons. Our goals for 2026 remain ambitious: to win another WPIAL Championship and claim a State Championship title, while representing our families, friends, school district, and communities with great pride. However, achieving excellence requires more than dedication—it requires resources.

- The Pine-Richland Football Touchdown Club Board

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### Why Your Support Is Critical Now

Like many school districts across Pennsylvania, Pine-Richland is navigating a challenging financial landscape. **The school district has mandated reductions in resources to all programs**, impacting our ability to maintain the coaching staff quality, player development resources, and championship-caliber program standards our community has come to expect.

#### Your sponsorship directly addresses this gap by funding:

- **Coaching Staff Excellence** – Retaining experienced coaches who develop young athletes into champions both on and off the field. Experienced mentors who develop leadership, discipline, and character in student-athletes.
- **Player Equipment & Gear** – Providing essential safety gear, practice equipment, and performance apparel beyond school-supplied basics to ensure player safety and performance.
- **Honor Veterans' Night** – Supporting our annual celebration recognizing military service members, including special recognition programs, ceremonies, and community engagement.
- **Community Building** – Maintaining the strong culture and mentorship that makes Pine-Richland Football more than just a team—it's a brotherhood that shapes young people for life, through team-building, mentorship initiatives, and youth engagement activities.
- **Program Fidelity** – Preserving the travel and training standards, facilities access, and competitive opportunities that produce championship results.

These are not luxuries—they are the foundation of a program that develops character, discipline, and excellence in our student-athletes. **Without community support, we risk losing the program quality that has made Pine-Richland Football a source of pride for our entire region.** Every dollar raised through our sponsorship program directly supports these vital areas, ensuring Pine-Richland Football remains a program of excellence that serves our student-athletes and honors our community values.

We are not asking you to fill a funding gap caused by mismanagement or poor planning. We are asking you to partner with us in maintaining a program that has proven its value to our student-athletes and community year after year.



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### Marketing Analytics & Sponsor Exposure

**Pine-Richland Stadium hosts more than 65 athletic events annually, welcoming over 50,000 attendees throughout the year.** This includes high-profile events such as WPIAL Championships, WPIAL All-Star Games, PIAA playoffs, graduation ceremonies, and community events—providing sponsors with exceptional visibility across diverse audiences.

### Sponsor Exposure Metrics

Marketing Metric	Annual Reach
Total Stadium Attendees	50,000+
Athletic Events Hosted	65+ events
Football Game Day Attendance (Average)	4,500-5,500 per game
Playoff Game Attendance	7,000+ per game
Social Media Followers (Combined Platforms)	20,000+
Website Visitors (Annual)	25,000+
Youth Camp Participants	150+ annually
Media Guide Distribution	2,000+ copies

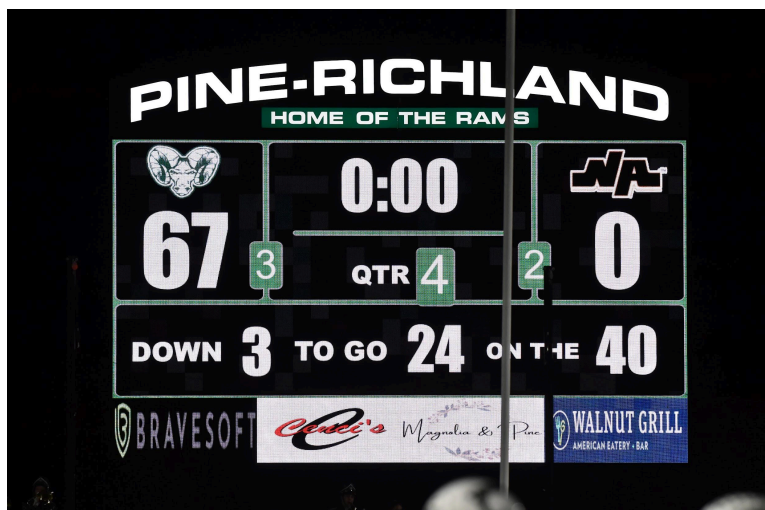
#### Multiple Televised games this year

Western PA Local Broadcast / Games would air on:

- WPKD-TV (KDKA+ / CW Pittsburgh)
- Streaming via CBS Pittsburgh / local digital platforms

#### These “Game of the Week” style broadcasts typically draw:

- Households reached: 50,000 – 150,000
- Actual viewers: 20,000 – 80,000
- Peak rivalry / playoff game: 75,000 – 150,000+



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### High-Traffic Visibility Zones

Your sponsorship ensures consistent brand exposure in the most visible locations:

- **Concession Area** – High foot traffic with 2,000+ customer transactions per game
- **Stadium Entrance/Exit** – Every attendee passes sponsor banners multiple times per event
- **Jumbotron Display** – Premium digital visibility to entire stadium audience
- **In-Lobby TV Displays** – Rotating content viewed by attendees gathering before games and at halftime
- **Game Day Programs** – Distributed to 2,500+ attendees per game, retained as keepsakes
- **Social Media Platforms** – Featured recognition across social media with 20,000+ combined followers
- **Team Website** – Prominent placement with direct hyperlink to your business, 25,000+ annual visitors

### Championship Game Amplification

Pine-Richland Football's championship success creates additional high-value exposure opportunities:

- **WPIAL Championship Games** – 12,000+ attendees, regional media coverage
- **PIAA State Playoff Games** – Statewide visibility, television broadcast exposure
- **Media Coverage** – Local newspaper features, online sports journalism, broadcast segments
- **Community Pride** – Heightened community engagement during playoffs increases sponsor recognition

**Your investment reaches affluent Pine-Richland families, local businesses, visiting teams and their communities, alumni networks, and regional sports enthusiasts—delivering measurable brand exposure and community goodwill.**



# Pine-Richland Football

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### 2026 Sponsorship Partnership Levels

#### "ALL IN – STATE CHAMPION" | \$12,000

##### Premium Recognition Package

Your business receives maximum visibility and impact as our top-tier partner:

- **NEW Eligibility of Enhanced In-Stadium Media Advertising**
  - This will include
    - 15-second jumbotron commercials run several times during pre-game on Videoboard
    - Jumbotron still image advertisement on Videoboard
    - In Lobby Digital Display
- PA Announcer Recognition **pre-game, Every Quarter, post-game – Every Home Game**
- **Large Logo** on Concessions Banner - Displayed Every Home Game
- **Prominent** Listing on Team Website with Direct Hyperlink to Your Business
- **Featured** Recognition on Social Media Throughout the Season
- **Weekly** Sponsor Spotlight Feature During Regular Season
- **Full-Page** Color Advertisement in Official Media Guide
- Recognition in Game Day Program
- Automatic Youth Rising Star Camp Sponsorship
- **2 Season Tickets + Parking Pass** for All Home Games
- **Priority Access** to Playoff Tickets for WPIAL and PIAA Games
- Customized Thank You Gift

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#### "WPIAL PLATINUM CHAMPION" | \$10,000

##### High-Impact Visibility Package

Strategic game-day recognition at key moments:

- **NEW Eligibility of Enhanced In-Stadium Media Advertising**
  - This will include
    - Jumbotron still image advertisement on Videoboard
    - In Lobby Digital Display
- PA Announcer Recognition **Every Quarter – Every Home Game**
- **Medium Logo** on Concessions Banner - Displayed Every Home Game
- Listing on Team Website with Direct Hyperlink to Your Business
- Recognition on Social Media Throughout the Season
- **Bi-Weekly** Sponsor Spotlight Feature During Regular Season
- **Full-Page** Color Advertisement in Official Media Guide
- Recognition in Game Day Program
- Automatic Youth Rising Star Camp Sponsorship
- **2 Season Tickets** for All Home Games
- **Priority Access** to Playoff Tickets for WPIAL and PIAA Games
- Customized Thank You Gift

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### "WPIAL GOLD CHAMPION" | \$8,000

#### Visibility Package

Game-day recognition:

- **NEW Eligibility of Enhanced In-Stadium Media Advertising**
    - This will include
      - In Lobby Digital Display
  - Discounted rate for 15-second jumbotron commercials run several times pre-game
  - PA Announcer Recognition **Every Half – Every Home Game**
  - **Medium Logo** on Concessions Banner - Displayed Every Home Game
  - Listing on Team Website with Direct Hyperlink to Your Business
  - Recognition on Social Media Throughout the Season
  - **Tri-Weekly** Sponsor Spotlight Feature During Regular Season
  - **Half-Page** Color Advertisement in Official Media Guide
  - Recognition in Game Day Program
  - Automatic Youth Rising Star Camp Sponsorship
  - **2 Season Tickets** for All Home Games
  - Customized Thank You Gift
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### "WPIAL SECTION CHAMPION" | \$6,000

#### Recognition Package

Demonstrate your commitment to local athletics:

- **NEW Eligibility for Discounted Rate of Enhanced In-Stadium Media Advertising**
  - This will include discounted rates for
    - 15-second jumbotron commercials run several times during pre-game on Videoboard
    - Jumbotron still image advertisement on Videoboard
- PA Announcer Recognition **at 50/50 Raffle Announcement – Every Home Game**
- **Small Logo** on Concessions Banner - Displayed Every Home Game
- Listing on Team Website with Direct Hyperlink to Your Business
- Recognition on Social Media Throughout the Season
- **Monthly** Sponsor Spotlight Feature During Regular Season
- **Quarter-Page** Color Advertisement in Official Media Guide
- Recognition in Game Day Program
- Automatic Youth Rising Star Camp Sponsorship
- **2 Season Tickets** for All Home Games
- Customized Thank You Gift

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### "THE ROAD TO STATES" | \$2,500

#### Season-Long Support Package

Consistent visibility throughout the championship journey:

- PA Announcer Recognition **at one Home Game of Choice**
- **Small Logo** on Concessions Banner - Displayed Every Home Game
- Listing on Team Website with Direct Hyperlink to Your Business
- Recognition on Social Media Throughout the Season
- **One-Time** Sponsor Spotlight Feature During Regular Season
- Sponsor Recognition in Official Media Guide
- Recognition in Game Day Program
- Automatic Youth Rising Star Camp Sponsorship
- Customized Thank You Gift

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### "GREEN/WHITE SPONSOR" | \$1,500

#### Essential Partnership Level

Support Pine-Richland Football with meaningful game-day recognition:

- PA Announcer Recognition **at one Home Game of Choice**
- **Sponsor Listing** on Concessions Banner - Displayed Every Home Game
- Listing on Team Website with Direct Hyperlink to Your Business
- Recognition on Social Media Throughout the Season
- Sponsor Recognition in Official Media Guide
- Recognition in Game Day Program

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### "Future Rams" Football Camp | May 11-13, 2026 | \$325

Pine-Richland Rams Varsity football staff and players will host the annual "Future Rams" youth football camp for participants in Grade K through Grade 8. This three-evening camp (5:30 PM – 7:00 PM nightly) is open to all Pine-Richland children and serves as a critical pipeline for developing the next generation of championship athletes.



#### Deadline: April 25, 2026 for logo to be included on shirts

- **Organization Name/Logo Printed on Camp T-Shirt** – Distributed to all 150+ camp participants
- **Includes one youth camp participant with sponsorship** - Provide participant information
- **Year-Round Brand Visibility** – Ongoing exposure as camp participants wear camp shirts throughout the community
- **Family Reach** – Connect with Pine-Richland families who value youth development and athletics
- **Community Goodwill** – Direct support of youth programming and coaching staff development
- **Recognition as Future Rams Supporter** – Acknowledged as an investor in the program's long-term success

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### À La Carte Media Menu

**NEW FOR 2026:** Maximize your game-day visibility with flexible digital media options that can be added to your sponsorship package or purchased separately.

#### Digital Jumbotron Video Commercial (Price \$4,000)

- Sponsor-supplied or professionally produced 15-second video
- Played on the stadium jumbotron during pregame
- Ideal for brand storytelling, special promotions, and community messages
- Placement determined by game operations
- Includes In-Lobby Digital Display

#### Digital Jumbotron Still Image Display (Price \$2,500)

- Full-screen still image featuring your logo and key message
- Displayed on the jumbotron at select breaks in play and during announcements
- Perfect for sponsors without video production resources
- High-impact visual recognition
- Includes In-Lobby Digital Display

#### In-Lobby Digital Display Advertising (Price \$1,000)

- Static or motion graphic displayed on TV screens replacing traditional sponsor and foundation boards in the lobby near concessions for the entire game.
- High-traffic exposure area where fans gather before and during the game
- Excellent for reinforcing your brand presence and community support throughout the event
- Rotating display schedule ensures multiple impressions per game

#### Media Guide Advertising Levels

- **Full-Page Color Advertisement** – \$650
- **Half-Page Color Advertisement** – \$350
- **Quarter-Page Color Advertisement** – \$200
- **One-Eighth Page Color Advertisement** - \$125



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### Sponsorship Information & Next Steps

#### To Become a 2026 Season Sponsor:

**Step 1:** Select Your Sponsorship Level

**Step 2:** USE QR CODE or Forward the Following Information to:

**David Boyles**

Fundraising Manager, Pine Richland Touchdown Club

Email: [mrboyles@gmail.com](mailto:mrboyles@gmail.com)

Mobile: 724-462-5864

- Selected sponsorship level
- Business logo (high-resolution preferred)
- Sponsor mailing address
- Website URL for hyperlink (if applicable)

**Step 3:** Submit Payment through QR CODE with VENMO/ZELLE or:

**Make checks payable to:** Pine Richland Touchdown Club

**Mail to:**

Pine Richland Touchdown Club

PO Box 287

Gibsonia, PA 15044

**Important Deadline:** Advertisements must be received by **August 1, 2026** to be included in the Media Guide and by **April 25, 2026** to be included on the Rising Stars Youth Camp T-Shirt..



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### Your PRTD Booster Board Leadership Team

Name	Position	Contact
Wayne Roccia	President	412-418-2465   <a href="mailto:wroccia@nposa.com">wroccia@nposa.com</a>
Angie Pickels	Vice President	412-327-5354   <a href="mailto:pickels@zoominternet.net">pickels@zoominternet.net</a>
Dave Boyles	Fundraising	724-462-5864   <a href="mailto:Mrboyles@gmail.com">Mrboyles@gmail.com</a>
Stephanie Roccia	Secretary	412-401-8391   <a href="mailto:sroccia@nposa.com">sroccia@nposa.com</a>
Joe Cassidy	Treasurer	412-979-1070   <a href="mailto:jcassidy@cjlengineering.com">jcassidy@cjlengineering.com</a>
Rob Brown	Social Media	412-721-5433   <a href="mailto:rbrown6876@gmail.com">rbrown6876@gmail.com</a>
Jennifer Watenpool	Concessions	412-855-4482   <a href="mailto:jennyto3@hotmail.com">jennyto3@hotmail.com</a>

**Questions?** Contact Head Coach Dr. Jon LeDonne at 724-561-2942 | [jonledonne@gmail.com](mailto:jonledonne@gmail.com)

*The Pine-Richland Touchdown Club is a Booster Organization for the Pine-Richland Rams Football team, a not-for-profit 501(c)(3) organization. Unless otherwise specified, no goods or services were provided in exchange for these gifts. Your contribution may be tax-deductible to the extent allowed by law.*

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## Together, we build champions.