

A banner for Paul VI Catholic High School Lacrosse. The text "PAUL VI CATHOLIC HIGH SCHOOL LACROSSE" is written in large, bold, yellow letters with a black outline. Below this, a horizontal line separates the title from the location "of Fairfax, VA" which is written in smaller yellow letters. The background of the banner shows a collage of lacrosse players in action on a field.

PAUL VI CATHOLIC HIGH SCHOOL LACROSSE

of Fairfax, VA

November 18, 2013

Dear Potential Supporters of the Paul VI High School Boys Lacrosse Program:

Our vision for the Paul VI Boys Lacrosse program is to be the Most Respected High School Lacrosse Program in Virginia and the Greater Washington Metropolitan Area. Our mission is to prepare the boys that come into our program to become high character, high quality young men who learn the importance of Commitment to others, Dedication to Be the Best You Can Be, putting TEAM ahead of individual priorities and how to Prepare to compete as a Team for Championships. The second half of our mission is to help the student-athletes in our boys lacrosse program get into the best colleges possible.

We made great progress last year with our best record ever (20-4), while advancing to compete in both WCAC & VISAA championship games (both a first for our PVI boys program). We also had 10 D-I commits and 5 D-III commits in our program last year.

We are very proud of the high character and the constantly improving Academic Performance of our PVI Boys Lacrosse Student-Athletes. This fall we had 37 PVI Boys laxers on the PVI Honor Roll (3.5 GPA and above)... an all-time high for our Boys Lacrosse Program. Our Boys Lacrosse student-athletes are committing to some of the top academic schools in the country, whether to play lacrosse or not.

Our boys lacrosse program plays one of the most challenging schedules in the greater Washington Metropolitan area with several Top 10 and Top 25 in the nation opponents on our spring schedule, to include a highly competitive WCAC conference schedule (i.e., Gonzaga, DeMatha, St Mary's Ryken, Good Counsel, St John's, et al) and D-I VISAA schedule (i.e., Woodberry Forest, Collegiate, Episcopal, Potomac, Flint Hill, STAB, Blue Ridge School, et al). We also play a very strong out of conference schedule against teams like Georgetown Prep, Landon, Mt. St. Joe's and St. Paul's (Baltimore).

Most importantly, at PVI, we focus on developing well-rounded student athletes who are prepared to succeed in college and beyond as productive citizens. We encourage our student-athletes to play multiple sports and engage in all the school activities a school like PVI has to offer. As an example, many of our PVI boys' lacrosse players serve in PVI's Student Government (SGA). The last two PVI Student Government Presidents have been boys' lacrosse players. Like most Catholic High School's, we also stress a strong Service Commitment to our local community and those in need. Our Boys Lacrosse Team participates in supporting multiple causes for those in need. Two major causes that we support are (1) Operation Warrior Outreach - collecting donated necessities that we ship over to our Troops in Afghanistan so they know we care and appreciate them and (2) Our PVI Options Program and Special Olympics - PVI has a special needs student class called Options that does a terrific job of developing special



needs students. We help raise money for this program and help out with Special Olympics programs that our Options students participate in.

If your son is a strong STUDENT- lacrosse athlete who has the focus/ commitment/ drive to achieve his potential inside and outside the classroom AND the desire and ability to compete with and against the best talent/ teams in the area/ nation, we would like to hear from you.

We are continuing to build on the foundation created by last year's very talented (2013) senior class. We have some very talented underclassmen in our program and a strong freshman class thanks to the positive PR we received last season (thank you class of 2013... your legacy of excellence continues!).

We cannot compete at the level we aspire to without the financial resources provided by our main annual fundraiser - The Boy's Lacrosse Media Guide. The funds raised by the sale of media guide advertisements help defray the costs of assistant coach stipends, team training, team and player equipment, uniforms, practice field rentals, team supplies, team travel, team meals, tournament fees, Community Service Support expenses and other incidental costs.

To our past sponsors, **THANK YOU** for helping us build our foundation for success. We hope you will proudly continue to support our PVI Boys Lacrosse Program. For potential new sponsors, we look forward to adding you to the list of those who are helping us build the Most Respected High School Lacrosse Program in Virginia and the Greater Washington Metropolitan Area.

If you would simply like to send a **Tax Deductible** check to support our PVI Boys Lacrosse Program Mission and Vision, please send whatever amount you can afford. Please make checks payable to "**Paul VI Catholic HS Boys Lacrosse**" and send to my attention at the address provide below. All contributions and support welcomed AND greatly appreciated! Please don't hesitate to contact me with any questions about our PVI boys' lacrosse program.

Sincerely,

Coach Waters

Bob Waters
Boys Lacrosse Head Coach
Cell: 703-928-3872
Email: rwaters@paulvi.net
Website: www.pvilax.net
Paul VI Catholic High School
10675 Fairfax Boulevard
Fairfax, VA 22030-4314

PAUL VI CATHOLIC HIGH SCHOOL LACROSSE

of Fairfax, VA

PAUL VI Media Guide Advertising and Sponsorships for 2014 Boys Lacrosse Season



Dear Prospective Advertisers and Sponsors

Thank you in advance for considering supporting our Paul VI lacrosse program and the extensive list of Paul VI family and alumni that are so influential and pervasive throughout our Northern Virginia and greater Washington, DC communities.

We are offering the opportunity to be an advertiser in our renowned Paul VI media guide and/or a Sponsor of our program supporting its many scholar athletes. Your support of the program provides funds to secure practice fields, team travel, pads, uniforms, etc.

Benefits to “Media Guide” Sponsors & Advertisers:

- Directly reach approximately 70 varsity and JV lacrosse players and their families
- Directly reach approximately 1,000 total students at PVI, many of whom attend our games
- 18 regular season games plus the playoffs; 17 other area schools played during the season with their players and families having access to our advertisers as well
- Reach into numerous college programs and their recruiters that attend our games and review our “Media Guide”. All players and their families are encouraged to support the businesses that support our program.

Additional Exposure Options for Sponsors & Advertisers (depending on level of sponsorship selected):

- Recognition by the game announcer at home games as a key supporter of Paul VI lacrosse with emphasis placed on encouraging attendees to support the businesses that support our program
- Banner advertisement on the Paul VI web site (www.pvilax.net) where players, family members, students, fans and recruiters view team and player biographies, statistics, schedules and standings (over 2,000 web site hits and growing)
- Advertising in black & white Game Day Guide; size of ad depends on sponsorship level
- At home games, the opportunity to distribute coupons, flyers, advertisements to game day attendees
- Advertising in all of our Lacrosse Camp Flyers (over 500 campers)

Media Guide Sponsorship Levels:

Brave Heart Sponsor - \$2,500

- Full page Ad in color “Media Guide” – (7.5” X 10”)
- *Additional Exposure Benefits:* Announcer recognition at home games as a Brave Heart premium PVI lacrosse sponsor
- Banner ad on PVI Lacrosse team web site (over 2,000 hits)
- Prominent, full page ad in Game Day Guide handouts
- Ad in PVI Lacrosse Camp Flyer (over 500 campers)



As a Brave Heart Sponsor, in addition to the benefits above, you will receive the priority, premium advertising locations for your full page ad in the Media Guide (e.g. back cover, front inside cover, middle seam). Those earliest to commit to this sponsorship receive first choice of advertising location.

You will also receive recognition in our Operation Warrior Outreach program. On a monthly basis, the team gathers supplies and sends over 30 packages to deployed active duty US Soldiers currently serving in austere environments. We have numerous alumni that have served in the armed forces, including one that serves as an assistant coach for the team. This sponsorship lets the community know that you support both PVI lacrosse as well as our troops.

Panther Sponsor - \$1,000

- Full page Ad in color “Media Guide” – (7.5” X 10”)
- *Additional Exposure Benefits:* Announcer recognition at home games
- Banner ad on PVI Lacrosse team web site (over 2,000 hits)
- Prominent, full page ad in Game Day Guide handouts
- Ad in PVI Lacrosse Camp Flyer (over 500 campers)

Black & Gold Sponsor - \$700

- Full page Ad in color “Media Guide” – (7.5” X 10”)
- *Additional Exposure Benefits:* Full page ad in Game Day Guide handouts
- Ad in PVI Lacrosse Camp Flyer (over 500 campers)

Baggataway Sponsor - \$350

- Half page Ad in color “Media Guide” – (7.5” X 5”)
- *Additional Exposure Benefit:* Half page ad in Game Day Guide handouts

Other Ad Sponsorships - \$100 - \$200

- Quarter page ad – (3.5” X 5”) - \$200 (plus, name listed in game day roster)
- Business card ad – (3.5” X 2”) - \$100 (plus, name listed in game day roster)

Patron Donations

- Platinum Patron - \$300 + (plus, name listed in media guide)
- Gold Patron - \$200 + (plus, name listed in media guide)
- Silver Patron - \$100 + (plus, name listed in media guide)
- Bronze Patron - \$50 + (plus, name listed in media guide)



PAUL VI BOYS' LACROSSE

MEDIA GUIDE ADVERTISING & SPONSOR FORM

SPONSORSHIP LEVEL PRICING & AD SIZES

(details of what each level entails outlined in sponsorship letter)

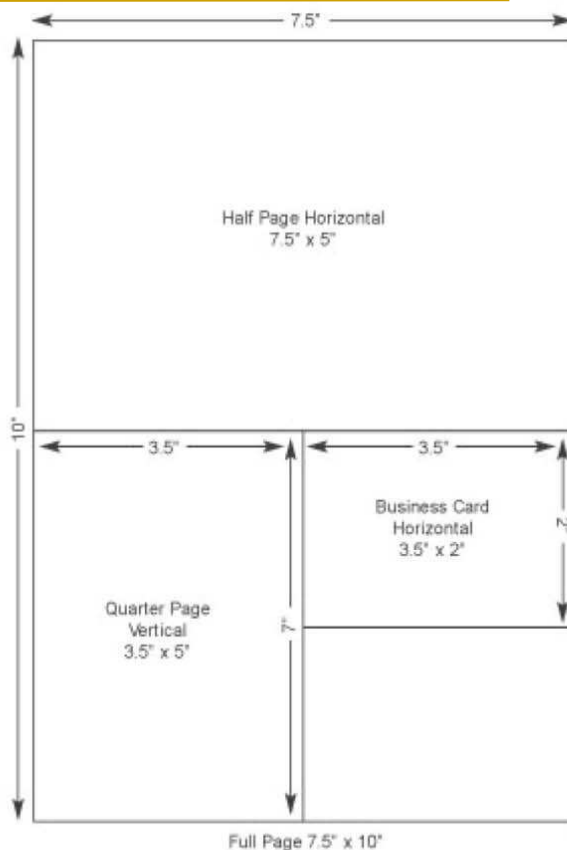
- Braveheart Sponsor \$2,500 (full page ad)
- Panther Sponsor \$1,000 (full page ad)
- Black & Gold Sponsor \$700 (full page ad)
- Baggataway Sponsor \$350 (half page ad)
- Quarter Page Ad \$200
- Business Card Ad (1/8 page) \$100
- Platinum Patron \$300 + donation (no ad)
- Gold Patron \$200+ donation (no ad)
- Silver Patron \$100+ donation (no ad)
- Bronze Patron \$50+ donation (no ad)

Production Notes:

- > Trim Size: 8.5" x 11"
- > Paper: 70lb Glossy Enamel
- > Live Area: Must be kept 1/8 inch from border
- > Bleeds: No

Composition:

Paul VI Boys Lacrosse will happily assist in the design / composition of your ad if you need us to. Please contact Julie Lock at julie@lockmedia.com for any assistance needed or questions in regard to composition. Electronic Files preferred: PDF, JPEG, and PUB.



SPONSORSHIP / DONOR INFORMATION:

Ad Submission Requirements: E-mail Ad Use Last Year's Ad Design/Compose Ad

Business Name: _____

Business Address: _____

City/State/Zip: _____

Contact Person: _____ **Contact Phone:** _____

Contact E-mail Address: _____

Paul VI Boys Lacrosse Student-Athlete: _____

Special Notes: _____

Direct all sponsorship questions to John Hagan at jhagan@bandtcm.com and all specific ad questions to Julie Lock at julie@lockmedia.com. Send your completed form, your ad information and a check made payable to Paul VI Boys Lacrosse to the following address:

Paul VI Boys Lacrosse ~ c/o Julie Lock ~ 9272 Sumner Lake Blvd. ~ Manassas, VA 20110

Thank you for supporting Paul VI Catholic High School Boys Lacrosse Program
Submission deadline is February 17, 2014