



# HOPKINS FOOTBALL

## 2026 SPONSORSHIP OPTIONS

Welcome to the 2026 Hopkins Royals football season. As we build on the momentum from last season, we're inviting local businesses like yours to join us in supporting our program—and to take advantage of powerful new ways to showcase your brand to our growing audience.

Each year, Hopkins Football relies on the support generated by our booster club to provide the equipment, training and leadership needed to build a competitive and successful program.

### BUSINESS SPONSORSHIP LEVELS

#### ROYAL SPONSOR - \$5,000

- Player of the Game sponsor full spread graphic shared on social media and SOTS weekly (may include play, defensive, offensive, etc.)
- Logo & link on Hopkins Football website
- Social media recognition
- Large home field banner
- Home game shout outs
- Youth team name
- Logo on youth team shirts
- Varsity camp T-shirts

#### PLATINUM SPONSOR - \$2,500

- Weekly Story of the Season full page ad
- Logo & link on Hopkins Football website
- Social media recognition
- Large home field banner
- Home game shout outs
- Youth team name
- Logo on youth team shirts
- Varsity camp T-shirts

#### GOLD SPONSOR - \$1,500

- Weekly Story of the Season 1/2 page ad
- Logo & link on Hopkins Football website
- Social media recognition
- Medium home field banner
- Home game shout outs
- Youth team name
- Logo on youth team shirts
- Varsity camp T-shirts

#### SILVER SPONSOR - \$1,000

- Weekly Story of the Season 1/4 page ad
- Logo & link on Hopkins Football website
- Social media recognition
- Small home field banner
- Home game shout outs
- Youth team name
- Logo on youth team shirts
- Varsity camp T-shirts

#### YOUTH SPONSOR - \$500

- Logo on weekly Story of the Season sponsor page
- Logo & link on Hopkins Football website
- Social media recognition
- Name on home field banner
- Home game shout outs on Youth Night
- Youth team name
- Logo on youth team shirts

#### TEAM SPONSOR - \$250

- Logo on weekly Story of the sponsor page
- Logo & link on Hopkins Football website
- Social media recognition
- Small name on home field banner
- Home game shout outs on Youth Night
- Youth team name
- Logo on youth team shirts

#### ADD-ON SPONSORSHIPS

<b>FULL SPREAD SOTS AD</b> .....	<b>\$1000</b>
<b>FULL PAGE SOTS AD</b> .....	<b>\$750</b>
<b>HALF PAGE SOTS AD</b> .....	<b>\$500</b>
<b>QUARTER PAGE SOTS AD</b> .....	<b>\$250</b>
<b>ONE TIME SHOUT OUT IN SOTS</b> .....	<b>\$50</b>

With questions, contact VP of Boosters, Kelly Caspers at: [kelly.caspers@mac.com](mailto:kelly.caspers@mac.com)

Once you've finalized your sponsorship selections, Hopkins Football Boosters will email you an invoice. Ads will go live once payment is received!

**DONATIONS ARE WELCOME!**  
**SUPPORT THE TEAM WITH MEALS, AND MORE**  
**LET'S CHAT!**

## NEW CHAPTER every Friday at 9 am!

Chapters are distributed every week directly to subscriber's email inboxes, via QR Codes at games, and on social media. This means that THOUSANDS of people are seeing your ads every week!



## WHAT IS STORY OF THE SEASON?



Story of the Season is an interactive digital magazine and media guide published each week of the season. We collect all the top highlights, photos, interviews and content and publish an interactive digital magazine that gets shared on social media and goes out via email to parents, players, alumni, and fans!

## WHY ADVERTISE WITH STORY OF THE SEASON?

Parents, players, and fans can access Story of the Season via email, social media, and QR code banners at games. With your ad embedded in each chapter, we link directly to your website or Facebook. This puts your website in the hands of hundreds of fans and provides direct traffic.



Click or Scan to Advertise Today!



Story of the Season Example



Click or Scan to Visit our Website



Youtube Explainer Video



## FAQ

### What is Story of the Season?

Story of the Season is a weekly, interactive digital game recap newsletter subscription and digital yearbook covering the entire season. Each week, we collect all the video highlights, articles, photos, interviews, behind the scenes content and more and publish a weekly digital magazine recapping the game week. At the end of the season, fans get a comprehensive digital yearbook including all the weekly chapters. Sports programs raise money with Story of the Season by selling ads to local businesses and personal ads.

### What are the advertising option sizes?

1. Quarter page (4.25" x 5.5")
2. Half page (8.5" x 5.5")
3. Full Page (8.5" x 11")
4. Full Spread (2 Pages)

### What do I have to do to sign up advertise?

1. Once you submit the Advertisement form, Story of the Season will then contact you, and either design an ad for you for a **one time \$30 fee added to your sponsorship donation** or you may submit one yourself.
2. Pay Ad fee directly to the program you are supporting.

### How many publications are there and what is the life of the advertisements?

Story of the Season publishes magazine recaps every week of the season. The Story of the Season is emailed to hundreds of fans every week, shared on social media weekly and shared at all games via a QR code poster. If the team advances to the playoffs, we continue to cover the team each game until the season ends.

### When is payment and content submission due?

Payment AND Content submission deadline for advertising is a month before the season starts! Please send payment directly to the contact on this form.

### How does Ad design /content submission work?

Once you fill out and submit the relevant content via the form, we will contact you and send you a draft of your advertisement. Once approved, we will be all set to begin incorporating it into the Story of the Season. You may also submit your own finalized digital ad for us to use as your advertisement.

STORY OF THE  
SEASON EXAMPLE



ADVERTISING  
INTAKE FORM



YOUTUBE  
EXPLAINER VIDEO



# WHY SPONSOR IN STORY OF THE SEASON



# WHY YOU SHOULD ADVERTISE IN THE



## INTERACTIVE ADS

Story of the Season creates interactive ads that can include buttons to a business' website, videos, and more. This means that businesses can engage with hundreds of potential customers in a new and innovative way.

## CUSTOM DESIGN

Story of the Season designers can create an ad for your business for a \$30 upcharge if you would prefer not to submit your own ad! We can incorporate any logos, images, or videos and cater it specifically to your liking.

## EXPOSURE

Story of the Season is a weekly publication that is sent out to hundreds of subscribers and shared on social media with thousands of people. At the game, a QR code is shared providing unparalleled exposure for businesses and sponsors to the community, fans, parents, and players.

## Why Should You Advertise in the Story of the Season?

**1. Weekly Email Exposure:** Story of the Season is a weekly publication that is sent out to hundreds of subscribers via email EVERY Friday morning! Not only is your ad featured in every weekly chapter of Story of the Season, but it is also included in the email that hundreds of subscribers see EVERY week of the season - giving you double the value and exposure!

The average team gets ~200 individual viewers per week, with our best teams getting 800+ weekly viewers!

**2. Social Media Exposure:** All Story of the Season chapters are shared on social media with thousands of people that follow your team. That means people can see your ad from Twitter, Facebook, Instagram and any other social media channels that your team uses!

**3. QR code shared at all games:** We share a large QR code banner with each team to hang up on the fence or wall of each venue so all the fans can access each chapter of Story of the Season directly from the stands or bleachers. This means that a business's ad will be seen by a large audience EVERY week of the Season.

**4. Interactive Ads:** Story of the Season allows for interactive ads that can include buttons to a business's website, videos, and more. This means that readers can directly access your businesses website to schedule appointments, make orders or contact you directly!

**5. Community Support:** Sponsoring Story of the Season is a great way to show support for the local community and sports team. This can help build a positive reputation for a business and create goodwill among potential customers.

**6. Cost-Effective:** Compared to other forms of advertising, sponsoring Story of the Season can be a cost-effective way for businesses to get their message in front of a large audience. If you divide the full season advertising cost by the number of chapters weeks in a season (10-15 chapters), the price of an ad is as low as \$30-\$50 per chapter!

**7. Association with a Successful Program:** Sponsoring Story of the Season allows businesses to associate themselves with a successful athletic program, which can help build credibility and brand recognition.

**8. Targeted Audience:** High school sports fans are a targeted audience that may be interested in products or services that a business offers. Most of our users are parents and family of players, local fans and members of the community, and students and faculty at the school. By sponsoring Story of the Season, businesses can reach this audience directly.

**9. Custom Design:** We can design the ad for your business for a \$30 upcharge. Plus, you can keep the designed ad for free and use it whenever you want!

**10. Supporting the Team:** By sponsoring Story of the Season, businesses are helping to support the team and the community as a whole. This can create a sense of pride and loyalty among customers who value this kind of corporate responsibility.

Go Mustangs!

Greg Boltz

ASSESSOR

Paid for by Friends for Greg Boltz

**WEST LUBBOCK**  
6102 82nd St Suite 4  
West Lubbock, TX 79424  
**(806) 808-0369**

**LUBBOCK**  
4013 84th St  
Lubbock, TX 79423  
**(806) 794-8124**

**HOBBS**  
1215 W Joe Harvey Blvd  
Hobbs, New Mexico 88240  
**(575) 393-6047**

**SNYDER**  
5305 Trinity #F  
Snyder, TX 79549  
**(325) 573-0602**

**PLAINVIEW**  
2801 W 24th St  
Plainview, TX 79072  
**(806) 293-7100**

**LEVELLAND**  
901 12th St  
Levelland, TX 79336  
**(806) 808-0369**

**ODESSA**  
1616 E 8th St  
Odessa, TX 79761  
**(432) 227-2788**

**ABILENE**  
5200 Buffalo Gap Rd #C  
Abilene, TX 79606  
**(325) 305-7000**

**DENVER CITY**  
117 W 2nd St  
Denver City, TX 79323  
**(806) 808-0369**

**LAMESA**  
1016 N 17th St  
Lamesa, TX 79331  
**(806) 808-0369**



**WENTZORTHODONTICS.COM**



**CORPORATE PARTNER**

**DAMON SYSTEM**  
More than straight teeth



**WENTZ ORTHODONTICS PLAY OF THE WEEK**

