



SPONSORSHIP OPPORTUNITIES

The 2025 SJA Sponsorship program provides annual support to SJA to make all of these and other opportunities for students possible. These categories offer targeted marketing opportunities based on the amount of expected exposure for sponsorship recognition.

Hilltopper Leader — \$10,000

Included on ALL marketing opportunities in other levels

- Listed as a top sponsor for marketing for all sponsorship levels (Hilltopper Champion, Hilltopper Promoter, Hilltopper Excel, Hilltopper Supporter, and Hilltopper Friend)
- SJA Website — Include a business blurb with your logo on the 2024-2025 sponsorship thank you page
- Field 2 teams at the SJA Golf Benefit

Hilltopper Champion — \$5,000

Athletics, SJA Golf Benefit, and General Sponsorship marketing

- Included on all Hilltopper Supporter and Hilltopper Friend marketing
- SJA Game Sponsor — Logos included on SJA home game programs and on viewing page for SJA games streamed via Hudl (SJA games streamed by NSN are not included in this sponsorship program)
- Social media — recognized on posts announcing major home games
- Caledonian Record & Littleton Record thank you ad for athletics each season
- SJA E-newsletter — Thank you mention for SJA 2024-2025 Sponsors 2x/year
- Alumni E-Newsletter thank you mention in one homecoming and one reunion e-news
- Banners — included on banners at entrances (depending on season) - Fairbanks Field, Cary Field, Alumni Memorial Gymnasium, Burlingame Field, and the Softball Field

Hilltopper Promoter — \$2,500

Performing Arts, SJA Golf Benefit, and General Sponsorship marketing

- Included on all Hilltopper Supporter and Hilltopper Friend marketing
- Social media — recognized on sponsor thank you posts for performing arts.
- Caledonian Record & Littleton Record thank you ads for SJA Theatre productions
- SJA E-newsletter — Thank you mention for SJA 2024-2025 Sponsors 2x/year
- Alumni E-Newsletter thank you mention in one homecoming and one reunion e-news
- Programs — included on programs for theatre productions, concerts, and fashion shows
- Banners /sponsor display — included on applicable banners associated with performing arts and/or on display posted at venue entrances for performances

Hilltopper Excel — \$1,500

Academic programs, SJA Golf Benefit, and General Sponsorship marketing

- Included on all Hilltopper Supporter and Hilltopper Friend marketing
- Social Media - recognized on sponsor thank you posts for academic programs.
- Caledonian Record & Littleton Record thank you ads for programs such as Operation Creation, FIRST Robotics, Science Olympiad, SkillsUSA
- SJA E-newsletter — Thank you mention for SJA 2024-2025 Sponsors 2x/year
- Alumni E-newsletter — Thank you mention for SJA 2024-2025 Sponsors 1x/year
- SJA Website — included on academic program pages such as Operation Creation and FIRST Robotics.
- Programs — included on material sent home for Operation Creation participants
- Banners — Included on banners for academic programs such as FIRST Robotics

Hilltopper Supporter — \$1,000

SJA Golf Benefit and General Sponsorship marketing

- Included on all Hilltopper Friend marketing
- Golf Benefit marketing
 - Listed on sponsor thank you display
 - Field 1 team at the benefit
 - Opportunity for other unique sponsorships at the event, with pricing to be discussed (i.e., hole-in-one contest, golf balls, golf towels, hats, etc.)

Hilltopper Friend — <\$1,000

General sponsorship marketing

- Caledonian Record & Littleton Record - thank you ad for SJA 2024-2025 Sponsors
- SJA Website sponsor thank you page
- Annual Recognition — Listed as sponsor in annual gift report
- Hilltopper Magazine — Listed in full-page sponsor thank you ad

Please Note — Businesses can mix and match sponsor levels. For example, if a business would like marketing opportunities for Academic Programs and Performing Arts, it would be a \$4,000 sponsorship. They would be considered a sponsor at the higher level, so in this example, as a Hilltopper Promoter.

Sponsorship Reach

Social Media: SJA Facebook = 8,300 / Instagram = 5,491; SJA Alumni Instagram = 1,276 / Twitter = 1,603 / Facebook = 3,600; Hilltopper Sports Facebook = 1,100 / Instagram = 1,344 / Twitter = 192

SJA E-newsletter: Sent to 3,500 emails (students, parents, SJA Trustees, consultants, community members who request, and SJA faculty and staff)

SJA Alumni E-newsletter: Sent to approximately 6,000 emails.

Hilltopper Magazine: Mailed to 8,700 people, plus included in alumni e-newsletter.

In-Person Events: Thousands of community members attend sporting events, performing arts productions, etc. each year.