



**LNCHARTER**  
LAKE NORMAN CHARTER

## Sponsorship Opportunities

2022-2023

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# Why Sponsor Lake Norman Charter?

***First, a little about us...*** Lake Norman Charter is a tuition-free college preparatory school serving grades K-12. Our motto is: **Together we learn, lead and serve**. Our very first core value reads: “We value **partnerships** between and among our students, staff, parents and community.” This means we are committed to our community and cultivating a mutually-beneficial relationship with our corporate and small business partners. We have been part of the Lake Norman community for over two decades and have earned a strong reputation as an academic school of excellence. This is our **25<sup>th</sup> year** of school operations, making us among the oldest charter schools in the state.

***Now, a lot about why a partnership makes sense for your business...*** Lake Norman Charter is comprised of approximately 2,200 students, from more than 1,500 families in the greater Lake Norman area. Most of our families live in Huntersville, followed by the University Area, Cornelius, Mountain Island Lake area and Davidson, respectively.

As a charter school we do not provide busing for our students. For you, this means our families are on our campuses every day, driving their children to and from school. This is a significant difference between our school and other schools you may be considering sponsoring. While we conduct our carpool process as efficiently as possible, our families are nonetheless spending time each day, idle in their cars, wrapped around our football field on our main campus which is where many of our sponsorship opportunities—your business’ banner—are located.

But that’s not all. Lake Norman Charter fields **49 athletic teams** between the high school and middle school. This results in a vast number of sporting events, many of them taking place right here on our campus. By sponsoring Lake Norman Charter, not only are you reaching our family base, you are getting exposure to other Lake Norman area families and beyond.

Lastly, Lake Norman Charter has a multi-year agreement with the Town of Huntersville, allowing Huntersville sports leagues such as Huntersville Youth Athletic Association (HYAA) to use our facilities to recreate. This drives hundreds of area families to our campus for practices and games on our fields and in our gyms. Furthermore, these area leagues and other local sports organizations hold summer sports camps in our facilities. These partnerships mean **our three gyms and fields are in use year-round, nearly 365 days.**

**Here are some quick facts about the LNC community and campus:**

- 1,500+ LNC families living in the greater-Charlotte area, primarily Lake Norman and University City
- 2,210 students in K-12<sup>th</sup> grades
- 2,000 sets of eyes on our main campus on an average school day
- Superior academics:
  - 98% Grad Rate, 2022
  - 99% Advancing to College, 2022
  - Ranked by U.S. News & World Report as top 25 “Best High School” in North Carolina, 2022
  - Ranked by Niche.com as top 20 “Best Public High School in North Carolina, 2022
  - Ranked by Niche.com as #8 “Best Public Middle School in North Carolina, 2022
  - Ranked by Niche.com as #9 “Best Public Elementary School in North Carolina, 2022

- Outstanding Athletics:
  - 15 total State Championship Titles between 2011-2021
  - Wells-Fargo Cup winner for state (2A) 2017-18
  - Wells-Fargo Cup winner for state (1A) 2012-13
  - Wells-Fargo Cup 1<sup>st</sup> runner-up for state (2A) 2015-2016 and 2016-2017, 2018-2019
  - Wells-Fargo Conference Cup winner for South Piedmont conference (3A) 2021-2022
  - 1,500 spectators on average at home varsity football games

# Recognition Opportunities

## Knights Stadium (5-10 Year Term)

- **NAMING RIGHTS** to the Field House, Field and Track, located at LNC's main campus
- **EXCLUSIVE** school sponsor for sponsor's specific industry
- **SCOREBOARD** positioning of sponsor logo
- **11 24x48" Banners** on campus light posts
- **Grand, Oversized Banner** celebrating the Knights athletics and branding sponsoring business
- **8x3' Stadium Banner** with *best* positioning
- **3x5' Gym Banner** with *best* positioning at the elementary school
- **4x4' Gym Banner** with *best* positioning at the middle school
- **4x4' Gym Banner** with *best* positioning at the high school
- **Recognition on School Website** with sponsor logo hyperlinked to sponsor website
- **Promotion quarterly in Knights News** (school newsletter) hyperlinked to sponsor website
- **Promotion monthly on School Social Media** (Facebook, Twitter, Instagram) either generally or with specific business promotion, including link to sponsor website\*
- **Tailored Engagement Opportunities** available to promote sponsor business
- **Full Page Yearbook Ad**
- **Presence** in varsity football and basketball programs
- **Verbal Recognition** at every varsity football and basketball home game

Cost: Negotiable\*\*

## Elementary School Gym (5-10 Year Term)

- **NAMING RIGHTS to the Brand New Elementary School Gym**
- **EXCLUSIVE** school sponsor for sponsor's specific industry
- **SCOREBOARD** positioning of sponsor logo
- **11 24x48" Banners** on campus light posts
- **Grand, Oversized Banner** celebrating the Knights athletics and branding sponsoring business
- **8x3' Stadium Banner** with *best* positioning
- **3x5' Gym Banner** with *best* positioning at the elementary school
- **4x4' Gym Banner** with *best* positioning at the middle school
- **4x4' Gym Banner** with *best* positioning at the high school
- **Recognition on School Website** with sponsor logo hyperlinked to sponsor website
- **Promotion quarterly in Knights News** (school newsletter) hyperlinked to sponsor website
- **Promotion monthly on School Social Media** (Facebook, Twitter, Instagram) either generally or with specific business promotion, including link to sponsor website\*
- **Tailored Engagement Opportunities** available to promote sponsor business
- **Full Page Yearbook Ad**
- **Presence** in varsity football and basketball programs
- **Verbal Recognition** at every varsity football and basketball home game

Cost: Negotiable\*\*

# Sponsorship Levels

## Knight in Shining Armor

- **EXCLUSIVE** school sponsor for sponsor's specific industry
- **SCOREBOARD** positioning of sponsor logo
- **11 24x48" Banners** on campus light posts
- **Grand, Oversized Banner** celebrating the Knights athletics and branding sponsoring business
- **8x3' Stadium Banner** with *best* positioning
- **3x5' Gym Banner** with *best* positioning at the elementary school
- **4x4' Gym Banner** with *best* positioning at the middle school
- **4x4' Gym Banner** with *best* positioning at the high school
- **Recognition on School Website** with sponsor logo hyperlinked to sponsor website
- **Promotion 3x/year in Knights News** (school newsletter) hyperlinked to sponsor website
- **Promotion monthly on School Social Media** (Facebook, Twitter, Instagram) either generally or with specific business promotion, including link to sponsor website\*
- **Thanked semi-annually on School Social Media** (Facebook, Twitter, Instagram)
- **Tailored Engagement Opportunities** available to promote sponsor business
- **Full Page Yearbook Ad**
- **Presence** in varsity football and basketball programs
- **Verbal Recognition** at every varsity football and basketball home game

Cost: \$12,000

## Nobleman

- **SCOREBOARD** positioning of sponsor logo
- **Grand, Oversized Banner** celebrating the Knights athletics and branding sponsoring business
- **8x3' Stadium Banner** with *premium* positioning
- **3x5' Gym Banner** with *best* positioning at the elementary school
- **4x4' Gym Banner** with *premium* positioning at the middle school
- **4x4' Gym Banner** with *premium* positioning at the high school
- **Recognition on School Website** with sponsor logo hyperlinked to sponsor website
- **Promotion 3x/year in Knights News** (school newsletter) hyperlinked to sponsor website
- **Promotion 6x/year on School Social Media** (Facebook, Twitter, Instagram) either generally or with specific business promotion, including link to sponsor website\*
- **Thanked semi-annually on School Social Media** (Facebook, Twitter, Instagram)
- **Full Page Yearbook Ad**
- **Presence** in varsity football and basketball programs
- **Verbal Recognition** at every home varsity football and basketball game

Cost: \$7,500



## Squire

- **8x3' Stadium Banner**
- **3x5' Gym Banner** with premium positioning at the elementary school
- **4x4' Gym Banner** with premium positioning at the middle school
- **4x4' Gym Banner** with premium positioning at the high school
- **Recognition on School Website** with sponsor logo hyperlinked to sponsor website
- **Promotion semi-annually in Knights News** (school newsletter) hyperlinked to sponsor website
- **Promotion quarterly on School Social Media** (Facebook, Twitter, Instagram) either generally or with specific business promotion, including link to sponsor website\*
- **Thanked semi-annually on School Social Media** (Facebook, Twitter, Instagram)
- **Half Page Yearbook Ad**
- **Presence** in varsity football and basketball programs
- **Verbal Recognition** at every home varsity football and basketball game

Cost: \$3,500

## Campus Banner Bundle

- **8x3' Stadium Banner**
- **3x5' Gym Banner** at the elementary school
- **4x4' Gym Banner** at the middle school
- **4x4' Gym Banner** at the high school
- **Recognition on School Website** with sponsor logo hyperlinked to sponsor website
- **Promotion annually in Knights News** (school newsletter) hyperlinked to sponsor website
- **Promotion quarterly on School Social Media** (Facebook, Twitter, Instagram) either generally or with specific business promotion, including link to sponsor website\*
- **Thanked semi-annually on School Social Media** (Facebook, Twitter, Instagram)

Cost: \$2,000

## **Gym Banner Bundle**

- **3x5' Gym Banner** at the elementary school
- **4x4' Gym Banner** at the middle school
- **4x4' Gym Banner** at the high school
- **Recognition on School Website** with sponsor logo hyperlinked to sponsor website
- **Promotion annually in Knights News** (school newsletter) hyperlinked to sponsor website
- **Promotion annually on School Social Media** (Facebook, Twitter, Instagram) either generally or with specific business promotion, including link to sponsor website\*
- **Thanked semi-annually on School Social Media** (Facebook, Twitter, Instagram)

Cost: \$1,000

## **Additional Ad Hoc Sponsorship Opportunities**

- **HS Parking Pass Sponsorship** 300 students' car tags allow for visibility for 185 days

Cost: \$1,500

## **Social Media Sponsorship**

- **Recognition on School Website** with sponsor logo hyperlinked to sponsor website
- **Promotion annually in Knights News** (school newsletter) hyperlinked to sponsor website
- **Promotion quarterly on School Social Media** (Facebook, Twitter, Instagram) either generally or with specific business promotion, including link to sponsor website\*
- **Thanked semi-annually on School Social Media** (Facebook, Twitter, Instagram)

Cost: \$500

\*Sponsor provides social media content, LNC retains editing rights

# Sponsorship Cycles

Sponsors are accepted twice a year, during the spring and fall. The spring cycle compliments our spring field sports (lacrosse, soccer, track) and begins April 1 – March 31. The fall cycle compliments our fall sports (football, cheer, cross country, soccer) and begins October 1 – September 30. Payments are due upon invoice receipt and no materials will be produced prior to receiving payment. Installment plans are available for Knight in Shining and Nobleman sponsorships.