



*Information
and
Involvement
Opportunities*



The Program



Airstream Ventures
BUSINESS . ENTERTAINMENT . SPORTS



What is High School 9:12?

- Created by Airstream Ventures to give back to the Jacksonville community, create change and leave a legacy
- A holistic approach to supporting high school students *and* athletes to reach their dreams and increase their chances for success after graduation
- Establishing partnerships through sports, academics, and life skills that brings the city together in support of these initiatives

Why High School 9:12?

- Many organizations focus on just one concentration area, where HS 9:12 is committed to furthering the success of the entire student



Academics

Helping the students and athletes improve their test taking abilities to enable them to achieve increased scores, gaining new opportunities and succeeding at the collegiate level



Sports

Helping raise awareness and competition in Duval County



Life

Bringing not-for-profit organizations that work with children to increase opportunities and outreach with the Duval County high schools

Academics

- **Increasing College Opportunities**
 - High school students, selected based on established criteria, will receive a scholarship to attend a SAT/ACT *“Boot Camp”* to increase their scores
 - Thereby increasing their scholarship opportunities, such as Bright Futures
- **Funding Opportunities**
 - A donation to each *“Game of the Week”* participating school will be made to support an academic initiative
 - A donation will also be made to help support a select program for DCPS
- **Increasing Exposure**
 - A *weekly podcast* will feature Duval County high school related stories, with a focus on the academics more than their athletics



podcast

Sports



- **Television**

- 10 live games/events televised on Channel 4 and the CW
- The live events will also be broadcast on 1010XL, with live shows leading up to the event
- All games also shown live on the WJXT app on Roku, Apple TV, and iPhone
- Pep rally at the school, which includes giveaways and contests, will be recorded for inclusion in the broadcast
- **“Games of the Week”** will be promoted actively on both networks

- **Tournaments**

- Basketball tournament set for December 13–15, 2018 on the CW
- Baseball tournament in March benefitting Walk Off Charities



Life



- **Supporting Students Away from School**

- HS 9:12 will support the students away from school as well, working with several charities and non-profit programs to create stronger relationships and increase opportunities
- Possible partners of the life section of the HS 9:12 program:
 - *Airstream Ventures Life Skills & Recruiting Seminars*
 - *Game Face 4:13*
 - *Marathon High*
 - *Moe Williams Foundation*

- **Honors**

- Assisting groups that work with student-athletes to increase opportunities and outreach
 - Partnership formed with *In The Game* magazine
- ***HS 9:12 Corporate Partner Intern Program*** for select students
 - Corporate Partner selects type of program and DCPS and Airstream Ventures will identify students based on corporate criteria



Partnership Opportunities



**Presenting
Sponsor**



**Community
Champion**



**Official
Partner**



Presenting Sponsor

Partnership Includes:

- **General**

- **Presenting Sponsor** naming rights of the HS 9:12 program
- Logo inclusion in the HS 9:12 logo
- Individual social media posts to HS 9:12 audiences
- Branding in all HS 9:12 communication with DCPS constituents
- Recognition as the **Presenting Sponsor** of HS 9:12 in each issue of *In The Game* magazine
- Website recognition on official HS 9:12 page
- Recognition as the **Presenting Sponsor** of HS 9:12 in year-round advertising with media partners
- Category exclusivity in the HS 9:12 program



Presenting Sponsor

Partnership Includes:

- **Academics**

- Funding for “**Boot Camp**” participants
- Signage at all “**Boot Camp**” study sessions
- Opportunity to market to all students in “**Boot Camp**”
- Live read advertisement in each podcast
- Working with sponsors on activation of donations to high schools for “**Game of the Week**”

- **Life**

- Support for college scholarships with non-profit programs
- Opportunity for outreach with an educational program to select high schools on life skills
- Opportunity to engage/activate at various life skill seminars and non-profit initiatives
- Internship opportunities with DCPS students



Presenting Sponsor

Partnership Includes:

- **Sports**

- On-site signage package at all televised events, including basketball and baseball tournaments
- Logo included in all event promotional and marketing materials
- On-site activation at all events, with in-game giveaway opportunities
- VIP tickets to all tournaments, events, and honors ceremonies
- :30 commercial in each television and radio broadcast
- Opening and closing billboard advertisement in each television and radio broadcast
- Special feature (i.e. Starting lineups, Player of the Game, etc.) for each broadcast
- Feature interview during an intermission of each broadcast
- Full-page advertisement in each event program
- One on-court logo decal for the basketball tournament
- PA Announcements at all “**Game of the Week**” events

Community Champion

Partnership Includes:

- **Sports**

- On-site signage package at all televised events, including basketball and baseball tournaments
- On-site activation at all events
- VIP tickets to all tournaments, events, and honors ceremonies
- :30 commercial in each television and radio broadcast
- Opening and closing billboard advertisement in each television and radio broadcast
- Special feature (i.e. Starting lineups, Player of the Game, etc.) for each broadcast
- Half-page advertisement in each event program

- **Life**

- Opportunity for outreach with an educational program to select high schools on life skills
- Opportunity to engage/activate at various life skill seminars and non-profit initiatives
- Internship opportunities with DCPS students





Community Champion



Partnership Includes:

- **General**

- Logo on all event materials, including social media and information sent out to DCPS constituents
- Recognition as a **Community Champion** of HS 9:12 in each issue of *In The Game* magazine
- Website recognition on official HS 9:12 page
- Recognition as a **Community Champion** of HS 9:12 in year-round advertising with media partners

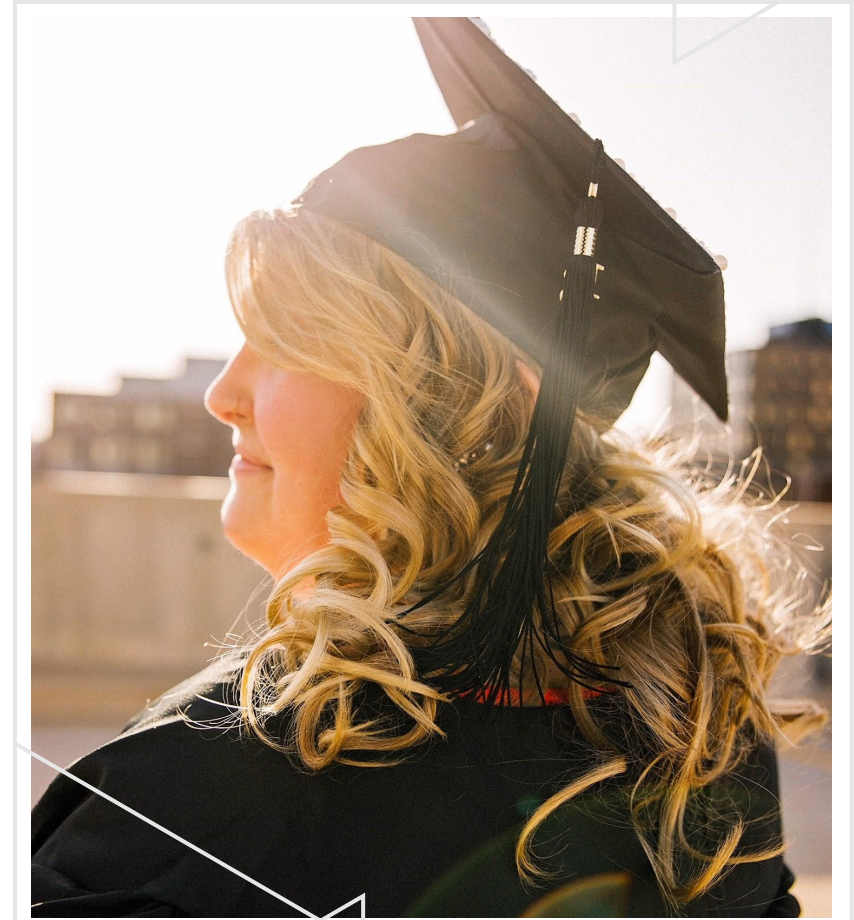
- **Academics**

- Funding for “**Boot Camp**” participants
- Signage at all “**Boot Camp**” study sessions
- Opportunity to market to all students in “**Boot Camp**”
- Live read advertisement in each podcast
- Working with sponsors on activation of donations to high schools for “**Game of the Week**”

Official Partner

Partnership Includes:

- **General**
 - Logo on all event materials, including social media
- **Academics**
 - Funding for “**Boot Camp**” participants
 - Signage at all “**Boot Camp**” study sessions
 - Opportunity to market to all students in “**Boot Camp**”
 - Opening and closing billboard advertisement in each podcast
- **Sports**
 - On-site signage package at all televised events, including basketball and baseball tournaments
 - On-site activation at basketball and baseball tournaments
 - Tickets to all tournaments, events, and honors ceremonies
 - Opening and closing billboard advertisement in each television and radio broadcast
- **Life**
 - Internship opportunities with DCPS students



Taking Flight

Thanks to your support, the children of Duval County can achieve their dreams, reach for the stars, and change their lives!

The partnership opportunities for HS 9:12 are as follows:

Presenting Sponsor	\$150,000
Community Champion	\$50,000
Official Partner	\$10,000

For more information, please contact:

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