

**ADVERTISING
YOUR BUSINESS
IS BETTER**

AT

**NORTHPOINT
CHRISTIAN
SCHOOL**

Development Department
7400 Getwell Road
Southaven, MS 38672
Tel (662) 349-5123 · Fax (662) 349-4962

NORTHPOINT CHRISTIAN SCHOOL ADVERTISING PROGRAM

WHY HAVE AN ADVERTISING PROGRAM?

1. All Fundraising Groups Work Together

Imagine that! Rather than having each individual group contact you, all of the fundraising groups at Northpoint Christian School are working together:

Athletic Boosters	Drama and Chorus Parents
Band Boosters	Alumni and PTSF

That is, parents from every fund-raising group in the school are involved in raising money for all groups -- athletics, band, chorus, drama, PTSF and alumni. In essence, the groups are helping each other for the benefit of all the students at Northpoint Christian School. Finally, the groups designed this Program to give you an advertising benefit, rather than merely requesting a donation from you.

2. Contact Once a Year when you participate in the Northpoint Christian School Advertising Program

The importance to you of this joint effort of the different groups at Northpoint Christian School is that by participating in our Advertising Program, you should be contacted only once a year about advertising your business on display signs, and Drama Program, and the Yearbook. Similarly, you should be contacted only once a year about participating in each of our other major fundraising programs, the Auction, Sporting Clays Shoot, Game Sponsorship, and Color Splash Fun Run.

WHY PROMOTE YOUR BUSINESS AT NORTHPOINT CHRISTIAN SCHOOL?

1. Northpoint Christian School Families are Good Customers of your Business.

Most of our families either use or could use your business for their needs. Our families are very loyal to businesses that promote Northpoint Christian School.

2. Northpoint Christian School is the largest Christian School in DeSoto County.

With over 1,000 students in Pre-kindergarten through 12, Northpoint Christian School is not only the largest Christian School in DeSoto County, but also one of the largest schools in the entire Memphis area.

3. The cost of Advertising at Northpoint Christian School is most effective.

The cost of the Display and Promotion Advertising targeted to the families and friends of Northpoint Christian School compares quite favorably to advertising at other sporting or business venues.

4. The Advertising payment is tax deductible.

All payments to the Northpoint Christian School Advertising program are tax deductible as an advertising expense.

5. Your Advertising dollars will support a Very Good School that focuses on distinctive Christian Education

Academics

School programs have been designated as Exemplary School Programs

98% of graduates go on to colleges and universities

Millions of dollars annually in scholarships to graduates

National Merit Scholars

Graduates score above the national average on all standardized tests

Spelling BEE, Geography BEE champions qualify for state and regional competitions

Arts

Choral groups receive first place awards at regional competitions

Choral students chosen for honor choirs

Marching and Concert Band have received first place awards in regional competitions

Percussion ensemble has won first place in regional competitions

Fine arts students receive high honors

Fall and Spring drama presentations involve many students and win high acclaim

Students receive numerous Allie Awards

Athletics

30 Athletic Teams in 9 interscholastic sports

Football, track, swimming, volleyball, softball, girls and boys golf, and tennis teams qualified for state playoffs last year

Football, golf, softball and basketball teams have been state champions or state runner-up

Extensive intramural sports program for most elementary grades

Co curricular

Highly regarded Summer Program with almost 500 students of all ages and grades

Annual national mission trips

Annual international mission trips

Many Northpoint Christian School graduates are Senior Pastors, Youth Pastors, Missionaries, and Educators in DeSoto County, throughout the United States, and around the world.

WHAT IS THE NORTHPOINT CHRISTIAN SCHOOL ADVERTISING PROGRAM?

There are two categories of the Northpoint Christian School Advertising Program. For the Advertising Sign Display, you are given two categories to advertise your business throughout the school, maximizing your exposure. You or your advertising agency may submit your advertisement or you can work with the Northpoint Christian School Development Department to create your advertisement. For the Digital Video Scoreboard Category, you may submit a 15-20 second commercial to the Development Department that will be played on our new digital video football scoreboard or you may sponsor a starting line up or the 4th quarter rally.

Advertising Sign Display

- Purchase a sign that is displayed on one of the following:
 - Football scoreboard
 - Baseball fence
 - Softball fence
 - Trojan (Junior High) Gym
- Full page or ½ page ad in the Drama Program and Year Book
- Family Sports Pass to all regular season home sports events
- Acknowledgements of your support for the NCS Trojans during home football games
- Multi - year discounts
- Second sign at the reduced rate of \$500
- Executive Package
 - Sign and Full Page Ad
 - \$1,300/year
 - \$1,100/year for 2 years
- Standard Package
 - Sign and ½ Page Ad
 - \$ 1,000/year
 - \$ 850/year for 2 years

Digital Video Scoreboard Advertising

- **Commercials:** Develop a 15-20 second commercial that will play on the new digital video scoreboard two times for all varsity home football games. Your commercial will also play 5 more times throughout the seasons during JV, Jr. High, and Elementary games. Limit five advertisers. \$3,000/year
- **4th Quarter Rally Sponsor:** A 15-20 second commercial or infomercial will play in between the 3rd and 4th quarter of a varsity home football game. Our school announcer will also acknowledge your business. Limit one sponsor per varsity home football game. \$500/game
- **Starting Line Ups Sponsor:** Your business logo will be displays before and after the starting line and acknowledgment of your business from our school announcer. Limit one sponsor per varsity home football game. \$250/game

**NORTHPOINT CHRISTIAN SCHOOL TROJANS
ADVERTISING SIGN DISPLAY AGREEMENT FOR 2016-2017**

The Northpoint Christian School Development Department agrees to provide the following advertising in exchange for the Advertising Payment by Advertiser to support the athletics, arts and academic programs at NCS. The Development Department reserves the right of final approval on the content, layout, and artwork of any proposed advertising sign display.

Executive Sign Display

- Sign attached to one of the following: **(Circle Location of Sign)**
 Football scoreboard (Digital)
 Outfield fence at baseball field (48" x 96")
 Trojan (Junior High) Gym (48" x 72")
 Softball Field (48" x 96")
- Full page ad in the Drama Program and the Yearbook
- Family Sports pass to all regular season home games
- Acknowledgement of Advertiser during each home football game
- Value of this Executive Sign Display is \$2,500 per year

Choose Package Deal:

- _____ **1 Year = \$1,300**
- _____ **2 Year Agreement = \$1,100/year**
- _____ **Additional Sign = \$500/year**

Standard Sign Display

- Sign attached to one of the following: **(Circle Location of Sign)**
 Football scoreboard (Digital)
 Outfield fence at baseball field (48" x 48")
 Trojan (Junior High) Gym (48" x 72")
 Softball Field (48" x 48")
- Half page ad in the Drama Program and the Yearbook
- Family Sports pass to all regular season home games
- Acknowledgement of Advertiser during each home football game
- Value of this Executive Sign Display is \$1,800 per year

Choose Package Deal:

- _____ **1 Year = \$1,000**
- _____ **2 Year Agreement = \$850/year**

Digital Video Scoreboard Advertising

Choose Package Deal:

- _____ **\$3,000 Commercials** _____ **\$500 4thQuarter Rally Sponsor** _____ **\$250 Starting Line Up Sponsor**

Name of Advertiser _____ Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Signature _____ Date _____

NCS Advertising Program deadline is August 12, 2016.

If the sign becomes damaged, the Northpoint Christian School Development Department will replace the sign.

Payment may be made by check, credit (or debit) card. If paying by check, please return this Agreement along with a check made payable to Northpoint Christian School to the Northpoint Christian School Development Department, 7400 Getwell Road, Southaven, MS 38672. If you wish to pay by debit or credit card, please visit the following website and click on the package you want to complete your payment.

<http://ncstrojans.com/support-us/advertise-with-us> and click on the Buy Now button

All artwork for signs must be submitted in a **hi-res digital format** to Lynn Fox at Lfox@ncstrojans.com.