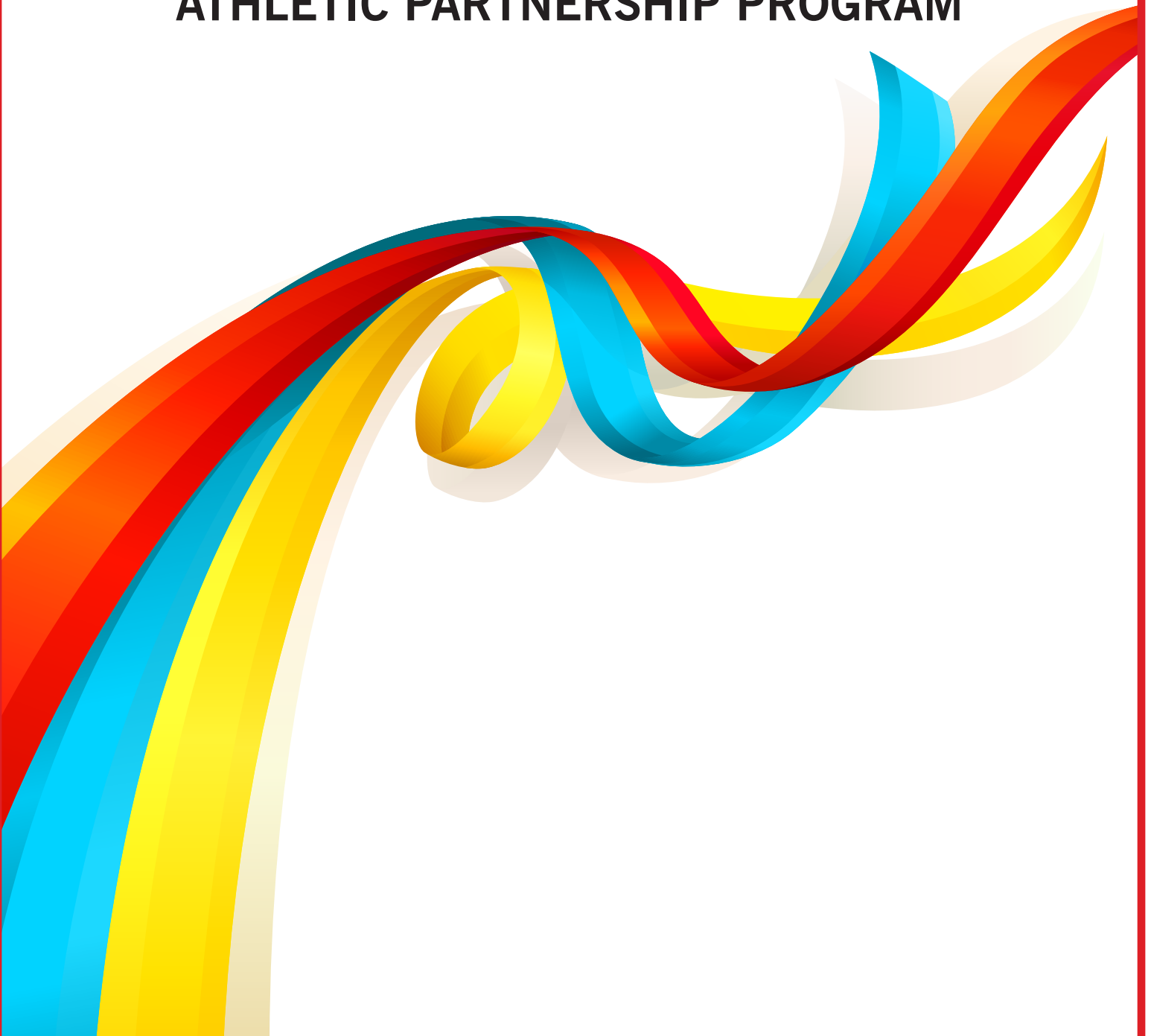




George C. Marshall High School
Tysons Corner Virginia

ATHLETIC PARTNERSHIP PROGRAM



George C. Marshall High School – Tysons Corner Virginia

ATHLETIC PROGRAM PARTNERSHIP OPPORTUNITIES



STATESMEN CODE OF HONOR

RESPECT

- Promote Equality and Dignity
- Respect Opinions of Others
- Show Respect and Courtesy to ALL Persons

HONESTY

- Be Honest
- Apply Ethical Principles When Making Decisions
- Be a Good Role Model

RESPONSIBILITY

- Fulfill Commitments
- Think About Consequences of Actions
- Take Responsibility for your Decisions

COMMUNITY

- Volunteer
- Participate in Community Activities
- Get Involved

SPIRIT

- Take Pride in G.C.M.
- Join and Support Teams and Clubs
- Get it! Feel it!

BACKGROUND

George C. Marshall High School (GCM) serves a cosmopolitan area of Fairfax County located in Tysons Corner, Virginia. Marshall students reflect the great ethnic diversity in Northern Virginia. George C. Marshall High School prides itself on its strong academic programs. Over 100 faculty members offer a comprehensive curriculum that stresses academic courses as well as studies in fine arts and technical fields. Since 1997, Marshall has offered both the International Baccalaureate (IB) Diploma and individual courses for IB Certificates.

The Marshall Academy provides extensive science, business, marketing and technology classes to juniors and seniors.

George C. Marshall High School prepares students to be successful citizens of the global community. Marshall High School provides an intellectually challenging curriculum for every student. The code of honor at Marshall models and teaches the ethical values of respect, responsibility, honesty, spirit, and community as exemplified in the Statesmen code.

The GCM community communicates by exchanging information, ideas, and viewpoints among students, teachers, administrators, support staff, parents, and other members of the school community to improve student achievement and build public support. This strong partnership among the members of the Marshall family helps our students realize their educational, personal, and career goals.

George C. Marshall High School Mission

- To challenge the intellect of students to foster life-long learning and produce lasting results
- To enable each student to realize his/her educational, personal and career goals.
- To foster strong positive relationships through respect, responsibility, honesty, spirit, and community as exemplified in the Statesmen code.

VISIBILITY & REACH - A TARGETED APPROACH

Over 40,000 people reside within a 5 mile radius of GCM with a median household income over \$100,000.

Local Audience

Falls Church – 13,229 residents – median income \$120,000
Vienna – 15,687 residents – median income \$113,817
Tysons Corner – 19,627 residents – median income \$101,600

Visibility

GCM is an active community participant. Youth groups, area tournaments and recreational programs regularly use the school's fields, gymnasium and facilities. Our student athletes are supported by a well-established Boosters Club founded over 50 years ago. The diverse student body and nationally ranked school draws involvement from all surrounding communities including special IB placement from geographically disparate populations across Fairfax County.

School Demographics

- 1800 students in the student body
- 100 teachers, administrators and staff
- 800 students participating in athletic programs
- International Baccalaureate Diploma – 800 students participating in the IB Program
- Academy Program – 750 students participating in Academy Programs

ATHLETIC OVERVIEW

STADIUM FIELD

Total Field Visibility – 85,000 views annually
GCM - Football, Men's and Women's Soccer, Field Hockey, Men's and Women's Track & Field, and Men's and Women's Lacrosse home events

- Average attendance 350-400 per event
- 90-95 events annually
- Visibility: Season - 30,000 views

Fairfax County & Vienna Youth Sports teams & Adult team events on the Stadium Field weekend events and summer recreational leagues

- 30 teams every weekend over 8 months
- Over 300 youth and adult teams participate in sports events over 12 months
- Visibility: Community events, practices and weekend visibility – 55,000 views

GCM – Stadium Field Highlights

- Field Hockey – Conference & Regional Champions
- Women's Soccer – Conference Champions
- Women's Cross Country – Conference and Regional Champions

MAIN GYM

Total Gym Visibility – 55,000 views
GCM –Women's & Men's Freshman, JV and Varsity Basketball

- 50 student athletes
- 20 events annually
- Average attendance – 300 per game
- Visibility: Season - 10,000 views

GCM –JV and Varsity Basketball highlights

- Men's Basketball – Conference Champions 2014

GCM –Volleyball, Wrestling, Gymnastics

- 104 athletes
- 20 events annually
- Average attendance 200 per event
- Visibility: Season – 10,000 views

GCM –Volleyball, Gymnastics, Wrestling Highlights

- Volleyball – Conference Champions 2014
- Wrestling - Conference Champions 2015
- Gymnastics - Conference Champions 2015

AAU teams - Main Gym and Auxiliary Gym weekend events

- 20 teams every weekend over 5 months
- Over 400 teams participate in sports events over 5 months
- Visibility: Practices and Weekend – 35,000 views

BASEBALL FIELD

Total Field Visibility – 6,000 views in season
GCM –JV and Varsity Baseball

- 50 student athletes
- 20 events annually
- Average attendance – 300 per event

GCM –JV and Varsity Baseball Highlights

- Region Semifinals 2013 and 2014
- Conference Championship 2014
- Eight College committed players 2014

SOFTBALL FIELD

Total Field Visibility - 2,500 views in season
GCM - JV and Varsity Softball

- 30 Student Athletes
- 20 events annually
- Average Attendance - 130 per event

GCM - JV and Varsity Softball Highlights

- Conference Champions - 2014

PARTNERSHIP LEVELS

GENERAL FIVE STAR - \$5,000



Banner – Stadium Field – Baseball Field

Game Announcements – Two announcements for each home game

Football – Baseball – Basketball

- LED Score board – Logo placement – Stadium Field (One for each home game)

Soccer – Football – Field Hockey – Lacrosse

- Recognition – Booster E Gram
- Sponsor Brick (large)– Stadium placement
- Website Ad – GCM Website 12 months

Baseball – Football – Basketball – Lacrosse – Field Hockey – Soccer – Game Sponsor (Select 3 games)

- Brochure placement
- PA announcements throughout the game – thank you recognition as Game sponsor
- Discount coupon at concession stand
- Product Placement at the field or gym
- Media program advertisement for fall and spring media guide- Full page

STATESMEN FOUR STAR - \$3,500



Banner – Stadium Field – Baseball Field

Game Announcements – One announcement for one game each

Football – Baseball – Basketball

- LED Score board – Logo placement – Stadium Field (Select 10 home games)

Soccer – Football – Field Hockey – Lacrosse

- Recognition – Booster E Gram
- Brick Sponsor (small) – Stadium placement
- Website Ad – GCM Website – 9 months

Baseball – Football – Basketball – Lacrosse – Field Hockey – Game Sponsor (Select 1 game)

- Brochure placement
- PA announcements throughout the game – recognition as Game sponsor
- Discount coupon at concession stand
- Product Placement at the field or gym
- Media program advertisement for fall and spring media guide - 1/2 page Ad

GRIFFIN THREE STAR - \$2,000



Banner – Stadium Field – Baseball Field

- Game Announcement – Two announcements for one game
- Recognition – Booster E Gram
- Website Ad – GCM Website 6 months
- Media Program advertisement for fall or spring media guide – 1/4 page Ad

GCM TWO STAR - \$1,000



- Banner – One venue
- Game Announcement – One announcement for one game
- Recognition – Booster E Gram
- Website Ad – GCM Website- 3 months
- Media Program advertisement for fall or spring media guide – 1/8 page Ad

Note: Partnership Programs are not limited to the above program offerings, they can be customized based each partner's specific goals & objectives.

ADDITIONAL ADVERTISING OPPORTUNITIES – ATHLETIC MEDIA GUIDE

Two Issues: Spring and Fall

Full page inside back or inside front cover (in color) = \$500

1/2 page = \$150

Business card (1/8th page) = \$50

Full page (inner pages) = \$300

1/4 page = \$100

Spirit ad – 1/12th page (50 character or less, words only) = \$25

**For more information or to discuss partnership opportunities: Student Activities Office - George C. Marshall High School
Phone: 703-714-5409 or Email partnerships@gcmhsboosters.org**