

**YORK CATHOLIC**



**York Catholic Business  
Partnership Program**





# What is the York Catholic Business Partnership Program?

The York Catholic Business Partnership Program is a one-stop-shop for marketing opportunities throughout the school year, while providing vital financial resources to help underwrite all of York Catholic’s athletic and musical programs. This advertising initiative is designed to provide your business with true marketing value through a wide variety of multi-platform advertisements.

The three tiers of the York Catholic Business Partnership Program include: Emerald, Gold, and Green. Business Partnerships run for an entire year, July 1st through June 30th, and are renewed on an annual basis. These packages provide numerous and creative marketing impressions for our partners to our extensive York Catholic community. With more than 8,000 alumni and friends in our database and more than 35,000 visitors to our school, stadium, gymnasium, and auditorium annually, our reach is extensive.



# Marketing That Makes a Difference



**172 Championships**  
**18 State • 38 District**  
**26 League • 90 Division**  
.....  
**25,000 Fans Annually**

**25 Different Sports**  
**44 Teams (Including Cheer)**  
.....  
**27 Sportsmanship Awards**

**Student Involvement**  
**64% In Athletics**  
**35% In The Music Program**

**10,000 Attend Our Music Performances**  
(Includes MS & HS Musicals, 4 MS & HS Concerts, & Marching Band Home Shows)



**Weekly Parent Email That Reaches Over 1,000 People**

**13,000 Visitors to the Website Monthly**

**Monthly Alumni Email That Reaches Over 2,000 Alumni**

## Our Mission

While there may be alternatives to Catholic education, there is no substitute for the educational experience provided at York Catholic. Since 1928, York Catholic has been a pillar of York County, excelling in academics, athletics, the arts, student life, and service. Through our York Catholic Business Partnership Program, we hope to give exposure to philanthropic businesses who go above and beyond to support our students’ education and extracurricular activities. This is our way of saying thank you for the incredible generosity and continued support.



*When you wear the York Catholic uniform on a Friday night or on the soccer field, you are a part of an historic program - a program filled with great tradition and success. I am a part of a family that will take care of me while I’m in school and once I graduate.*

***Once an Irishman, always an Irishman.***

~ Antinio Staub ‘19







# York Catholic Business Partnership Levels

## Emerald - \$5,000

- Gold Benefits, *Plus*
- Logo on School Digital Marquee in the Winter Season
- Booth/Table at One Home Game or at Annual Musical
- Half Page in Athletics and Musical Programs

### Online Presence:

- Linked Logo on our Business Partnership Website Page
- Alumni Quarterly eBlast
- Monthly Parent eBlast
- Social Media Acknowledgment



## Gold - \$3,000

- Green Benefits, *Plus*
- Sponsor of One Athletic or Musical Event
- Quarter Page in Athletics and Musical Programs
- Professionally Recorded Pre-game Advertisement

### Online Presence:

- Linked Logo on our Business Partnership Website Page
- Monthly Parent eBlast
- Social Media Acknowledgment



## Green - \$1,500

- Premium 4x4 Signage in Gym
- 2 Season Passes (Regular Season Home Games)
- 2 Tickets to the Annual Musical
- Logo in Athletics and Musical Programs
- Logo on Electronic Stadium Scoreboard
- Live Announcement Acknowledgment

### Online Presence:

- Linked Logo on our Business Partnership Website Page
- Social Media Acknowledgment



**For more information, please visit [www.yorkcatholic.org](http://www.yorkcatholic.org) or contact the Advancement Office at 717-846-8871 x322.**