



NORTH COAST SECTION, CIF
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**CORPORATE
 SPONSORSHIP
 OPPORTUNITIES**



NORTH COAST SECTION, CIF PROSPECTUS

Sponsorship of North Coast Section activities offers sponsors a unique opportunity to enjoy the best of both worlds - the advertising and promotional benefits of a sport marketing investment and the image building public relations benefits of a cause-related investment in your local community. These Championship Series will provide sponsors with a highly targeted audience - the families of Northern California high school students.

WHO WE ARE

The **North Coast Section, CIF (NCS)** is a non-profit service organization with member public and private schools, whose purpose it is to administer boys and girls athletics in secondary schools (grades 9-12). The Section is committed to providing a wholesome environment in which athletics for students may thrive.

The North Coast Section does not receive any direct tax funding, nor does it receive any direct benefit from the California State Lottery. The promotion of the North Coast Section and its defined program requires commitment and support from our corporate community.

HISTORY

The North Coast Section, a charter member of the California Interscholastic Federation, was founded in 1914. The CIF was an outgrowth of secondary school principals and administration trying to find common goals in athletic competition. Many abuses had grown up in interschool contests. Administrators felt that they must control high school athletics if it was to serve its real purpose within the total educational process.

Will C. Wood, who was State Commissioner of Secondary Education, organized the California Interscholastic Federation on March 18, 1914. In the 1920's, the CIF consisted of the North Coast, Central, Southern, and Northern Sections. In the late 1930's, Los Angeles was granted independent status as a section. Oakland and San Francisco joined the CIF as two separate sections around 1940. In subsequent years the Sac-Joaquin and San Diego Sections were added. Most recently, in 1964, the North Coast Section was divided and the Central Coast Section was formed.



The CIF was originally founded to serve boys athletics. However, in 1974, its' constitution and bylaws were amended to include girls athletics.

GOALS

The North Coast Section believes that it must be involved in defining the role of athletics in society, particularly in terms of what happens to students in secondary schools. It is a service organization working reciprocally with its' parent organization, the California Interscholastic Federation. Both organizations have a deep concern for the broad goals of education and are committed to providing a wholesome climate in which athletics for students may thrive.

It is the Section's purpose to serve large numbers of students, both participants and spectators, to allow each student to reach his or her academic and athletic potential all within the available resources, organizational limits and school level potential.

Promotion of this organization and its defined program requires commitment of support by communities, school boards and school administrations. The North Coast Section has an overriding goal: the need to organize and operate in such a manner that support and commitment by many is a natural and desired consequence.

- **165 member schools** from Crescent City to Fremont. Total student enrollment for the North Coast Section is approximately **152,000**.
- **3 Championship Sport Seasons**
Fall, Winter and Spring
- **700+ Championship** events in the following sports:



Badminton
Basketball
Baseball
Cross Country
Football
Golf
Lacrosse

Soccer
Softball
Swimming & Diving
Tennis
Track & Field
Water Polo
Wrestling
Volleyball

- **Championship venues** throughout Northern California have included, Santa Rosa Junior College, Oakland-Alameda County McAfee Coliseum and ORACLE Arena, University of California (Edwards Stadium and Haas Pavilion), St. Mary's College, University of San Francisco, Cal State East Bay, Contra Costa College, Chabot College, Diablo Valley College, College of the Redwoods, and high schools located in 85 cities and 9 counties.

Marketing Plan – Summary

Sponsor Categories

Title Sponsor (Sections Only)

Example: “NCS/Les Schwab Tires Basketball Championships”

Presenting Sponsor (State Only)

Example: “NCS/Les Schwab Tires Basketball Championships.....Presented by Farmers”

Sponsor Categories Protected for Statewide Presenting Sponsor:

- Retail Banking/Financial Services/Insurance
- Telecommunications

Official Sponsor (State and Sections)

Supporting Sponsor (State and Sections)

Contributing Sponsor (State and Sections)

Sport Specific Sponsor (State and Sections)

Possible Sponsorship Features May Include:

- Event “Title” Sponsorship
- Event Print Cover Logo
- Event Category Exclusivity
- Event Signage
- Event Diamond Vision/Message Boards
- Event Outdoor Message Boards
- Event Public Address Announcements
- Section Web Page – Static Ad
- Section Web Page – Rotating Presence/Link
- Event Comp Tickets
- Event Courtesy Cards
- Event – Logo on Merchandise
- Event – Logo on Letterhead
- Event Promotional Opportunities
- Event Ticket back Coupon
- Direct Mailing to Section schools and/or district offices (max. 3/year)
- Section Event Program Donor Acknowledgement
- Section Web Page Donor Acknowledgement Listing



F A R M E R S

