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| Logo  Description automatically generated |  | sponsorship  Sponsorship Activity #3 |

# Logo, company name Description automatically generatedINVENTORY: PROGRAM ADVERTISING

This exercise will assist your sponsorship team in developing your school’s game/event programs and help guide you in identifying the advertising inventory you will offer to potential sponsors.  
  
You will begin working on a game or event “program” and identify advertising opportunities available to potential sponsors. If your athletics department already offers a game program, see if you can help by selling more ads to sponsors. If not, or you are creating your own event, you will want to consider developing a program or something similar to hand out (or sell). This will provide one of the best opportunities for you to generate revenue for your program.  
  
*\* TIP - This could be a great opportunity to get your art or computer design students involved as a collaborative learning opportunity.*

**Step 1: Decide on the size of the program ads you will offer using the checklist provided below.**

A picture containing text

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**Step 2: Design a template for your game or event program.**Begin by stapling together 10 pages of blank paper. Then, design a cover page, followed by a sample ad on the inside cover. Then create an index of what will be included in the program. Use separate pages of paper, sketch out the various size ads and design sample ads in addition to the information included in the index.  
  
**Step 3: In the space below, list any ideas for “sponsored” content that might offer a good fit for your game or event program sponsor.**

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