

# **WPIAL ADVERTISING OPPORTUNITY**

*Be on the Winning team!  
Advertise in the WPIAL Championship Programs*

To whom it may concern:

The WPIAL is a private non-profit voluntary interscholastic athletic league of 267-member senior and junior high schools covering ten counties in Southwestern Pennsylvania. The counties are: Allegheny (except for public schools in the City of Pittsburgh), Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, and Westmoreland. Each school year, the League sponsors championships in 25 different sports.

Our championship game programs are widely distributed throughout Western Pennsylvania. The revenue generated by the ads in the programs enables the League to showcase our student athletes at outstanding athletic venues.

The WPIAL is now making plans for the 2017-2018 interscholastic athletic seasons and we are asking for your consideration to place an ad in our championship programs which is an important component of the League's success.

Program advertiser benefits include the following:

- Promotes exposure by reaching a dominant percentage of the Western Pennsylvania population, including students, friends, and family with your school's identity and message.
- Demonstrates your commitment to educational benefits realized through interscholastic athletic participation.
- High school students and their families are one of the most desired marketing groups.

If you are interested in joining the WPIAL in a partnership to promote high school athletics, it is suggested that ads with appropriate artwork, logos, camera-ready copy be submitted electronically, preferably in pdf format. We will work with you to develop a format you are satisfied with.

The deadline for submission is September 18, 2017. You may contact me via phone or e-mail listed below.

As a token of appreciation, each sponsor will receive an attractive WPIAL Certificate of Appreciation, a championship program, and complimentary admission passes to all WPIAL championship tournament events. Game program sponsors are a most important component of the League's success.

We would also ask if you are not the correct contact person to please forward this letter to that person. Thank you.

## **FOR ADDITIONAL INFORMATION**

**Contact Jack Fullen, Assistant to the Executive Director  
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