

DES MOINES CHRISTIAN SCHOOL

2023 Sponsorship Program

Market your business to the loyal DMC community!

All proceeds benefit students through the Lion Fund, DMC's annual fund for innovation and excellence in both co-curricular and academic programs.

BENEFITS

Sponsors receive ongoing marketing through a variety of avenues throughout the year, including exclusive marketing at DMC events and sports venues, plus complimentary event tickets.

TARGET AUDIENCE

Current families, alumni, alumni parents, grandparents, staff and DMC friends.

DATES

January 1 – December 31, 2023

INVESTMENT

One sponsorship level is available for 2023 for \$7,500. Current sponsors have first priority to renew. All sponsoring organizations must align with the DMC mission and statement of faith.

QUESTIONS?

Please contact **Jill Van Houweling**:

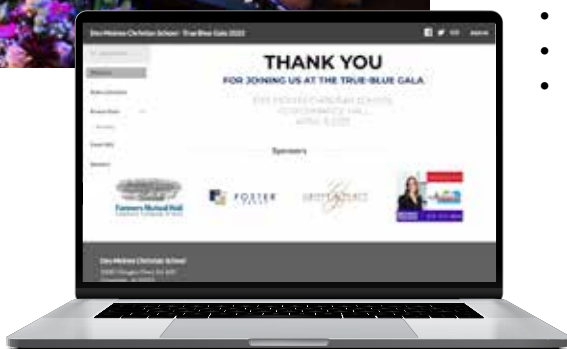
☎ (515) 252-2497

✉ give@dmcs.org

📱 (469) 955-9512

DMCS
DES MOINES CHRISTIAN SCHOOL

Event Promotional Benefits



True-Blue Gala

DMC's annual fundraising event is a springtime dinner and auction with attendance of more than 400 guests, with many more participating in the week-long online auction. Sponsors receive generous marketing exposure via:

- **Pre-event marketing**
- **The mobile bidding app**
- **Social media shout outs**
- **Sponsor logo slideshow during the event**



DMC Golf Classic

Each summer, DMC's annual Golf Classic attracts more than 140 golfers including alumni, current parents, grandparents, staff, students, and friends. Sponsors are included in:

- **Sponsor logos featured at the event via tee signs and clubhouse signage**
- **Event invitation to the full DMC community**
- **Social media shout-outs**
- **Multiple participant emails**

Event Promotional Benefits (continued)



Illumination Show Choir Invitational

DMC's Show Choir Invitational in January attracts up to 15 schools from the surrounding area, bringing hundreds of students plus their families and supporters to the DMC Performance Hall. Sponsor logos are included on:

- **Event signage around the school**
- **Screens throughout the venue**

Sponsorship Benefits

Sports Venue Marketing

- Lions Field: A-Frame field signage and digital concession ad
- Main Gym signage: Digital ad on new scorer's table



Digital Sports Marketing

All sponsor logos rotate throughout the Bound platform, a website and app for fans, athletes and parents to access scores, stats, rosters, schedules and standings. Sponsors receive:

- **Banner ads**
- **Splash screens**
- **Logos on scorecards that are used for social media updates**



Sponsorship Benefits

Complimentary Event Tickets

DMC GOLF CLASSIC

- Foursome



TRUE-BLUE GALA

- Table for 8



Community Recognition

- Annual Report
- DMCS.org Giving Page
- Lion Campus Sponsor Directory
- DMC Social Media

