



# **2024 ETHS FOOTBALL**

## **SPONSORSHIP OPPORTUNITIES**



Photo Credit: John Rambo Arzoumanian

# **CHARGER STRONG**

# MEET COACH LOFTHOUSE

Bringing a Culture & Tradition of Winning and Hard Work



Prior to joining El Toro High School, Coach Peter Lofthouse was the Head Football Coach at Newport Harbor High School for the past 6 seasons. During his tenure at Newport Harbor, he developed them into an elite program leading the team to the playoffs 5 years in a row with multiple Semi-Finals appearances and a CIF-SS Division 6 Championship. Prior to Newport Harbor, Coach Lofthouse spent eight years at the JUCO ranks, including a historic season at San Diego's Mesa College where in three short years the program went from 3-7 to 9-2 and won its first bowl game in over 30 years. Now, Coach Lofthouse has come back home to be the Head Football Coach at El Toro High School. Coach Lofthouse grew up in Lake Forest and played football at El Toro High School. He is dedicated and driven to bring the program back to an elite status developing high level student athletes and successful young men.

Coach Lofthouse believes that the game of football, at any level, is a teaching tool and an opportunity to change the lives of student athletes. The game of football is a unique sport because student athletes do not only learn values that work on the football field, but more importantly, values that can be instilled into their lives. Coach Lofthouse calls these values - The 5 F's and they are the foundation of everything we do.

It is these foundational principles and values that will make our student athletes successful on and off the field. We welcome you to join Coach Lofthouse and be part of this journey.

## COACH LOFTHOUSE'S **FOUNDATIONAL 5 F'S** - VALUES TO LIVE BY

FAITH	FAMILY	FRIENDS	FOOTBALL	FINISH
Have Faith in yourself, Faith in your teammates, and Faith in your coaches. BUY IN and be ALL IN to what we're doing.	Your family comes first. (e.g. Mom, Dad, siblings, relatives), but never forget your football family needs you as well.	Align yourself with friends that have high morals and good character. Your friends and teammates should hold you and themselves to the highest standard.	Have fun, play hard, and remember who you represent when you put on that ETHS Football Jersey. ET Football matters to a lot of people.	Finish what you start. Whether it be homework, a test or playing to the whistle. Give it your best effort for as long as you can. "Never Give Up."



# GO CHARGERS!



# MESSAGE FROM THE PRESIDENT



To our Partners, Supporters and Potential Sponsors,

We are excited to embark on a new chapter for El Toro Football as we welcome our new head coach, Peter Lofthouse. Coach Lofthouse has brought with him a winning culture and incredible work ethic that is already paying dividends within the program. The excitement is growing, and the electricity is contagious, not just among the players, but among the school and community.

It has always been the goal of the El Toro Football Program to provide a top-tier football experience that puts the student athlete first. It is the belief in the "total athlete" striving to operate an all-encompassing program that develops both physical and mental strength, self confidence and leadership skills while supporting high school graduation requirements and assisting with secondary education opportunities and college football recruiting.

However, putting forward a premier program requires more than just the efforts of the coaches, players and parents. It requires the support of the community El Toro calls home. Unfortunately, district cut-backs have caused our program to become 95% booster funded. As a result, we need people like you who are aligned in seeing the positive development of the student athlete, as well as continuing the winning tradition of El Toro Football. We want to partner with businesses like yours to make this the best experience possible for our players and put together a team that makes this community proud.

Your generous sponsorship will help provide helmets, shoulder pads, uniforms, practice equipment, team meals, team transportation, team bonding events, coach stipends and so much more. In return, we want to invite you to be part of the El Toro Football community. This will not only include advertising and marketing for your business but will also include events and opportunities for you and your employees. We want you to see where your contributions are going and be part of the process.

We look forward to working with your business and seeing you at our games! Thank you for your support!

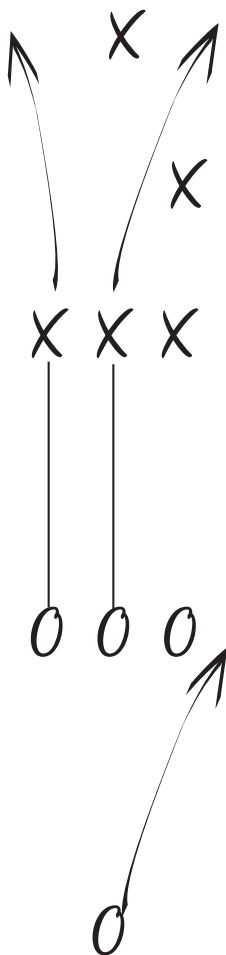
Christian Chee  
President, El Toro Football Boosters



# GO CHARGERS!

# CHAMPION SPONSOR

**\$5,000 OR MORE**



The CHAMPION SPONSOR is the top sponsorship level for the ETHS Football Program. The sponsor receives all perks & benefits that the program offers, including:

- Full page advertisement in the Football Gameday Program
- One (1) X-large banner plus two (2) 3x5 gameday banners displayed in premier locations at ETHS\*
- Company Name & URL featured on ET Football website
- Social Media acknowledgments
- Two (2) home game advertisements on digital scoreboard
- Commercial played during halftime at home games or halftime acknowledgment by announcer if no commercial
- Banners displayed during El Toro Golf Fundraiser Tournament with two (2) complimentary spots in the Tournament
- Four (4) VIP season tickets to all El Toro Football home games with reserved seating in VIP section
- Four on-field end zone passes at home games
- One (1) reserved parking spot for VIP parking at home games
- Invitation to Booster hosted dinners & Sponsor appreciation events
- Complimentary food and/or beverage at home games
- El Toro Football memorabilia\*\*
- One (1) *Game Day Experience* at an El Toro home game (excluding THHS game) which may include:
  - Pre-game sideline passes during warm-up
  - Pre-game locker room access with coaches and team
  - Opportunity to address the team
  - Opportunity to take the field with the team or select position groups
  - Invitation to team pre-game meals
  - Additional opportunities that may be available at coach's discretion



Photo Credit: John Rambo Arzoumanian

\* X-large banner space is limited. If unavailable - four (4) 3x5 banners displayed in premier locations at ETHS Stadium during the entire year

\*\* May include: signed footballs, jerseys or helmets in display cases or other memorabilia as available



# GO CHARGERS!

# STADIUM SPONSOR

**\$3000 TO \$4999**

The STADIUM SPONSOR is one of the top tiers of sponsorship for the ETHS Football Program

The sponsor receives most perks & benefits that the program offers, including:

- Half Page Advertisement in the football gameday program
- Three (3) 3x5 banners displayed in desirable locations at ETHS Stadium during the football season
- Company Name & URL featured on ET Football website
- Social Media acknowledgments
- Two (2) home game advertisements on digital scoreboard
- Commercial to be played during halftime of home games or halftime acknowledgment by announcer if no commercial
- Banners displayed during El Toro Golf Fundraiser Tournament
- Four (4) season tickets to all El Toro Football home games
- Four on-field endzone passes at home games
- One (1) reserved parking spot for VIP parking at home games
- Invitation to Booster hosted dinners and Sponsor appreciation events
- Complimentary food and/or beverage at home games
- El Toro Football memorabilia\*\*
- One (1) *Game Day Experience* at an El Toro home game (excluding THHS) which may include:
  - Pre-game sideline passes during warm-up
  - Pre-game locker room access with coaches and team
  - Opportunity to take the field with the team or select position groups
  - Invitation to team pre-game meals
  - Additional opportunities that may be available at coach's discretion



\*\* May include: signed footballs, jerseys or helmets in display cases or other memorabilia as available

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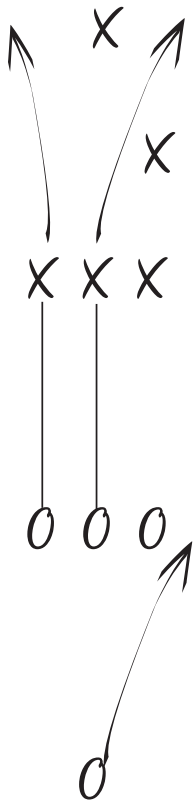


# GO CHARGERS!



# CHARGER SPONSOR

**\$1500 TO \$2999**



The CHARGER SPONSOR is one of the most popular sponsorship levels for the ETHS Football Program. The sponsor receives some added perks & benefits that the program offers including:

- Quarter Page Advertisement in the football gameday program
- Two (2) 3x5 banners displayed at ETHS Stadium during the football season
- Company Name and URL featured on ET Football website
- Social Media acknowledgments
- Two (2) home game advertisements on digital scoreboard
- Halftime acknowledgment by announcer
- Banners displayed during El Toro Golf Fundraiser Tournament
- Two (2) season tickets to all El Toro Football home games
- Two on-field endzone passes at home games
- One (1) reserved parking spot for VIP parking at home games
- Invitation to Booster hosted dinners and Sponsor appreciation events
- El Toro Football Flag
- One (1) Game Day Experiences at an ETHS home game (excluding THHS) which may include:
  - Pre-game sideline passes during warm-up
  - Pre-game locker room access with coaches and team
  - Opportunity to take the field with the team or select position groups
  - Invitation to team pre-game meals
  - Additional opportunities that may be available at coach's discretion

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# VARSITY SPONSOR

**\$500 TO \$1499**

The VARSITY SPONSOR is highlighted in our game day program & receives benefits as follows:

- Business Card Advertisement in the football gameday program
- Company Name and URL featured on ET Football website
- Social Media acknowledgments
- Two (2) tickets to an El Toro Football home game
- Invitation to Booster hosted dinners and Sponsor appreciation events
- El Toro Football Flag



# GO CHARGERS!

# SPONSOR FORM

## CHARGERS FOOTBALL

### ADVERTISE YOUR BUSINESS • SUPPORT LOCAL FOOTBALL • WRITE OFF ON YOUR TAXES

When submitting your ad or banner artwork, please email it to: **ADVERTISING@ETFOOTBALL.COM**. The artwork needs to be **300dpi high resolution/print-ready, in pdf or jpeg format**. If you are submitting a hardcopy/printed version of your artwork: Do not paperclip, staple or tape the artwork and it must be free of handwriting.

ARTWORK DUE DATE FOR PROGRAM ADS: 7/1 ARTWORK DUE DATE FOR BANNERS: 7/19 or 8/2\*

PAYMENT DUE DATE: 7/23 or 8/9\*

\*7/19 & 7/23 for Golf Tournament.  
8/2 & 8/9 for Start of Season.

SPONSORSHIP  
LEVEL:

AMOUNT:

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Business Website: \_\_\_\_\_ Preferred Communication: Email Text Call

Phone/Cell: \_\_\_\_\_ Email Address: \_\_\_\_\_

El Toro High School Representative/Player Last Name: \_\_\_\_\_

#### Payment: CHECKS ARE PREFERRED

CHECK# \_\_\_\_\_

Please make checks payable to:

ETHS FOOTBALL BOOSTERS

Write the name of your rep in the memo line, if possible.

Remit Sponsor Form & payment to:

ETHS Football Boosters

25422 Trabuco Rd, #105-626

Lake Forest, CA 92630

Or let your representative know, & we'll pick it up.

#### Payment: CREDIT CARD

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

CVC# \_\_\_\_\_

Exp. Date \_\_\_\_\_

Zip \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized signature indicates all agreement terms are understood & agreed upon

THANK YOU FOR YOUR SPONSORSHIP! SEE YOU AT THE GAME!



# GO CHARGERS!



# **CHARGER FOOTBALL**

EL TORO HIGH SCHOOL  
25255 Toledo Way  
Lake Forest, CA 92630



@ETHSFootball



@eltoro\_football



# **GO CHARGERS!**