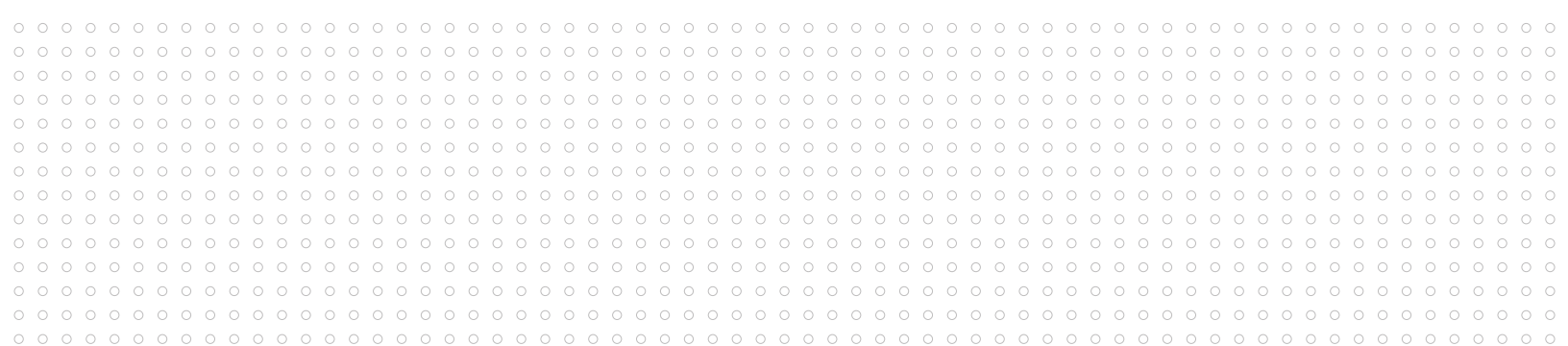




# Advertise your business at University Liggett School



University Liggett School hosts thousands of guests every year from across the Detroit Metro area at games, competitions, performances, and art shows, making it a great place to advertise your business.



# Why advertise with Liggett?

Because we are a passionate community that welcomes performers and athletes from around our region to campus every year. Thousands of people will be exposed to your brand when you partner with us.

We are University Liggett School, the oldest co-educational day school in Michigan and among the preeminent PreK-12 institutions in the state.

Enrolling more than 600 students, University Liggett School offers a rigorous and innovative academic framework that allows students in every grade to find their passion and explore it in depth while developing creativity, critical thinking, teamwork, and adaptability. This guiding philosophy is supported by a rich array of co-curricular programs and empowers students to drive their own academic experience, preparing them to flourish at some of the most elite colleges and universities in the country.

We want to spark a passion for your brand here at our school. Please consider the many ways to connect with our audiences.

Thank you!

## All advertising opportunities include:

Recognition in school publications including, but not limited to, Perspective Magazine, website, and sports programs.

A tax deduction. A portion of the advertising cost is tax-deductible. Please consult your tax advisor.

\*Special pricing available for multiple advertising spots.





# Athletics



University Liggett School athletics offers the chance to fiercely compete, boldly lead and revel in the thrill of victory while facing the region's most competitive schools. We've established a culture of working hard and reaping the rewards, not only in the classroom, but on the field, court, track, and pool. Our athletic campus is built for challenge, our teams are built to win, and our reputation for competing at the highest level is built on proof.

## MCCANN ICE ARENA

The Francis J. McCann Ice Arena includes 39,000 feet of space, expanded locker rooms, and seating for 300 spectators. The building is in use throughout the year - including the summer months - as teams from the Bulldogs Hockey Club, Liggett alumni, other area hockey teams, and the residents of the City of Grosse Pointe Woods use the arena and its facilities. More importantly, we use the facility daily throughout the school year for skating, as part of the lower and middle school physical education program, and for team play by our middle school teams, and the upper school boys' and girls' Varsity and JV ice hockey teams.

**Under Scoreboard Banner | \$3,000**

**30" x 96" Dasher Board | \$2,300**

**30" x 48" Dasher Board | \$2,000**

## JOHN AND MARLENE BOLL CAMPUS CENTER

The 30,200 square-foot John and Marlene Boll Campus Center was opened in September 2018. The Boll Campus Center is a hub of activity at University Liggett School, with gathering space for students, alumni, and community events. The building features a 14,500 square foot gymnasium complete with a collegiate floor, a state-of-the-art fitness center and weight room, an athletic training room, four student locker rooms, coach and official locker rooms, storage space, and ten basketball hoops.

**55" x 10' Banner on the Parking Lot Fence | \$2,000**

**30" x 8' Scrolling Video Board  
in the Fruehauf Gymnasium | \$1,500**

## ATHLETIC FIELDS

In the fall of 2015, University Liggett School completed a stunning expansion of its outdoor athletic facilities, opening the largest contiguous installation of artificial turf fields at any high school in the country. The state-of-the-art complex features synthetic turf athletic fields that support football, baseball, softball, soccer, lacrosse, and field hockey.

**Healey Field - Football, Girls' Soccer, Boys Soccer  
& Boys' Lacrosse: 58" x 12' Banner | \$2,000**

**Baseball Field: 6' x 12' Banner | \$900**

**Muriel E. Brockfield - Girls' Field Hockey & Girls' Lacrosse:  
6' x 12' | \$750**

**Softball Field: 38" x 8' Banner | \$650**

**George Thanasas Field - Boys' Lacrosse & Girls' Soccer:  
55" x 10' Banner | \$650**

**Tennis Courts: 55" x 10' Banner | \$650**

## SPORTS PACKAGES

### **Knights Package | \$7,500**

Company Logo in the  
Ice in McCann  
30" x 96" Dasher Board

Healey Field Banner  
Baseball Banner  
Softball Banner

### **Liggett Package | \$6,000**

Zamboni Wrap in McCann  
30" x 96" Dasher Board  
Healey Field Banner

Baseball Banner  
Softball Banner



# The Arts

The Department of Creative and Performing Arts at University Liggett School offers a carefully curated series of creative outlets in an array of art forms.

Our program is student-centered and allows individuals to grow as creative artists. We provide structures to allow students to draw connections to the world through understanding in the arts. The arts are an integral part of the school's core curriculum, and our successes are measured by our students' ability to demonstrate ethics, excellence, and engagement in a variety of art forms.

## LIGGETT PLAYERS

The Liggett Players is University Liggett School's award winning drama program. Advertising includes "above the title" notice on posters, press releases, and performance programs. Also included is a full-page advertisement in all performance programs and two tickets to each show.

**Fall Show | \$1,500**

**Spring Musical | \$2,500**



## MANOOGIAN ART GALLERY - GUEST ARTIST SERIES

Dedicated in 1996, the Manoogian Arts Wing is the center of the Creative and Performing Arts program at University Liggett School, housing a recital hall/band room, music rooms, art rooms, a photography studio, kilns, and faculty meeting space. It is also used for exhibited artwork, receptions, and community events. The Anderson Exhibition Center, dedicated in honor of Wendell W. Anderson, Jr., '42 DUS, hosts the visiting artists and student art gallery. The gallery space hosts solo exhibitions of visiting artists, including opening receptions. Student exhibitions, beginning in Kindergarten and continuing through our advanced art program, are also displayed here.

**Program Underwriter | \$1,500**



# Print

## CALENDAR ADVERTISING

Place an ad in our school calendar, which is distributed to every Liggett family. Ads are due by July 1st.

**Company Ad | \$500**

## YEARBOOK ADVERTISING

Place an ad in our school yearbook that is distributed to every student, faculty, and staff member.

**Full Page | \$450**

**Half Page | \$275**

**Quarter Page | \$140**



June 2023



ULS school calendar

## LIGGETT KNIGHT PROGRAM BOOK ADVERTISING

Liggett Knight is University Liggett School's annual premier fundraising event at the Grosse Pointe Yacht Club. The program book is distributed to all Liggett families and sponsors.

**Full Page | \$750**

**Half Page | \$500**

**Quarter Page | \$250**



Advertising spread from 2021 Liggett Knight program book



# Special Events

## LIGGETT KNIGHT

Liggett Knight is University Liggett School's premier fundraising gala.

There are many sponsorship levels to choose from and, as a sponsor, you and your company will be featured in our print and online program book, social media, print collateral, and other marketing efforts. Your business will gain exposure to our network of current and past Liggett families, alumni, and area business and community leaders – and sponsorships inspire those Liggett community members to support businesses that support the school.



### PREMIER SPONSOR | \$10,000

- 10 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Full-page program book ad (must be received by March 1)

### GOLD SPONSOR | \$7,500

- 8 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Full-page program book ad (must be received by March 1)

### AUCTION SPONSOR | \$6,000 (one available)

- Logo/name displayed on large bidder screen at event and on the online bidding website
- 4 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Full-page program book ad (must be received by March 1)

### BAR SPONSOR | \$6,000 (one available)

- Logo/name on bar signage and on bar cocktail napkins
- 4 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Full-page program book ad (must be received by March 1)

### PROGRAM BOOK SPONSOR | \$5,000 (one available)

- 4 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Full-page program book ad on back cover (must be received by March 1)
- Logo/name inclusion on front cover of program book

### BENEFACTOR SPONSOR | \$5,000 (one available)

- 4 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Quarter-page program book ad (must be received by March 1)

### SILVER SPONSOR | \$5,000

- 4 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Half-page program book ad (must be received by March 1)

### GIFT BAG SPONSOR | \$4,000 (one available)

- Logo/name on each gift bag
- 4 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Quarter-page program book ad (must be received by March 1)

### VALET SPONSOR | \$3,500 (one available)

- Opportunity for logo/name recognition placed inside each vehicle
- 2 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Quarter-page program book ad (must be received by March 1)

### SWEETS & TREATS SPONSOR | \$3,500 (one available)

- Logo/name recognition on sweets table signage
- 2 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Quarter-page program book ad (must be received by March 1)

### DINNER SPONSOR | \$3,500 (one available)

- Logo/name recognition on menu cards
- 2 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Quarter-page program book ad (must be received by March 1)

### SIGNATURE DRINK SPONSOR | \$3,500 (one available)

- Logo/name recognition on bar signage
- 2 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Quarter-page program book ad (must be received by March 1)

### WELCOME SPONSOR | \$3,500 (one available)

- Logo/name recognition at the registration table
- 2 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Quarter-page program book ad (must be received by March 1)

### FLOWER SPONSOR | \$3,500 (one available)

- Logo/name recognition on dining room centerpieces
- 2 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Quarter-page program book ad (must be received by March 1)

### BRONZE SPONSOR | \$3,000

- 4 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Business card size program book ad (must be received by March 1)

### SHINING ARMOR SPONSOR | \$2,000

- 2 Liggett Knight tickets with preferred seating
- Access to VIP Benefactor cocktail hour
- 1 Business card size program book (must be received by March 1)



# Special Events

## RAFFLE

Our annual Fall Raffle runs for five weeks beginning in November. Proceeds from the raffle support academic initiatives, art, technology, building improvements, athletic equipment, and more.

Fall Raffle sponsors are featured on the raffle tickets, email newsletters, social media, and print materials.



### SPONSORSHIP OPPORTUNITIES:

**First Prize Sponsorship:** Gift-in-kind or monetary donation valued at approximately **\$10,000**

**Second Prize Sponsorship:** Gift-in-kind or monetary donation valued at approximately **\$5,000**

**Third Prize Sponsorship:** Gift-in-kind or monetary donation valued at approximately **\$1,500**

**Ticket Sponsorship:** **\$2,000**

## HOMECOMING

Homecoming at University Liggett School involves the entire school of over 600 students and our large alumni base. Three of the Upper School sports teams (football, soccer, and field hockey) compete, and all three divisions and their families are invited to cheer on our teams. There are also activities for all ages to join in on the fun.

**Sponsorship benefits include:** Logo on Homecoming signage, email communication, and social media posts.

**Program Underwriter | \$1,500**



# Special Events

## U CLUB GOLF CLASSIC

The U Club Golf Classic began in June 2022 with the goal of benefiting all University Liggett School athletic teams and clubs. The inaugural event was a great success raising over \$122,000. This year's event will take place at the Country Club of Detroit on June 26, 2023.

### TITLE SPONSOR | \$15,000

Listing on all marketing materials, event website, banner at the registration tent, recognition from the podium at cocktail reception with the opportunity to speak, one foursome\*

### HOLE-IN-ONE SPONSOR | \$7,500

Listing on all marketing materials, event website, signage with full-color logo on designated "hole in one" hole, one foursome\*

### HOLE SPONSOR | \$5,000 (17 available)

Listing on all marketing materials, event website, signage with full-color logo on hole, one foursome\*

### BEVERAGE & BAR SPONSOR | \$3,000

Listing on all marketing materials, event website, signage with full-color logo on three beverage areas throughout the course, as well as the bar at the cocktail reception, two cocktail reception tickets\*\*

### SCORECARD & SCOREBOARD SPONSOR | \$3,000

Listing on all marketing materials, event website, logo on every scorecard, logo on scoreboard, two cocktail reception tickets\*\*

### COCKTAIL RECEPTION & AWARD CEREMONY SPONSOR | \$2,500

Listing on all marketing materials, event website, signage at cocktail reception with full-color logo, two cocktail reception tickets\*\*

### LUNCH SPONSOR | \$2,500

Listing on all marketing materials, event website, signage at lunch with full-color logo, two cocktail reception tickets\*\*

### BREAKFAST SPONSOR | \$2,000

Listing on all marketing materials, event website, signage at breakfast tent with full-color logo and two cocktail reception tickets\*\*

### PUTTING GREEN SPONSOR | \$2,000

Listing on all marketing materials, event website, signage with full-color logo at the Putting Green

### DRIVING RANGE SPONSOR | \$2,000

Listing on all marketing materials, event website, signage with full-color logo at the Driving Range

### CLOSEST TO THE PIN SPONSOR | \$1,000

Listing on all marketing materials, event website, full-color logo on the Closest to the Pin Sign

### LONGEST DRIVE SPONSOR | \$1,000

Listing on all marketing materials, event website, full-color logo on the Longest Drive Sign

\* Foursome includes a round of golf for four, BBQ buffet lunch, beverages on the course, end of event cocktail reception, and tournament gifts

\*\*Cocktail reception includes a strolling dinner and drinks.





# Rentals at Liggett

University Liggett School features a variety of outstanding facilities available for community events of all kinds throughout the year.

## JOHN AND MARLENE BOLL CAMPUS CENTER

31,000 square foot athletic facility with the capability and equipment to accommodate two, side-by-side basketball, volleyball, or tennis courts, or center court, varsity-style volleyball and basketball. Drop-down hitting net available for indoor baseball/softball. Soccer, lacrosse, and gymnastics can also use the facility (renter must provide equipment). State-of-the-art locker rooms, lobby, and audio/visual technology available. Bleacher seating for more than 500 guests.

### FREUHAUF GYMNASIUM | \$150/hour\*

### BOLL CENTER LOBBY | \$75/hour\*

\*Rental for lobby and gym can be a negotiated price.

## ALL-TURF FIELDS/ALL-WEATHER TRACK | \$150/hour/field

Installed in 2015, University Liggett School features 10 acres of all-turf fields with state-of-the-art drainage for all-weather play, including:

- Healey Field (Varsity Football, Soccer, Boys' Lacrosse)
- Muriel E. Brock Field (Field Hockey, Girls' Lacrosse)
- Six-lane rubber crumb track with high jump, long jump, and shot-put pits
- Varsity Baseball Field
- Varsity Softball Field
- George Thanasis Field (Boys' Lacrosse, Soccer)
- MS Soccer Field
- MS Field Hockey Field
- MS Baseball Field
- Bleacher Seating

## MCCANN ICE ARENA | \$285/ice hour

Indoor ice arena with lobby, locker rooms, concession stand, and heated bleacher seating for more than 400 guests.

## TENNIS COURTS | \$15/hour/court or \$100/hour entire facility

Eight hard-court tennis courts with a tennis house and bathroom facility.

## THEATER | \$150/hour for single events

*Price upon request for multiple performance shows*

Full auditorium and theater with seating for more than 300 guests, including full stage with updated lighting, sound, projection, and hotbox.

## TARIK E. IBRAHIM COMMONS | \$100/hour

Professional meeting space with presentation and teleconferencing technology, which can accommodate up to 75 participants in a workshop model or 100 in a presentation model.

## DANCE STUDIO | \$150/hour

Professional-caliber dance studio with theater lighting rigs that can accommodate seated events for up to 150 and black-box style performances.

## MANOOGIAN ARTS WING | \$200/hour

Professional quality gallery space with customizable display modules that can accommodate events with up to 300 guests.

## COMMERCIAL GRADE KITCHEN (JUN-AUG ONLY) | \$100/hour

## BUS RENTALS | \$125/hour/bus

Liggett has a fleet of seven yellow school buses with passenger capacities of 15-52 persons. Each bus that is rented includes a professional, licensed bus driver.

## ADDITIONAL FACILITIES | Price upon request

University Liggett School has a variety of classrooms, dining facilities, art studios, libraries, laboratories, beautiful outdoor spaces, and other meeting spaces that can accommodate a variety of special events.

## CATERING | Price upon request

BDH Catering, the school's in-house dining team, has extensive experience in private events and can create a wide variety of menus for your event needs.



## INTERESTED IN LEARNING MORE?

Email [rentals@uls.org](mailto:rentals@uls.org) to begin the conversation!

Youth Sports Events  
Showcases  
Tournaments  
Adult Leagues  
Camps and Clinics

Meetings  
Birthday Parties  
Weddings  
Corporate Events  
Theater Performances

Recitals  
Art Shows  
Group Transportation



**FOR MORE INFORMATION  
OR TO ADVERTISE, CONTACT**

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