

DAN RIVER Sports



Support
Area Youth,
Local Sports, &
An Active
Community

Sponsorship Opportunities

May 2025

Partner with us:
Showcase your
business on our
rapidly
expanding
platforms

June 2024

WHY
CHOOSE US

High Growth

- **1.4 Million** + Social Media Views
- **67,000** + Website Views

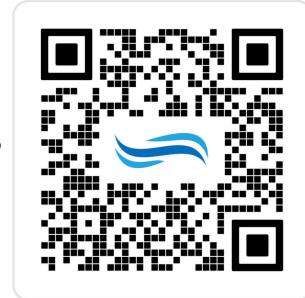
Local Reach

- **100,000** + viewers reached in the Danville area

Affordable

- Multiple Options to **Fit Your Budget & Goals**

SUMMER 2025 MEDIA KIT



SCAN ME




All designs and advertising
managed by Skytrail Digital LLC

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*Skytrail charges a \$50 design fee to
create an ad. The ad then becomes the
property of the business and can be
reproduced and distributed as desired.

434-425-7778

 voice or text

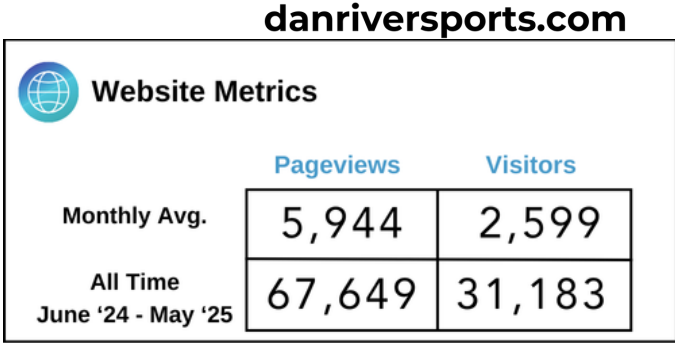
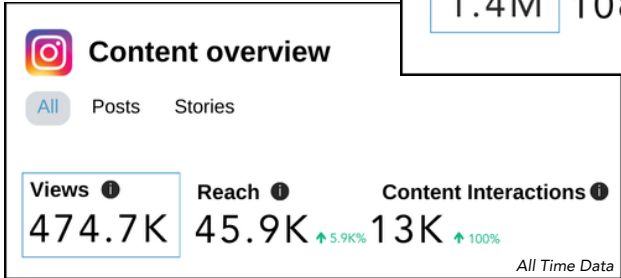
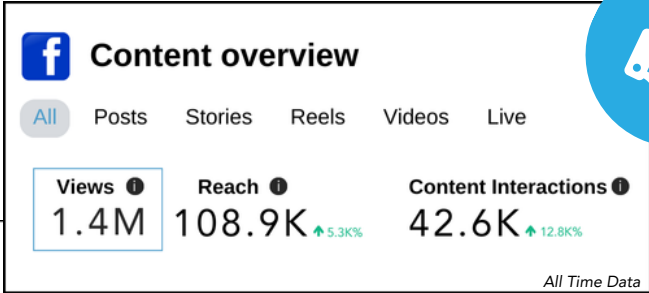
www.skytraildigital.com

Contact: Skyler Kendrick

skendrick@danriversports.com

danriversports.com





Since Launching in June of 2024, **Dan River Sports'** online following has grown exponentially!

How Sponsorship Benefits You:



MASSIVE Local Reach - Over 1 million views from over 100,000 different accounts and counting. Advertising on our social media outlets greatly enhances your local visibility.



High ENGAGEMENT - Our posts consistently receive likes, shares, & comments, ensuring your brand gets noticed.



Targeted LOCAL Advertising - Our viewers are heavily concentrated in Danville, VA and its immediate surroundings.

What You're Sponsoring:



Local Sports - Sponsors help us continue coverage of local teams and athletes.



Area Youth - Partnership allows for scholarships and highlights of area students.



Increased Physical Activity - Sponsorship encourages participation in sports, keeping the next generation active and healthier.




Community Involvement - Sponsors enable us to continue our mission of bridging the community with local activities and athletics.





How it Works:

Build a Package for Your Budget


Support
Area Youth,
Local Sports, &
An Active
Community

Choose a Sponsorship Level



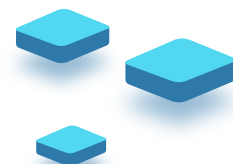
	Website Slot	Social Media Sponsor	Community Involvement Sponsor	1 Month Save 20%	3 Months Save 25%
 BRONZE ROOKIE	Spotlight Banner	Varsity Schedule - every Monday	-	\$160	\$450
 SILVER STARTER	Sidebar Square	Score Reports - Multiple Weekly	-	\$200	\$560
 GOLD MVP	Impact Banner	T-Th-Sat Article Sponser - Multiple Weekly	Extra Effort Award	\$400	\$1,125
 PLATINUM G.O.A.T.	Leadership Banner	M-W-F Article Sponser - Multiple Weekly	Game of the Week	\$560	\$1,575



OR



Purchase Options
à la carte



Monthly Plans for Ad Slots on danriversports.com

Leadership Banner

\$300/month

1
SLOT
only

- ✓ **Top** Banner, under feature on **Homepage** & **Top** of page on **ALL** other **site pages**
- ✓ **Click-through** image directed to URL of your choice
- ✓ 728 x 90 pixel **web** image
- ✓ 320 x 50 pixel **mobile** image

Impact Banner + Footer

\$200/month

1
SLOT
only

- ✓ **Impact** Banner, **Above** Nav Bar on **Homepage PLUS Footer** Banner on **ALL** site pages
- ✓ **Click-through** image directed to URL of your choice
- ✓ 1000 X 120 and 728 x 90 pixel **web** images
- ✓ 320 x 50 pixel **mobile** image

Spotlight Banner

\$100/month

1
SLOT
only

- ✓ **Middle** Banner, appearing midway on **ALL** site pages
- ✓ **Click-through** image directed to URL of your choice
- ✓ 728 x 90 pixel **web** image
- ✓ 320 x 50 pixel **mobile** image

Sidebar Square

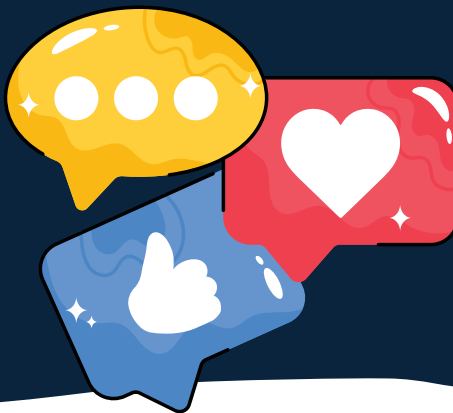
\$100/month

4
SLOTS

- ✓ Square Ad in **sidebar** on **ALL** site pages
- ✓ **Click-through** image directed to URL of your choice
- ✓ 300 x 250 pixel **web & mobile** image

**Save 20-25% by choosing a Sponsorship Level Package*





Monthly Options for Post Sponsorship on Facebook & Instagram

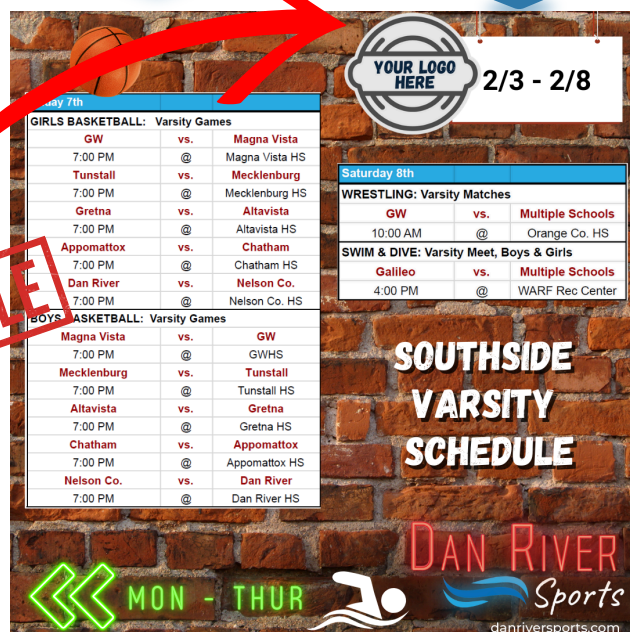
Sponsor the Varsity Schedule Posts

\$50/month

- ✓ Weekly Post made on Mondays
- ✓ Your Business Logo Added to the Graphic
- ✓ Shout out to Your Business in the Post Text
- ✓ Tagging of Your Business Social Accounts

1
SLOT
/month

EXAMPLE



EXAMPLE

Sponsor the Score Report Posts

\$150/month

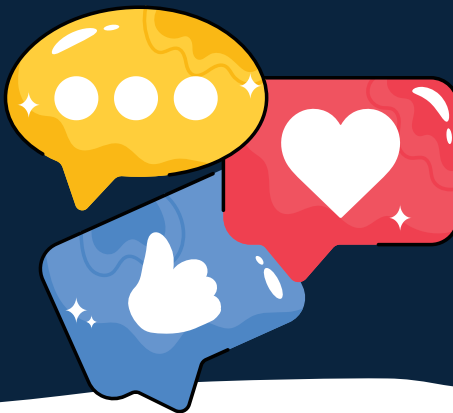
- ✓ Multiple Posts made each week
- ✓ Your Business Logo Added to the Graphic
- ✓ Shout out to Your Business in the Post Text
- ✓ Tagging of Your Business Social Accounts

(Sports and # of post will vary by season)

1
SLOT
/month

*Save 20-25% by choosing a Sponsorship Level Package





Monthly Options for Post Sponsorship on Facebook & Instagram

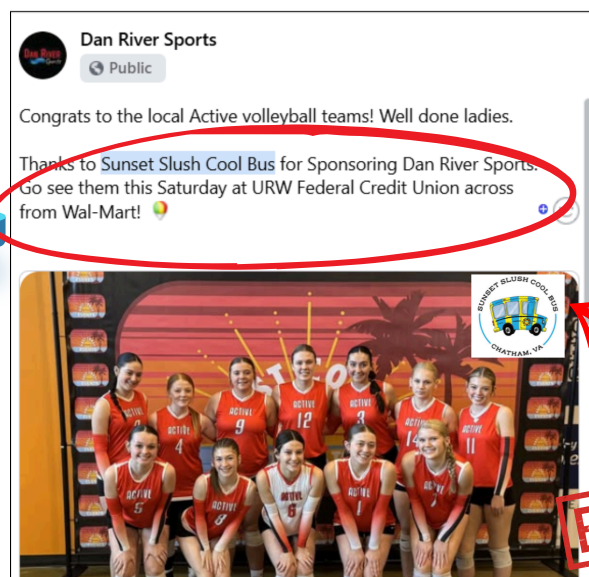
Sponsor Article Announcements

\$150/month

2 SLOTS /month

- ✓ M-W-F Sponsor or T-Th-Sa Sponsor
- ✓ Shout Out for your business in our Article Announcement Posts (often multiple articles per day)
- ✓ Your Business Logo Added to the Article Photo.
- ✓ Tagging of Your Business Social Accounts

EXAMPLE



EXAMPLE

Sponsor a set Number of Variety Posts

Varies /month

- *Inquire about Pricing
- ✓ Pay per Post for a # of your choice
- ✓ Shout Out for your business in the Post Text
- ✓ Your Business Logo Added to the Photo or Graphic
- ✓ Tagging of Your Business Social Accounts

(Post content will vary by season & current events)

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danriversports.com
Ad Contact: Skyler Kendrick
434-425-7778, voice or text
skendrick@danriversports.com

Sponsorship Opportunities for Community Involvement Programs with Dan River Sports



Game of the Week Sponsor \$200/month



- ✓ Your **Business Logo** incorporated into the **Game of the Week Emblem** on the right & **bi-weekly GOW Posts**.
- ✓ Game of the Week emblem is displayed **multiple times per week**:
 - social media • articles
 - website • photos
- ✓ Verbal **shout-outs** for your business during **each live stream** coverage from the Game of the Week

1
SLOT
per
month

EXAMPLE



Extra Effort Award

1
SLOT
per
month

\$100/month

- ✓ Your **Business Logo Engraved** on the **Extra Effort Award Trophy**.
- ✓ Recognition on **social media** & our **website**
- ✓ **Shout-out** to your business in our Extra Effort Award article & video.



*Save 20-25% by choosing a Sponsorship Level Package

