



# COMMUNITY INVESTOR PROGRAM

ACADEMICS • ARTS • ATHLETICS

**SPONSOR DRUID HILLS HIGH SCHOOL TO REACH AN ENGAGED COMMUNITY ACROSS DIVERSE INTOWN NEIGHBORHOODS. ALIGN YOUR BRAND WITH PUBLIC EDUCATION AND STUDENT ACHIEVEMENT.**

- **Powerful Visibility:** Featured on banners, emails, social media, programs, and event signage.
- **Engaged Audience:** Families who value local businesses that support education.



## ACADEMICS:

1350+ Students | 25,000+ Alumni | Academic Rigor

Fund classroom supplies, the Spotlight newspaper and Saga yearbook, academic competitions, and STEM activities. Students engage in hands-on learning every day at DHHS. 87% graduation rate with 34% of students participating in IB or AP.



## ARTS:

500+ Artists and Performers | 20+ Productions | Devoted Audience

Support Red Devil Productions, the DHHS concert and marching bands, orchestra, One Act Play, the National Arts Honors Society, and other arts endeavors. Students create and perform.



## ATHLETICS:

1000+ Student Athletes | 42 teams in 21 sports | Thousands of Red Devil Fans

Cheer on student athletes earning national recognition as scholar athletes and excelling in their sports. DHHS sends dozens of athletes to compete as collegiate athletes every year.



## YOUR REACH:

**Events:** 1,000+ at Red Devil Day | Significant community involvement in the Annual Auction

**Communications:** Newsletter: 1,500+ subscribers | Social Media: 2,500+ Followers

**Zip Codes:** 30307, 30306, 30030, 30002, 30033

**Neighborhoods:** Druid Hills | Avondale Estates | Laurel Ridge | Clairmont Heights | Scottdale | Lindmoor Woods

**Key Demographics:** Population: 62,000+ | Households: 28,752

**Visibility:** 16,000+ Annualized Daily Traffic in front of school headed to Emory, Clinics, and CDC

# AVAILABLE VISIBILITY FOR YOUR BUSINESS:

- **Featured Logo:** Signage and banners at DHHS and related events.
- **Business Recognition:** Mentions and listings (some with logo) in publications, school marquee, informational school websites (DHEF, Druid Hills Athletics, and Parent Teacher Organization), and DHEF annual report.
- **Red Devil Day:** Table opportunity at Red Devil Day (annual open house).
- **DHHS Athletics Seasonal Sports Calendar:** Logo included in the DHAA seasonal calendar, widely distributed and displayed in local businesses.
- **Digital Outreach:** Inclusion in weekly newsletters and on the Druid Hills Athletics App.
- **Social Media:** Mentions across DHHS-affiliated social media channels, including athletics, arts, and academic accounts, reaching students, families, alumni, and community members.
- **DHEF Annual Report:** Inclusion as a Community Investor in the DHEF Annual Report to donors.
- **Print Advertising:** Ads in student newspaper (Spotlight), yearbook (Saga), and performance programs.
- **Red Devil Bash:** Tickets and recognition at the annual benefit auction.
- **DHHS ESPYs:** Inclusion in on-stage display and on event banner.

*Additional placement opportunities may be customized to meet your goals, including presenting sponsor placements for DHHS events.*



BENEFITS	RED DEVIL			
	CHAMPION	LEADER	PARTNER	SUPPORTER
Featured Logo Placements	Lead	Premier	Prominent	Featured
Online Visibility and Promotion	Lead	Premier	Prominent	Featured
Business Name on DHHS Marquee	6 weeks	4 weeks	2 weeks	
Business sign in front of DHHS	✓	✓	✓	✓
Table at Red Devil Day	✓	✓		
Parent e-Newsletter and Print Seasonal Sports Calendar	Logo	Logo	Logo	Listing
Dedicated e-Blasts & Social Media Posts	2x/4x	1x/2x	1 Post	
Spotlight and Saga Advertisements	Ad	Ad	Ad	Listing
Playbill Sponsorship	Ad	Ad	Ad	Listing
Red Devil Bash Tickets	8	6	4	2
Red Devil Bash Sponsor Position	Platinum	Gold	Silver	Bronze
DHHS ESPYs Banner and Display	✓	✓	✓	✓
Inclusion in DHEF Annual Report	Logo	Logo	Logo	Listing
<b>INVESTMENT LEVEL:</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>

## CONTACT:

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The Druid Hills Education Foundation is a 501(c)(3) nonprofit organization.

