



Crete High School

Road Map for Success

Proposal prepared by:

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**HIGH LEVEL
PROMOTIONS**

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Overview of HLP



High Level Promotions (HLP) is a full-service partnership and sponsorship agency specializing in developing, valuing, and securing corporate partnerships for sports facilities, municipalities, and community destinations across the United States.

Founded on the belief that every venue, regardless of size, deserves high-caliber representation, HLP bridges the gap between community assets and corporate partners through strategic, data-driven partnership solutions.

Our Expertise

HLP focuses on creating long-term, mutually beneficial relationships that generate measurable ROI for partners and sustainable revenue for facilities. Our core service areas include:

- Naming Rights Development – Comprehensive evaluation and packaging of high-value facility assets such as complexes, fields, scoreboards, and entryways.
- Sponsorship Strategy & Sales – Building custom partnership portfolios that align sponsor objectives with community impact and visibility.
- Valuation & Audit Services – Market-based internal valuations to determine fair market value for assets and ensure deal transparency.
- Partnership Activation & Reporting – Ongoing support to ensure brand integration, community alignment, and performance tracking through analytics and ROI-based reporting.

School Success Update:

- 2025 YTD, High Level Promotions has helped secure over \$10M in Naming Rights & Sponsorships for our partners.

High Level Promotions

MEET OUR TEAM



Colton Steer

CEO/Co-Founder

At the helm of HLP, Colton brings a biology-neurobiology education, a personal & professional #1 Core Value of relationships matter, & a Go-Giver passion that galvanizes the HLP Team's 'Data-Driven & Impact-Focused' approach.



Donny Baker

President/Co-Founder

Rooted in his Nebraska farming background, Donny brings a hands-on, values-driven approach to High Level Promotions. With experience in film, marketing, and strategic partnerships, he leads with authenticSchool and purpose. Known for his integrity and relationship-focused style, Donny still believes a handshake means something.



Kevin Birkla

COO & Partner

As COO of High Level Promotions, Kevin Birkla blends strategic leadership with a background in psychology to create partnerships that connect on a human level. He leverages behavioral insight to shape marketing and activations that drive measurable impact, fostering authentic connections between brands and communities nationwide.



Jeremy Shaw

VP of Operations

As Vice President of Operations at High Level Promotions, Jeremy Shaw leverages years of operational expertise to scale systems, drive revenue, and improve efficiency. Known for transforming complex ideas into streamlined, results-driven processes, he ensures every partnership and activation operates at peak performance.

High Level Promotions

MEET OUR TEAM



Haleigh Steer VP of Client Success

As Vice President of Client Success at High Level Promotions, Haleigh Steer brings a relationship-first, results-driven approach to managing partnerships across HLP's portfolio. She works closely with clients, municipalities, and brand partners to ensure each collaboration is strategically aligned, thoughtfully executed, and positioned for long-term success.



Kylee Bruning VP of Partnerships

After graduating from the University of Nebraska at Kearney and completing a year long internship with HLP, Kylee has been involved in numerous projects and played a key role in helping secure major partnerships, most recently, WinSouth's Naming Rights agreement for Sand Mountain Park & Amphitheater's Waterpark and Tennis Center.



Cori Dolan VP of Partnerships

After her recent Graduation from the University of Nebraska at Kearney, Cori Dolan is actively involved in key stages of the sponsorship strategy and sales process, from prospecting and relationship development to deal execution and long-term partner activation. She plays a key role in shaping partnership strategy across multiple facilities and markets, bringing a hands-on, detail-driven approach to driving revenue and building meaningful brand relationships.



At High Level Promotions, we believe that our successes stem from visibility, community activation, and our “Relationships Matter” Core Value. In a time where experiences drive engagement and identity, our agency specializes in turning spaces into stories – investments into impact – and most of all, locations into landmarks.

The Crete High School, NE, is already a regional leader of education, sports, and innovation with thriving local businesses. Crete has proven itself to be more than just a place, it’s a brand. Now, as the School prepares for its next chapter, High Level Promotions is proud to present a custom road map designed to elevate Crete’s presence, amplify its economic potential, and align its assets with partners who believe in its bright future.

HLP - backed by community insights, AI & other technologies, and industry expertise, this roadmap outlines how we’ll align Crete’s assets with partners who will not only create community impact but also expand Crete’s long-term financial stability.

Executive Summary



The Crete High School is exploring opportunities to secure new revenue streams and supplemental funding for its premier sports and entertainment assets. To support this effort, the school is considering the engagement of a third-party consultant to evaluate and activate Naming Rights and Sponsorship potential.

High Level Promotions, LLC (“HLP” or “High Level”) is a nationally trusted partner in naming rights and sponsorship development. With a track record of delivering high-impact partnerships across professional sports, municipalities, and large-scale venues while bringing a grass-roots style of communication, HLP brings unmatched expertise and a results-driven approach to monetizing physical assets and community experiences.

Our mission is simple: to create visually compelling, financially rewarding, and mutually beneficial corporate partnerships that last. We combine deep industry knowledge with our core value that “Relationships Matter,” and we take pride in delivering measurable outcomes through a hands-on, collaborative process.

By leveraging naming rights and sponsorships, Crete can offer brands a platform that goes beyond traditional advertising – creating deep emotional connections, enhanced visibility, and long-term value. From exterior signage and on-site branding to digital exposure and VIP hospitality, these partnerships will deliver a powerful marketing return while helping offset capital and operational costs for the School.

The following proposal outlines how HLP can seize this opportunity, build tailor-made partnerships that help shape the School’s future, and also give the School an understanding of the opportunity at hand.

General Outline & Game Plan



High Level Promotions is excited to begin laying the groundwork for a strategic, community-focused partnership initiative in Crete. From the start, our belief has been clear: the Crete High School possesses valuable, market-ready assets that are primed to attract meaningful corporate partnerships.

Our objective is simple yet ambitious, to maximize Naming Rights and Sponsorship revenue for the Crete High School by strategically identifying, packaging, and presenting the School's top facilities and amenities to the right corporate audiences. The greatest opportunities for revenue will likely stem from full complex naming rights, supported by key physical assets, digital integrations, and community-based event activations designed to enhance visibility and engagement across Crete.

At High Level Promotions, we operate with a collaborative mindset, and our guiding principle is straightforward: "You are the boss."

That means:

- You decide which assets are brought to market.
- You help shape the outreach strategy, beginning with warm leads, then expanding to local, regional, and national prospects.
- You maintain full authority to accept or decline any offers presented.

Our role is to guide you every step of the way, from positioning assets and developing sponsorship materials, to launching outreach, negotiating terms, and ultimately helping the Crete High School secure high-value, long-term partnerships that generate both financial and community impact.

Our Technologies, Softwares, & Tools for Success



ChatGPT enables us to craft compelling proposals, contracts, and marketing materials efficiently. With AI-powered insights, we enhance communication strategies, ensuring sponsors receive clear, persuasive pitches.



This project management platform keeps our sponsorship sales process organized, tracking prospects, deals, and activation timelines seamlessly. It improves collaboration and accountability, ensuring smooth execution for our facilities and sponsors.



We use Canva to create professional-grade marketing materials, sponsorship decks, and social media content. Its user-friendly design tools help us visually communicate value to sponsors and showcase branding opportunities effectively.



Apollo.io enhances our outreach by providing accurate contact information and engagement insights. Its AI-driven lead scoring helps us connect with the right decision-makers, increasing efficiency in securing sponsorship deals.



ZoomInfo powers our prospecting with in-depth business intelligence, enabling us to target ideal sponsors based on firmographic and demographic data. This ensures personalized outreach and higher conversion rates.



High-quality visuals and audio elevate our sponsorship presentations. Artlist.io provides premium music and video assets, helping us craft polished, engaging media content that captivates potential sponsors.



Sponsor United gives us a competitive edge by offering a database of sponsorship trends, brand partnerships, and valuation insights. This allows us to position sponsorships strategically and maximize partnership potential.



Otter.ai transcribes meetings, calls, and strategy sessions, ensuring we capture every detail from sponsorship negotiations. This improves follow-ups and documentation, keeping all stakeholders aligned.



With Placer.ai, we provide sponsors with real-time data on foot traffic and audience demographics at our facilities. This data-driven approach demonstrates sponsorship value, helping sponsors measure ROI effectively.

REVIEW OF FACILITIES

- High Level will analyze the Crete campus' and School facilities to identify and review key assets, including any existing sold and unsold inventory (if applicable) and provide written report as needed.
- High Level will typically separate and catalogue these assets as different key categories: Naming Rights, Shared Sponsorship, Primary Partner, Sponsorships, Iconic Landmarks, Permanent Signage, Digital Signage, Intellectual Property, Category Exclusivity, Hospitality, Print, Database Marketing, & Website Exposure - as needed.

IDENTIFICATION OF NEW ASSETS

- Analyze viability of traditional inventory associated with naming rights and sponsorships
- Creatively develop and unlock opportunities associated with non-traditional assets
- Evaluate marketability of all assets to determine revenue potential
- Analyze traditional and creative assets for hospitality
- Goal is to generate significant incremental revenue

QUANTITATIVE BENEFITS

- Website Exposure
 - Sponsor ID on official property website. Includes corporate logos, links to sponsor website, banner ads and sponsor videos. High Level values website exposure based on total unique visitors to a property website.
- On-Site Signage
 - Refers to sponsor ID on static signage, such as LED or video boards, wayfinding signage, banners along concourses and iconic landmarks. High Level values on-site signage based on quality and quantity of impressions, as well as signage location, size and quantities.

- Activation & Promotional Opportunities – Sponsorships
 - Refers to assets that are typically used to activate a sponsorship, such as new technology, emerging media, interactive displays, product sampling, and promotional giveaways.

RATING OF QUALITATIVE BENEFITS

- Prestige Factor-Loyalty
 - Refers to the brand equity that the property has built up. The more prestige a property possesses, the more likely sponsors will seek to associate with it and clients will retain spending onsite.
 - Refers to the affinity that a property’s audience has for the property. When a property possesses a high degree of audience loyalty, sponsors believe that loyalty will rub off on their brand through the association. When a property possesses a high degree of audience loyalty, sales generally benefit from positive interactions with Client.
- Sponsor Protection and Ease of Activation
 - Refers to the protection a sponsor receives against ambush marketing, the degree to which sponsor clutter is minimized at the property, and whether the sponsor enjoys category exclusivity as part of its sponsorship package. Not selling sponsor benefits à la carte, keeping the property as clean and clutter-free as possible, and offering the sponsor category exclusivity constitute a high degree of protection.
 - Refers to the ease in which sponsors can promote and activate their sponsorships. For instance, a telecommunications company is presented with a natural opportunity to engage the audience and activate an arena sponsorship by providing free Wi-Fi hotspots for guests.
- Track Record
 - Refers to the property and/or Client’s history in both fulfilling sponsors and renewing sponsorship deals. Properties that provide a high level of service and consistently overdeliver for sponsors are more likely to have higher renewal rates, therefore increasing the desirability and the value of the sponsorship.

ESTABLISHMENT OF ASSET PRICING

- Compare fair market value calculations versus “real-world” sales experience and intimacy within the market and familiarity of the business landscape.
- Review and alignment of pricing with Client’s leadership team.
- Fair market value baseline for conservative and aggressive scenarios.
- Impact of negotiation on final pricing.
- Include (if applicable) realistic sales projections for year 1 and beyond.

CALCULATION OF FAIR MARKET VALUE

- Measurement of quantitative benefits
- Rating of qualitative benefits
- Comparable properties
- Profile of demographic and socioeconomic indicators
- Assessment of geographic reach

Platform Development

BUILDING OF NAMING RIGHTS/SPONSORSHIP PLATFORMS

- Key objectives
 - Enhance the venue
 - Improve the guest/visitor experience
 - Successfully meet the objectives of the sponsor
 - Maximize sponsorship revenue/Deliver ROI to the sponsor
- Structure
 - Discuss overall sponsorship philosophy for the property (i.e. clutter-free)
 - Assessment of a multi-tiered sponsorship platform
 - Development and defining of a “Signature Partner” type concept
 - Create variety and competition free environment inside the Crete campus
 - Create new assets/new opportunities
 - Create new products and opportunities
 - Active - Interaction with Client base

DEVELOPMENT OF PROSPECT DATABASE

- Develop approach strategy for incumbent corporate partners
- Identify and tier qualified local, regional and national prospects
- Assess specific sponsorship opportunities unique to the property
- Utilize knowledge of marketing initiatives to strategically rank and tier categories and appropriate candidates

EXECUTION OF SPONSORSHIP SALES

- Extensive prospecting and research
- Arrange initial needs analysis meetings to gain understanding of prospect
- Creation of customized presentations and proposals
- Negotiations management and facilitation of contract execution
- Provide to University sales pipeline reports on a mutually determined schedule

MANAGEMENT OF NEGOTIATION PROCESS

- Follow up on all proposals to review and overcome objections
- Define the decision-making process and timeline
- Identify opportunities to restructure proposals as needed
- Once the partnership is finalized, draft agreements and manage contract execution

High Level Promotions (HLP) is excited to propose a partnership with the Crete High School to evaluate, quantify, and activate the community's Naming Rights and Sponsorship potential. Following a productive in-person meeting and site tour, there is clear alignment between HLP and School leadership on a shared vision to unlock new revenue streams and strengthen community assets.

Our initial review of the Crete High School's top facilities and venues, there is a substantial positive return on outside outlook, for outside investment opportunities. This evaluation has identified a strong foundation of assets that position Crete for meaningful and sustainable partnership opportunities.

Upon approval, HLP will serve as the School's exclusive sales agency, leading all efforts to package, market, and secure high-value corporate partnerships. From valuation and strategy through outreach and negotiation, our process is designed to deliver measurable revenue growth and long-term community impact.

The following section outlines the phased approach HLP will implement to bring this initiative to life.

- The purpose of this partnership is for High Level to reasonably determine the potential supplemental revenue University could generate via the sale of Naming Rights & Sponsorships, and thereafter, represent the organization as an exclusive outside sales agent to sell such corporate partnerships accordingly.

PHASE I: PLANNING

- High Level will send Client's designated contact(s), via e-mail, a checklist of sorts requesting a variety of items needed to effectively gain a much deeper understanding of the complexes. Please note that some of these elements may not currently exist, and we may need to make some educated guesstimates during planning.

PHASE II: EVALUATION

- High Level will work with the necessary Parties to review the checklist, tour the site(s) thoroughly if they have not already, and address all other relevant topics. Such correspondence will be pertinent and critical to work/timing associated with all future phases of the project. Thereafter, High Level will perform all services previously outlined in the "Evaluation" section.

PHASE III: SALES EXECUTION

Upon completing Phases 1-2 and providing all results to appropriate individuals, High Level can commence naming rights and sponsorship sales execution, including the services previously detailed within the "Sales Execution" portion of this presentation, which include but aren't limited to:

- Development of a prospect database
- Turnkey sales execution
- Management of the negotiation process

High Level shall not negotiate any sponsorship/naming rights with any third party that High Level knows is considered non-commercial, controversial, politically or sexually oriented or outside of the scope of family-friendly activities that the Crete High School anticipates will be detrimental in any way. The client has complete discretion to withhold consent for any reason.

Phase 1: Evaluation & Asset Valuation (Weeks 1-3)

Objective: Establish a clear understanding of the School's sponsorship potential and identify priority assets.

Key Deliverables:

- Site evaluation and asset audit of all major facilities and venues
- Valuation of top-tier assets and projection of potential revenue
- Development of sponsorship structure and asset hierarchy
- Review and approval from School leadership

Phase 2: Strategy Development & Market Preparation (Weeks 4-6)

Objective: Build the tools and strategy required to take Crete High School's assets to market.

Key Deliverables:

- Creation of sponsorship deck, pricing sheet, and promotional materials
- Development of outreach strategy and prospect prioritization list
- Internal review and refinement with School input prior to launch

Phase 3: Outreach, Negotiation & Partnership Activation (Weeks 7-12)

Objective: Launch market outreach, engage interested partners, and negotiate partnership terms.

Key Deliverables:

- Targeted outreach to qualified local, regional, and national prospects
- Proposal presentations and negotiation support
- Regular reporting and feedback sessions with School leadership
- Finalization and activation of initial partnership agreements

Market Summary

HLP Findings: The Crete High School is missing significant sponsorship revenue, with untapped assets that can attract major brand partnerships & local involvement. Below are key industries and their goals in sponsorships and naming rights:

- **Financial (Banks & Credit Unions)** – Community engagement, new account growth, regulatory compliance (CRA). Opportunities: Naming rights, financial literacy programs, branded ATMs, community grants
- **Medical & Healthcare** – Brand trust, patient acquisition, youth sports wellness. Opportunities: Sponsored trainers, rehab areas, injury prevention programs.
- **Beverage (Coca-Cola, Pepsi, Gatorade, Local Distributors)** – Exclusive pouring rights, brand exposure. Opportunities: Hydration stations, concessions branding, product sampling, patio naming rights & more
- **Education (Universities, JUCO, Online Programs)** – Student recruitment, brand awareness. Opportunities: Facility signage, scholarships, recruiting events.
- **Telecom & Streaming (Internet, Cable, Streaming Services)** – Increase subscribers, ad revenue. Opportunities: Sponsored WiFi, streaming services, revenue share.
- **Automotive (Dealerships, EV Companies, Fleet Services)** – Test drives, fleet exposure. Opportunities: Vehicle displays, branded parking areas, shuttle sponsorships.
- **Athletic & Apparel (Nike, Adidas, Under Armour)** – Merchandise sales, athlete engagement. Opportunities: On-site retail, revenue share, branded uniforms.
- **Ancillary (Casinos, Insurance, Airlines, Tech, Law, Real Estate, Utilities)** – Service exposure, community integration. Opportunities: Event sponsorships, digital & physical branding.

A strategic sponsorship approach can unlock significant untapped revenue while enhancing the athlete and visitor experience.

Commission ONLY

- 2 Year Agreement (24 months)
- 40% Commission (ALL Leads)
- \$0/month Retainer. \$0 upfront fees.





Sand Mountain Park & Amphitheater (Albertville, AL)

Summary

- 130+ acres featuring a full-scale entertainment-and-sports complex: an outdoor amphitheater (capaSchool ~6,000 to 8,000), indoor/outdoor aquatics, multi-purpose courts, turf fields, tennis centre, RV park, dog park, trails, and other public amenities.

Best Features/Stats

- Successfully secured a \$1.1 million naming rights partnership for both the WinSouth Waterpark and the WinSouth Racquet Club within 90 days of signing, a landmark agreement enhancing brand presence, guest engagement, and long-term community impact.

Contact

- Mayor Tracey Honea
 - mayorhonea@Schoolofalbertville.com
 - (256) 302-2590



Starfire Crete campus (Tukwila, WA)

Summary:

- 54+ acres with 7 artificial fields, 5 grass fields, 2 indoor artificial fields, athletic center, & expansion plans for stadium & commons

Best Features/Stats

- Secured an Exclusive and Official Banking Partner - a 10-year partnership with WaFd Bank, solidifying a decade-long, community engagement and focused partnership with tasteful brand integration, and financial literacy goals.
- Secured an Exclusive and Official Healthcare Partner - a 10-year partnership with Seattle Children's. A Best of the Best community leader, combining and aligning vision and impact within the communities they serve.
- Through two highly customized partnerships, HLP secured approximately \$5 million in support, marking the largest youth-focused sponsorships either organization has ever undertaken. Both partners have also expressed strong interest in expanding their involvement in the future.

Contact

- Eric Olmstead - CEO
 - eric@starfiresports.com
 - (425) 922-0534



Ford Sports Village at the Z-Plex (Melissa, TX)

Summary

- Turf fields (Reid F1–F5), grass fields (Palmer F1–F2), four covered and eight open-air tennis courts, an on-site restaurant and bar, concessions, & Zadow Park

Best Features/Stats,

- Ford took naming rights to the entire campus
 - IE: Z-Plex to Ford Sports Village at the Z-Plex
- Negotiated Medical Rights with Texas Health
- Average ~\$200,000/year brought to Melissa in assets sponsored
- Doug Zadow, Economic Developer for the School of Melissa
 - snoopzman1030@gmail.com (personal email)
 - (469) 667-8760



Ira ISD (Ira, TX)

Summary

- The Bulldogs compete in six-man football, known for its fast-paced play; and field strong teams in baseball, softball, tennis, track & field, and cross country, with athletes consistently advancing through district and regional competition.

Best Features/Stats

- Successfully secured over \$250,000 in corporate sponsorships for Ira ISD, a 1A rural school district whose largest sponsorship prior to partnering with HLP was \$10,000. This milestone achievement marked a transformational shift for the district, significantly expanding its athletic, academic, and community programming through strategic partnership development and strong local business engagement.

Contact

- Garrett Luft - Superintendent
 - gluft@ira.esc14.net
 - (325) 573-2628 ext. 122



School of Clyde (Clyde, TX)

Summary

- Amenities include six all-turf baseball/softball fields, a multipurpose turf field for soccer and football, four tennis courts, four pickleball courts, two sand volleyball courts, a splash pad, playground, and multiple concessions.

Best Features/Stats

- Secured just under \$1M in gross value
- Brought Hanner Chevrolet in for a 10-year Naming Rights partnership of the now Hanner Sports Complex
- Negotiated beverage naming rights with Pepsi taking exclusivity
- Sonic brought in as partner

Contact

- Roger Brown
 - rodgerbrown@clyde-tx.gov
 - (325) 386-4444



Union Point Sports Complex (Weymouth, MA)

Summary:

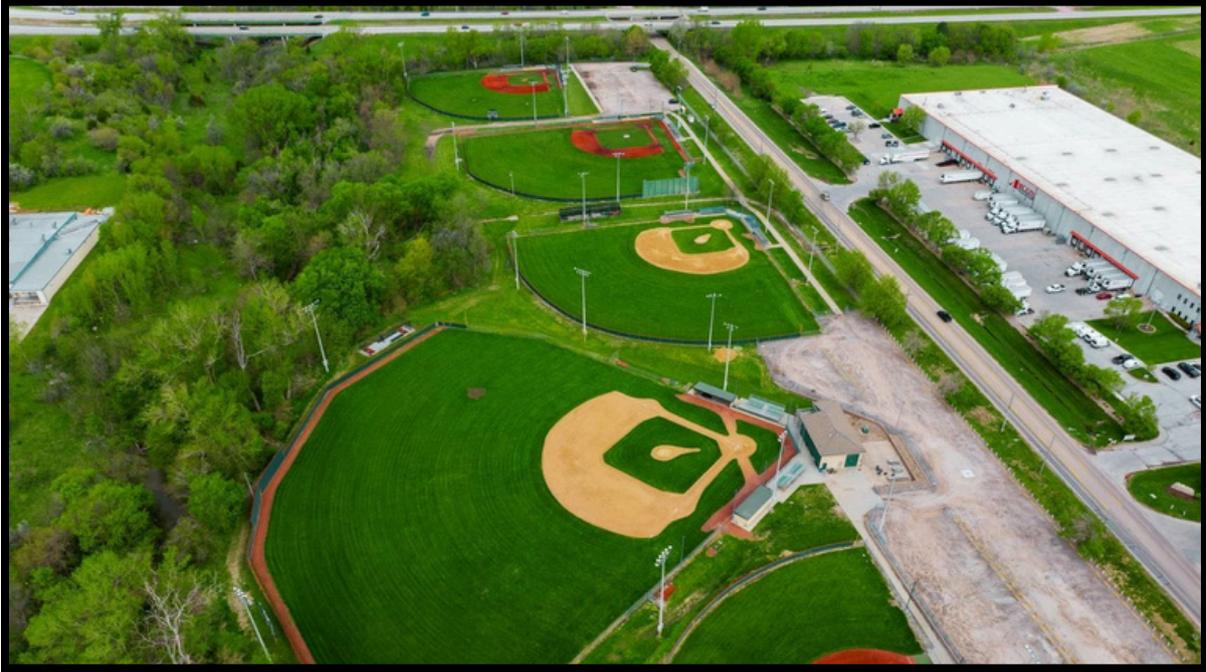
- Multiple full-size turf fields suitable for soccer, lacrosse, field hockey, and football, State-of-the-art lighting systems for night games and events, Ample on-site parking for players, spectators, and event staff, On-site concessions and spectator seating areas, Year-round hosting of tournaments, leagues, and community events

Best Features/Stats

- Secured Official PT Partner
- Multiple Food Truck Partners
- Field Naming Rights Secured
- Due to HLP's efforts, Union Point Sports is now adding 6 pickle ball courts, a 2300 sq. ft concessions/restaurant, & planning future expansions.

Contact

- Greg Hagen
 - greg@unionpointsports.com
 - 781-660-2871



Ultimate Baseball Academy (Omaha, NE)

Summary:

- Ultimate Baseball Academy in Omaha, NE, features multiple full-size indoor and outdoor turf fields designed for baseball and softball training, games, and tournaments. With year-round leagues, training programs, and tournaments, Ultimate Baseball Academy serves as a premier destination for player development and community-driven baseball and softball events.

Best Features/Stats

- Renegotiated their existing beverage partnership, taking their \$1,700 in trade/in-kind to over \$15k in cash value support.

Contact

- Larry Vavricek
 - larry@ubanebraska.com
 - (402) 799-1725



Texoma FC

Summary:

- Texoma FC is a professional soccer club based in Sherman, TX, competing in USL League One and representing the greater Texoma region on a national stage. The club focuses on developing local talent, engaging the community through outreach and events, and delivering an exciting, family-friendly matchday experience. As the only professional soccer organization in the region, Texoma FC serves as a unifying force for fans and partners across North Texas.

Best Features/Stats

- Secured Dr; Pepper as a jersey/kit partner - first US kit partnership by Dr. Pepper since the 1980's.
- Secured over \$600,000 in sponsorship & naming rights deals (1 & 2 year deals).

Contact

- Ben Watson
 - ben@texomafc.com
 - 214-733-9594



Arlington Parks, Recreation and Culture Dept.
717 W. Main St.
Arlington, Texas 76013

9/30/2025

To Whom It May Concern,

I am pleased to share this letter highlighting the positive relationship and mutual benefits the Arlington Parks, Recreation & Culture Department has experienced with High Level Promotions (HLP). From the outset, HLP—particularly Colton and Haleigh have demonstrated an exceptional level of professionalism, responsiveness, and follow-through that has made them a standout partner.

Before any work began, HLP took the time to meet with our team to develop a full understanding of our mission, our needs and wants, and the initiatives we were and were not willing to pursue. They listened carefully, asked thoughtful questions, and fully internalized our non-negotiables related to obtaining sponsorships. Equally important, they embraced our perspective that we are seeking more than sponsorships, we are seeking true partnerships built on shared goals and long-term community impact.

One of HLP's greatest strengths is relationship-building. Colton and Haleigh invest the time to form genuine, trust-based connections with companies. In our experience, that relational equity gives HLP a meaningful edge when recruiting sponsorship opportunities. Conversations move faster, alignment is clearer, and outcomes are stronger because prospective partners feel both understood and valued.

Our collaboration with HLP has been mutually beneficial. For our department, we gain strategic counsel, professional representation, and expanded reach into potential partner networks. For HLP, they work with a mission-driven public organization that brings well-defined priorities and a clear vision for community benefit. Together, we are advancing initiatives that support our residents and elevate the impact of our programs and facilities.

We appreciate HLP's professionalism, integrity, and results-oriented approach, and we are confident in recommending them as a partner to organizations seeking thoughtful, values-aligned sponsorship as well as organizations looking to make an impact in their community.

Sincerely,

Derek DeBusk
Business Services Manager, Arlington Parks, Recreation and Culture Department

Derek.DeBusk@arlingtontx.gov
817-459-5490

Final Thoughts

Across the United States we've helped our facilities drive six & seven-figure revenue increases everywhere we go, for instance this year in Ira, TX (Google it haha) we've already secured \$250,000 in sponsorships for their 1A school, and more important to us, we've secured millions of dollars from corporate partners aligned with our clients goals & values.

We approach every partnership with transparency, creativity, and a long-term mindset, ensuring success for our clients, our corporate partners, & HLP. With that in mind, please remember that nothing is take-it-or-leave-it & we are here to provide value.

Through our hands-on experience with School governments, municipalities, non-profits, and other organizations we've proven our comprehensive, relationship-driven approach consistently delivers exceptional results for every client we serve, with that in mind... We already have some partners interested in the opportunities in Crete.

Lastly, we've enjoyed every conversation with the Crete High School thus far-- and we're excited about what's possible together. We don't just chase deals; we build momentum. Our team is here to turn potential into progress & we're ready to get to work.

COLTON WAYNE
Co-Founder of HLP

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 "Collaborating to elevate locations into ICONIC LANDMARKS."

 **HIGH LEVEL PROMOTIONS**