

Why Advertise on YSE

We believe our YSE sponsors are making a great investment, for these reasons and more.

- 1. Diverse Audience:** We offer a diverse audience ranging from students, parents, grandparents, faculty, coaches and other members of the community. This provides a broad, local demographic.
- 2. Community Involvement:** Businesses that sponsor high school sports are often viewed as being supportive of the community. This can enhance a business's reputation, and customers are more likely to patronize businesses they perceive as giving back to the community.
- 3. Brand Visibility:** Advertising on YSE ensures frequent exposure for your brand. This helps to increase brand recognition and recall among the local audience.
- 4. Cost-Effective:** Compared to other forms of advertising, high school sports sponsorships are very affordable, while still offering wide exposure.
- 5. Loyal Audience:** High school sports fanatics are typically very loyal, often sticking with their teams for many years. This means advertisers can reach an engaged and passionate audience.
- 6. Good Target Audience:** Nearly two-thirds (64.9%) of those who engage with High School sports are between the ages of 25 and 54, the demographic researched to have the most spending power.
- 7. Supports Youth Development:** Your brand isn't just advertising, but also contributing to the development of young athletes. This involvement shows your company's commitment to youth development and healthy lifestyles, which can resonate well with consumers.
- 8. Local SEO:** If you're a local business, having an ad on YSE can organically enhance your local SEO efforts.
- 9. Drive Traffic:** Because most of our ad options offer a clickable ad, we help drive traffic to your website or social media page.
- 10. Long-Term Relationships:** Supporting high school sports often lead to relationships with local families who, in turn, become long-term loyal customers, recognizing the support you've offered to their children.

