52nd historical “tidbit.”
Dr. John S. Dahlem

Dr. Pepper first CIFSS corporate sponsor in 1978 for $30,000

EARLY CORPORATE SPONSORSHIP IN THE CIFSS

The earliest reference to any form of financial support undertaken by the CIFSS was for the annual Track and Field Championships held in 1915. F. B. Silverwood Clothing Store sponsored the 1915 CIFSS Track and Field Championships with their logo on the program cover.

Several companies advertised in the publications issued by the CIFSS including the T.V. Allen Company. Their advertisement is found on the inside cover of the 1936 CIFSS Rule Book:
1925

CIF-SS SPONSOR

B.H. DYAS CO.
7th at Olive
Los Angeles, CA

ATHLETIC AND SPORTING GOODS

Golfers Headquarters
For not only does the B. H. Dyas Co. supply every
golf needful, but our Driving Net is at your service
for daily practice, gratis.

Golf Clubs
An endless variety of every type—
irons for $2.00 and more—Drivers
and Brassies $2.25, $4 and more.

Caddy Bags
Just as useful as your right arm and
as indispensable as the left. We
have bags marked as low as $1.25.

Golf Balls
Most every reliable brand is of-
fered you. And Repaints are only
three for $1.00 or $3.00 a dozen.

Golf Apparel
For men we have shoes, hose and
coats. For women it’s shoes,
skirts, gloves, coats, sweaters and
hats.

B.H. Dyas Co.
700 STREET NEAR REDWAY
“California’s Most Interesting Store”
The Helms Bakery was very supportive of the CIFSS by giving them free office space from 1949 to 1959.

Ken Fagens, CIFSS Commissioner from 1954 to 1975, stated, “In my first five years we were dependent solely on contributions…we couldn’t allow ourselves to have sponsorships, because it was considered professionalism and commercialization.” The following article from the “CIF-SS Bulletin” in 1979 was the general feeling among the CIFSS leadership:

**ESPECIALLY IN HIGH SCHOOL ATHLETICS**

The long shadows of professional athletics are gradually extending their tentacles into the philosophy of many school and lay personnel. The very foundation and philosophy of amateur educational athletics are being confused by the constant barrage of publicity dispersed by mass media on professional athletics.

**Different Attitudes**

The attitude of professional athletes towards game officials is well known. All one has to do is turn the television set on and watch the physical and emotional expressions of dismay and disbelief at calls made by the officials. There is seldom a professional football, basketball, or baseball game where there are not some undesirable words spoken, some insults directed at players and coaches by players from games because of unsportsman-like conduct.

The professional viewpoint is to make the game interesting in order to attract paying customers, and promoters seem to feel that allegations between game officials and players create fan interest.

There can be no place in educational amateur athletics for such conduct on the part of players, coaches, or fans, as the purpose of educational athletics is to train athletes to control their tempers, to accept decisions of game officials without protest, to be good citizens and to demonstrate good sportsmanship. These are traits which, if lost in the high school program, will leave a void to the extent that it will be difficult to justify athletics in high school as an educational activity.

High school administrators and coaches must not lose sight of the fact that our games should be played for the student, the school and the community in such a way as to develop in the players, desirable, ethical character traits.

**Spectacles**

The principle of producing a commercial athletic production which will sell tickets is a primary requirement of professional athletics. The main function of a high school amateur educational program should never be promoted and developed as a commercial production. The main focus always must be the welfare of the student, the student body and the educational program of the school.

**Educational vs Commercial**

Professional teams are fast selling their very “soul” to television and other media in order to secure money. The mass media have insisted that schedules and game breaks be rearranged for their convenience. Exorbitant salaries are paid to attract players to join specific league teams in order to gain greater viewer prestige.

The professional teams have no limitations on sponsors. These programs are fed into the homes throughout America, where the youth of our country are besieged with the propaganda that beer is essential to the good life. The correlation is left in the youth’s mind that beer is indicative of enjoying athletics, and that it is not detrimental to good health and athletic training habits. This is subtle propaganda which is having its effect and which should receive serious consideration by all coaches and school administrators so that it can be combated by their counsel and instruction.

The high school associations have never allowed sponsors of athletic contests to advertise cigarettes or alcoholic beverages as it is not in keeping with the philosophy of the high school educational program.

**Work Constantly**

It is the sincere hope of this column that all school administrators, coaches and teachers will do everything in their power to offset the philosophy of professional athletics which is currently permeating our lay people.

If the time ever comes when we have to adopt the same practices as the professionals in promoting our athletic activities in high school, then we should discontinue athletics, as they would no longer be educational.

The main purpose must always be to educate the student through athletic activities so that they become a healthy citizen of the very highest personal ethical character traits.
During the late 1970’s, Assistant Commissioner Tom Byrnes (later CIFSS and State CIF Commissioner), spoke with Bob Engle and Charlie Seaver from Dr. Pepper. A contract was negotiated for $30,000 in 1978 although the Executive Committee was not high on the idea of commercialism.

The 1980 CIFSS budget included zero income for Support, but the 1981 budget had the sum of $30,000 for the Support category of income and the CIFSS was in full pursuit of corporate sponsors to defray the growing cost of running the CIFSS.
In June, 1980, Larry Zucker was hired as the first full time Director of Sports Marketing and Advertising. He was followed by Chris Thomas in 1989, Danielle Reeves in 1996, and the current Director of Sports Marketing, John Costello in 2000.

Commissioner Ray Plutko was extremely proud of his 1980-1986 tenure, especially his creation of corporate sponsorships, promotions and marketing. Puma became the “official shoe” of the CIFSS in 1981 through the endeavors of Bob Seagren the pole vaulting Olympic Champion. Wilson Sporting Good Company, one of the first CIFSS corporate sponsors, became the “Official Ball” of the CIFSS in 1982 after being the “Official Tennis Ball” of the CIFSS.

The Los Angeles Dodgers and Adhor Farms started the “Shake For Sportsmanship” sponsorship in 1982. In October, 1983, the CIFSS sponsored a CIF Fundraising/Marketing Symposium at the Anaheim Convention Center. Gatorade came on board in 1983. In 1987, Larry Zucker was promoted to an Administrator after helping the section raise approximately $1.5 million in corporate sponsorships to offset the ever-increasing cost of conducting the many championship athletic programs of the CIFSS.
Corporate sponsorship took many forms including cash, subsidies, product, specific sport support (game balls, etc.), medals, certificates, scholarships, program funding, etc.

The 1983 CIFSS Corporate sponsors:


Saucony became the “Official Shoe” of the CIFSS in 1985 and the largest corporate sponsor to date. Conlin Brothers Sporting Goods started their sponsorship in 1987 as well as Reebok, who along with Coca-Cola became the first state-wide sponsors. They became the major name sponsor of all
Section and State events. CIF Southern Section sponsors still were able to sponsor CIFSS events, i.e., Southern Section CIF/Reebok/Ford Basketball Championships. It is interesting to note that Turbo became a sponsor for two years starting in 1988. Turbo is a nutrition company which produced among its products Creatine, which was banned by the CIF in the early 1990’s and thus could not sponsor the CIFSS. In 1990, Pepsi became the official State CIF sponsor along with Reebok which became the primary sponsor. In 1994, Toyota became the official State CIF sponsor for only one year. Arco/ampm took over the State tile sponsorship in 1995. Nike came on board as the CIFSS presenting sponsor in 1997. 24 hour Fitness started their sponsorship in 1998. Toyota of Southern California became the CIFSS title sponsor in 2001. The State CIF reorganized their philosophy and rules on corporate sponsorship in 2004 to include profit sharing with all sections and the inclusion of different types of sponsorship categories to include, title, presenting, official, supporting, contributing, and sport specific. Under the direction of John Costello, CIFSS Sports Marketing Director, the sponsorships in cash and trade have grown to over $604,000 per year (2007-2008).

**Corporate Sponsors of the CIFSS since 1978:**

- Dr Pepper
- Wilson Sporting Goods
- The Finals Swimwear
- Puma
- Big 5 Sporting Good
- Thrifty Drug
- W.R. Moody Trophies
- Pripps Pluss Energy Drink
- American International Sport
- Gatorade
- Adohr Farms
- Friends of Golf
- HL International
- TreeSweet
- Air Cal
- Los Angeles Dodgers
- LA Express
- Carl’s Jr.
• 7 Eleven
• Pizza Hut
• Saucony- Spot-bilt
• Herff Jones
• The Angels
• Ford Motor Company
• Jack in the Box
• Army National Guard
• Sunny Delight
• Coke
• Conlin Bros. Sporting Goods
• Wienerschnitzel
• Dial Corporation
• Chief Auto Parts
• Maxell
• David & Sons Sunflower Seeds
• Round Table Pizza
• Reebok…State CIF Sponsor
• Turbo Nutrition
• Vons
• Tombstone pizza
• Pacific Bell
• Quantum Communications
• TLC Sportswear
• Daniel Freeman Hospitals
• 24 hour Fitness
• Nike
• West Coast Sports Medicine
• Centinela Hospital
• PowerBar
• Mission Hospital
• Hansen’s Soft Drinks
• CHOC
• Amateur Athletic Foundation
• Toyota
• College Prospects of America
• Pepsi
• Sports Channel
• Pac Tel Cellular
• SportMart
• LA Rams
• ARCO/ampm.
• ACI Long Distance
• USC University Hospital
• Kazuma
• Marine Corp
• SchoolSports.com
• Marriott
• Neff
• Sportsbuy.com
• Spalding
• Sport Chalet
• Lifetouch
• PGA.com
• Rawlings
• Aquafina
• College Athletic Recruiting
• SBC Smart Yellow pages
• Sheraton Four Points
• USTA
• Baden
• KSNN
• Home Depot
• Russell Athletic
• Macy’s
• McDavid Sports Medical Products
• Max.prep
• “LA Times”
• College Sport Quest
• Prime Time
• Mikasa
• JL Jackets/Patches
• deBeer
• Verizon
State CIF sponsors:

- Farmers’ Insurance
- CCPOA
- Balfour
- Jostens

Fun Trivia Test (some of these companies have merged or changed names over the years and the “official _____” has also changed.)

**THE OFFICAL CIFSS “________________”**

Official shoe...Puma, Reebok, Puma, Saucony, Nike
Official water polo ball...Mikasa, Baden
Official Lacrosse ball…deBeer
Official baseball…Rawlings
Official ball…Wilson, Spalding
Official tennis ball…Wilson
Official badminton…HL International
Official fuel…Power Bar
Official softball uniform…Kazuma
Official health care system…Mission Hospital, Daniel Freeman, USC
Official Sport Medicine…West Coast
Official soft drink…Dr. Pepper, Hansens, Pepsi, Coke
Official thirst quench…Gatorade
Official ring…Herff Jones, Balfour
Official patches…Neff, J.L.
Official Yellow pages…Pacific Bell
Official sportswear...the Finals, TLC
Official Armed Forces…National Guard, Marines
Official hotel... Marriott, Sheraton Four Points
Official Sporting Goods…Conlin Bros., Sportsbuy.com, SportMart, Sports Chalet, Big 5 Sporting Good
Official fitness center…24 hour Fitness
Official long distance…ACI
Official videographer…KSNN
Official photographer…Lifetouch
Official trophy company…J.R. Moody
Official fast food…Carl’s, Jack in the Box, Wienerschnitzel
Official sunflower seeds…David Sunflower Seeds
Official market…Vons
Official pizza…Pizza Hut, Tombstone, Round Table

Alpha Listing of CIFSS Sponsors – 1978 on
ARCO/ ampm.
ACI Long Distance
Adohr Farms
Air Cal
Amateur Athletic Foundation
American International Sport
Anaheim Angels
Aquafina
Army National Guard
Baden
Balfour
Big 5 Sporting Goods
CHOC
CCPOA
Carl’s Jr.
Centinela Hospital
Chief Auto Parts
Classified School Employees
Coke
College Athletic Recruiting
College Prospects of America
College Sport Quest
Conlin Bros. Sporting Goods
Correctional Peace Officers Assoc.
Dr. Pepper
Daniel Freeman Hospital
David & Sons Sunflowers
deBeer
dial corporation
Gatorade
Farmers’ Insurance
Finals Swimwear
Flame Broiler
Ford Motor Company
Fox Sports West
Friends of Golf
HL International
Hansen Soft Drink
Herff Jones
Home Depot
JL Patches
Jack in the Box
Jostens
K7
KSNN...Kids Sport News Network
Kazuma
Lifetouch
Los Angeles Dodgers
Los Angeles Express
Los Angeles Rams
Los Angeles Times
Macy’s
Marine Corp
Marriott
Max Prep
Maxell
McDavid Sports Medical Products
Mikasa
Mission Hospital
Neff
Nike
PGA.com
Pac Tel Cellular
Pacific Bell
Pepsi
Pizza Hut
Power Bar
Prime Time
Pripps Pluss Energy Drink
Puma
Quantum Communication
Rawlings
Reebok
Round Table Pizza
Russell Athletic
7 Eleven
SBC Smart Yellow Pages
Saucony
SchoolSport.com
Sheraton Four Point
SportMart
Sport Chalet
Sports Authority
Sports Channel
Sportsbuy.com
Spalding
Sunny Delight
TLC Sportswear
Thrifty Drug
Toyota
TreeSweet
Tombstone Pizza
Turbo Nutrition
24 Hours Fitness
USTA
USC Hospital
Verizon
Vons
WSCGA
W. R. Moody
West Coast Medicine
Wienerschnitzel
Wilson Sporting Goods