

**HISTORY OF THE CALIFORNIA
INTERSCHOLASTIC FEDERATION
SOUTHERN SECTION
(CIFSS)**



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.

—see yourself in the Mirror

*Why guess?
—here you see
fit, style, fab-
ric and pat-
tern; here you
KNOW at
once.*

F.B. Silverwood
1111 N. Main
—“the Store with a Cashier”

IF YOU'D like to know how nicely smart
you can look try on one of the Decem-
ber models of HART SCHAFFNER &
MARX clothes, \$18, or better.
—here's real style, that fits, that stays fit.

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This program donated by

F.B. Silverwood
Bdwy. at 6th
221 S. Spring

Varsity “55”
—Hart Schaffner & Marx \$18 to \$40
smart suit model for young men.

Southern California
(Tribune Trophy)
Interscholastic Championship
Saturday, March 27, 1915
Y.M.C.A. Field, Los Angeles

OFFICIALS
Referee: Van Patten, Manager
Bishop, Assistant Manager
E. W. Heston, Secretary
C. W. Heston, Treasurer
Francis Daugherty, Assessor
for Marine, Assistant Clerk

JUDGES OF JUMPS
W. H. Kinschall, J. H. Lynch, W. E. Spenser
J. C. Heston, W. C. White

JUDGES OF WEIGHTS
W. H. Kinschall, J. H. Lynch, W. E. Spenser
J. C. Heston, W. C. White

JUDGES OF PINS
J. C. Heston, W. C. White

ATHLETIC COUNCIL: ITS OFFICERS
L. L. Heston, Los Angeles, Chairman
J. C. Heston, Los Angeles, Secretary
W. H. Kinschall, Los Angeles, Treasurer
W. E. Spenser, Los Angeles, Assessor
J. H. Lynch, Los Angeles, Assessor

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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:

**MEDALS
PLAQUES
FIGURES
TROPHIES
PRIZE CUPS
BELT BUCKLES
SCHOOL RINGS
AND PINS**

In 1915—The year of its founding—we made the first C. I. F., Southern Section medals. Since that time it has been our privilege to serve the organization almost continuously.

Write for Complete Catalogue

**THE
T. V. ALLEN CO.**
Manufacturing
Jewelers & Stationers
810-16 Maple Ave.
Los Angeles

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 golfer 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 offered 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.
7th STREET NEAR EDWAY

"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 fisticuffs between players and eviction of 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 inductive to 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 countermanded 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.



CORPORATE SUPPORT
CONTINUES

**HIS NAME IS
CHARLIE
MR. "DR. PEPPER"**

Over the past five years a "Dr. Pepper" logo has appeared in the corner of all Southern Section award certificates. This small but meaningful tribute is the CIF Southern Section's way of thanking the soft drink bottling company for its generosity in subsidizing our awards program.

The corporate sponsorship agreement between the Southern Section and the Dr. Pepper Bottling Company involves a \$30,000 contribution which is applied toward certificates and championship trophies and patches.

Since its inception in 1977 the Dr. Pepper Sports Foundation has broadened its involvement in high school athletics considerably, and much of the credit for this expansion is due to the company's representative, Mr. Charlie Seaver.

While Seaver's official title is Director of Vending Operations, he is best known in prep circles as the liaison between the CIF-SS and the Dr. Pepper Company. It is the congenial "Charlie" who is called upon when soft drinks are needed for press luncheons and playoff events



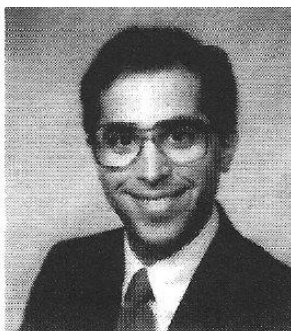
or T-shirts to be given by the schools as door prizes at tournaments.

In his six years with the company, Seaver has served as the official Dr. Pepper representative at numerous CIF-SS championship events, assisting with awards presentations and attending press conferences and symposiums. He has been available to member schools and coaches' associations for their numerous activities and clinics.

The scope of Dr. Pepper's philanthropic endeavors encompasses sponsorship of three major sports clinics, co-sponsorship of various athletic directors' association meetings and active involvement in Orange and Tri-Counties athlete of the year awards in which scholarship awards of \$500 and trophies are presented to the recipients.

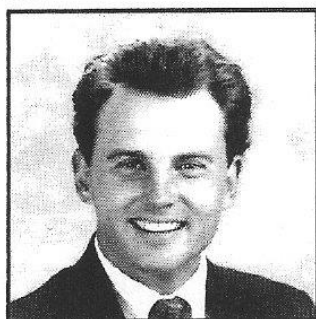
In this day of budget consideration in schools and industry, the students, administrators and indeed everyone involved in CIF Southern Section athletics have ample to be grateful for as far as Charlie Seaver and the Dr. Pepper Bottling Company are concerned.

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.



LARRY ZUCKER
Administrator

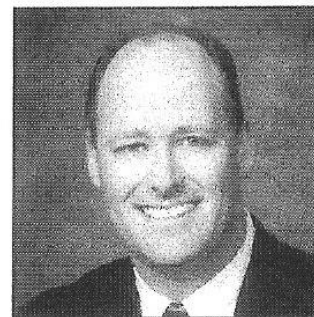
In June, 1980, Larry Zucker was hired as the first full time Director of Sports Marketing and Advertising. He was followed by Chris Thomas in 1989, Danielle Reeves in 1996, and the current Director of Sports Marketing, John Costello in 2000.



CHRIS THOMAS
Director of
Sports Marketing



DANIELLE REAVES
Sports Marketing Coordinator



JOHN COSTELLO
Sports Marketing Coordinator

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:

**CIF-SS CORPORATE SPONSORS:
SUPPORTING HIGH SCHOOL ATHLETICS IS THEIR GAME**

<p>ADOHR FARMS CARL'S JR DODGERS DR. PEPPER THE FINALS GATORADE FRIENDS OF COLLEGE AND HIGH SCHOOL GOLF (BEL-AIR COUNTRY CLUB) HL INTERNATIONAL L.A. EXPRESS PUMA WILSON WR MOODY</p>	<p>CO-SPONSORS OF THE SHAKE HANDS FOR SPORTSMANSHIP PROGRAM OFFICIAL FASTFOOD RESTAURANTS OF THE CIF-SS/CO-SPONSORS OF CIF-SS BASKETBALL CHAMPIONSHIPS CO-SPONSORS OF THE SHAKE HANDS FOR SPORTSMANSHIP PROGRAM OFFICIAL SOFTDRINK OF THE CIF-SS/SPONSORS OF CIF-SS AWARDS PROGRAM OFFICIAL SWIMWEAR OF THE CIF-SS/CO-SPONSORS OF CIF-SS SWIMMING/WATER POLO CHAMPIONSHIPS OFFICIAL THIRST QUENCHER OF THE CIF-SS SPONSORS OF CIF-SS GOLF CHAMPIONSHIPS OFFICIAL BADMINTON SHUTTLECOCK OF THE CIF-SS CO-SPONSORS OF CIF-SS FOOTBALL CHAMPIONSHIPS OFFICIAL SHOE COMPANY OF THE CIF-SS/SPONSORS OF ALL CIF-SS CHAMPIONSHIPS OFFICIAL BALLS OF THE CIF-SS/CO-SPONSORS OF MANY CIF-SS CHAMPIONSHIPS OFFICIAL TROPHY & AWARD COMPANY OF THE CIF-SS</p>
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In May of 1984, Plutko hosted a corporate dinner for the sponsors of CIFSS. W. R. Moody Trophy Company took care of all the major CIF Championship Trophies. Carl's Jr. became the "Official Fast Food" Restaurant of the CIFSS in 1983. In 1985, The California Angels became a corporate sponsor. Coca Cola became the "Official Soft Drink" of the CIFSS in 1985. In 1986, the Friends of Golf (FOG) started a successful support of beginning golf programs in the CIFSS.



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 title 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.



THE FINALS



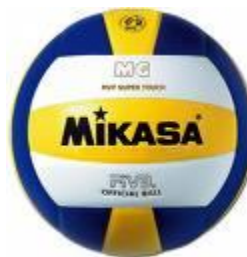
- 7 Eleven
- Pizza Hut
- Saucony- Spot-bilt
- Herff Jones
- The Angels
- Ford Motor Company
- Jack in the Box
- Army National Guard
- Sunny Delight
- Coke
- Conlin Bros. Sporting Goods
- Wienerschnitzel
- Dial Corporation
- Chief Auto Parts
- Maxell
- David & Sons Sunflower Seeds
- Round Table Pizza
- 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



"opening doors to college opportunities for Colorado student athletes"



- 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



- Farmers' Insurance
- CCPOA
- Balfour
- Jostens

State CIF sponsors:



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



CIF Southern Section Partners – 2014-15

CIF SOUTHERN SECTION PARTNERS

Proudly Supporting Southern California's Student-Athletes



SOUTHERN CALIFORNIA FORD DEALERS

Title Sponsor & Official Automobile of the CIF Southern Section - FORD Championships



Presenting of the Southern Section & CIF State Championships



Official Ball
of the CIF Southern Section



Official Sporting Goods
of the CIF Southern Section



Official Source for
CIF-SS Scores & Stats



Official Partner
of the CIF-SS



Official Home of the
CIF Southern Section Championships



Supporting Partner
of the CIF-SS



Official Thirst Quencher
of the CIF-SS



Official Baseball Supplier
of the CIF-SS



Supporting Partner
of CIF-SS Golf



Official
Patch Provider
of the CIF-SS



Official
Water Polo Ball
of the CIF-SS



Supporting Partner
of the CIF-SS



Supporter of
CIF-SS Tennis



Supporter of
CIF-SS Girl's Golf



Official Tennis Partner
of the CIF-SS



Official Badminton
Supplier of the CIF-SS



Supporting Partner
of the CIF-SS